

Environment and Natural Resources Trust Fund
2014 Request for Proposals (RFP)

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Project Title:

Minnesota Stories in a Changing Climate

Category: C. Environmental Education

Total Project Budget: \$ 413,860

Proposed Project Time Period for the Funding Requested: 2 Years, July 2014 - June 2016

Other Non-State Funds: \$ 0

Summary:

Minnesota Stories in a Changing Climate utilizes media tools and local experts to share stories, provide personal contact, and highlight resources to increase climate literacy and encourage positive behavior change.

Name: Kristen Poppleton

Sponsoring Organization: Will Steger Foundation

Address: 2801 21st Ave St, Ste 110
Minneapolis MN 55407

Telephone Number: (612) 278-7147

Email: kristen@willstegerfoundation.org

Web Address: www.willstegerfoundation.org

Location

Region: Statewide

County Name: Statewide

City / Township:

MP: 0613-2-097-proposa

Budget: 0613-2-097-bud

Qual: 0613-2-097-qualifi

Map: 0613-2-097-map-2

Resolution:

List:

	_____	Funding Priorities	_____	Multiple Benefits	_____	Outcomes	_____	Knowledge
Base								
	_____	Extent of Impact	_____	Innovation	_____	Scientific/Tech Basis	_____	Urgency
	_____	Capacity Readiness	_____	Leverage	_____	Employment	_____	TOTAL



Environment and Natural Resources Trust Fund (ENRTF)

2014 Main Proposal

Project Title: *Minnesota Stories in a Changing Climate*

PROJECT TITLE: MINNESOTA STORIES IN A CHANGING CLIMATE

I. PROJECT STATEMENT

Climate change has and will have profound effects on Minnesota’s economy, agriculture, tourism, and natural resources, as well as our cultural identity. The story of climate change has been told at a national level, but research shows that effective climate change education and behavior change happens when the issue is made local and relevant, thereby resonating with an audience. Within our state we are rich in experts who can share their knowledge and describe these changes, in addition to stories of solutions. In order to build a meaningful conservation ethic and to change behavior, however, individuals need to develop more than their knowledge base. In person, ongoing peer support and specific and measureable action items are important and best introduced at the community level, through public forums, in classrooms, with municipal officials, and in the media.

The *Minnesota Stories in a Changing Climate Project* responds to the urgent need to share the knowledge of local experts and the stories of individuals’ experiences to increase climate literacy and change awareness and behaviors of Minnesotans. Recognizing the power of media for sharing stories and the importance of personal contact to reach a broader, diverse audience, as well as to highlight local resources and establish behavior norms, the Project deliverables include: 1) a series of 20 public forums, 8 educator workshops and 3 municipality trainings that highlight local experts and resources and build capacity; 2) establishment and ongoing support of peer groups focused on behavior change to mitigate climate change; 3) educational materials including a new television production and video segments, and a website that features the resources, shared at events and online. Curricula created in 2010 with ENRTF support will be updated, and the video productions will enhance those curricula to be used in the educator workshops. The public forums will be held in communities, places of worship, and on higher education campuses and reservations to broaden and diversify audience reached. Municipality trainings will focus specifically on public engagement and capacity building. All events will use a new video production highlighting stories of Minnesota’s changing climate developed in collaboration with Twin Cities Public Television (TPT), broadcast statewide and repeated frequently on a regional network of 6 PBS stations. A series of 60-second information shorts on TPT-2, on the web and in social media will highlight climate change impacts through stories of climate change affecting iconic places, activities and individuals. This project will reach over 85,000 households statewide.

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: *Plan, Implement and Support Forums, Workshops and Trainings* **Budget: \$161,738**

We will identify locations around the state to host public engagement forums, educator workshops and municipality trainings. Forums and trainings will feature the television program, information spots and local experts on climate science and solutions. Forum participants will form peer support groups focused on behavior change to be supported throughout the project. Workshops will feature curricula materials and information shorts.

Outcome	Completion Date
<i>1. Develop forum, workshop and training program materials, including discussion guide and revised Minnesota’s Changing Climate curricula materials for educators</i>	<i>March 2015</i>
<i>2. Develop public behavior change activities based on literature review and establish peer support groups at forums</i>	<i>March 2015</i>
<i>3. Schedule and implement 20 Forums around the state</i>	<i>March 2016</i>
<i>4. Schedule and implement 6-8 educator workshops in conjunction with forums</i>	<i>March 2016</i>
<i>5. Schedule and implement 3 municipality trainings in conjunction with forums</i>	<i>March 2016</i>
<i>6. Recruit local experts in climate science and solutions to speak at forums</i>	<i>January 2016</i>
<i>7. Provide support to peer and educator groups via web, phone and in person</i>	<i>June 2016</i>

Activity 2: *Develop, Broadcast and Share One 60 Minute Television Program* **Budget: \$142,790**



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We will provide content guidance to TPT to develop, produce and broadcast one 60-minute television program featuring local experts on climate science and solutions in Minnesota. Program will be featured at forums held around the state, staggered over 2 years.

Outcome	Completion Date
1. <i>Design, Research, Film, Produce Television Program</i>	<i>June 2015</i>
2. <i>Broadcast Program</i>	<i>August 2015</i>
3. <i>Share Program at Forums around the state</i>	<i>March 2016</i>

Activity 3: Develop, Broadcast and Share Six 60 second Information Spots **Budget: \$61,758**

We will provide content guidance to TPT to develop 60 second Information shorts on climate change in Minnesota featuring iconic places and species, activities and individuals.

Outcome	Completion Date
1. <i>Design, Research, Film, Produce Six Information Shorts</i>	<i>October 2015</i>
2. <i>Broadcast Information Spots</i>	<i>June 2016</i>
3. <i>Share Information Spots via Web and Forums</i>	<i>June 2016</i>

Activity 4: Behavior Change Integration and Evaluation **Budget: \$47,574**

To measure the climate literacy and behavior change of forum attendees, we will implement a robust evaluation using a literature review, survey tools, and focus groups.

Outcome	Completion Date
1. <i>Review behavior change literature for project integration</i>	<i>March 2015</i>
2. <i>Develop evaluation tool and focus group questions to measure public climate literacy and behavior change</i>	<i>March 2015</i>
3. <i>Implement evaluation and focus group interviews</i>	<i>April 2016</i>
4. <i>Final evaluation report and recommendations</i>	<i>June 2016</i>

III. PROJECT STRATEGY

A. Project Team/Partners (* delineates receives funds from ENRTF)

Will Steger Foundation*: 6 staff, including Will Steger, and contractors will provide project management and implementation, education development, outreach and evaluation.

Twin Cities Public Television (program and information spot production and broadcast)*

Broadcast Segments and events will include experts from the following partners: Science Museum of MN (Pat Hamilton, Kitty Andersen Youth Science Center), Minnesota Phenology Network (Dr. Rebecca Montgomery, Larry Weber, John Latimer) U of MN TC/Duluth/Morris (Dr. Mark Seeley, Dr. Lee Frelich, Dr. Peter Reich, Dr. Sarah Hobbie, Dr. Dan Svardsky), Cedar Creek, Mary Spivey), Natl Park (Lyndon Torstenson), Minnesota Sea Grant, Fresh Energy (J. Drake Hamilton), Department of Ed., Hamline U, NRRI (Ron Moen, Lucinda Johnson), U of St. Thomas (Dr. John Abraham), Lutheran Synod/ELCA, City sustainability offices, local meteorologists (Paul Douglas), iconic Minnesotans (Will Steger, Don Shelby, Winona LaDuke), Native Communities (CYCLES), Bell Museum, MN Youth Environmental Network

B. Timeline Requirements

Summer/Fall 2014: Program planning, forum scheduling, evaluation research, media development

Summer/Fall 2015: Program broadcast, forums and evaluation begin

Spring 2015: Follow up support to peer groups and educators (ongoing)

Winter and Spring 2016: Forums and workshops, evaluation findings collated. Final report, June 2016.

C. Long-Term Strategy and Future Funding Needs

WSF's education program mission is to provide resources on climate change impacts and solutions to educators, students and the public to achieve climate literacy. The outcomes of this project will be shared well beyond the funding cycle via workshops, our website and included in our climate change education programming. Additionally, evaluation results related to behavior change will prove useful in establishing effective behavior change norms and the peer support groups will be maintained via our network. Future financial support from diverse revenue sources will sustain this program.

2014 Detailed Project Budget

Project Title: Minnesota Stories in A Changing Climate

IV. TOTAL ENRTF REQUEST BUDGET for 2 years

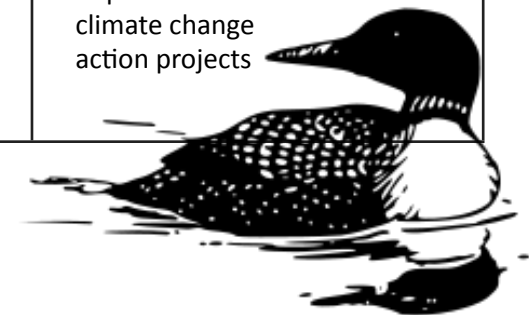
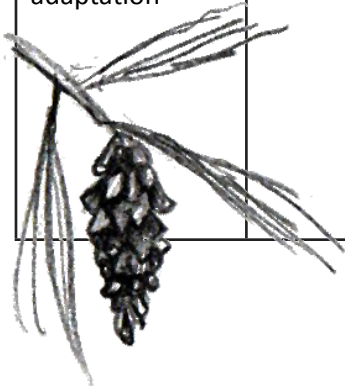
<u>BUDGET ITEM</u>	<u>AMOUNT</u>
Personnel:	
Director of Education, Project Manager (75%)	\$ 107,840
Education Assistant, Content Development/Workshop Facilitation (75%)	\$ 60,800
Project Assistant, Project Support/Event Coordination (33%)	\$ 34,520
Intern, Project Support/Research (50%)	\$ 12,000
Contracts:	
Webmaster, Jim Paulson-Will Steger Foundation Contract Web	\$ 29,700
Twin Cities Public Television- TV Program and Information Spot Production and Airing	\$ 98,500
Evaluator	\$ 12,000
Equipment/Tools/Supplies:	
Printing (curriculum, discussion guides, workshop handouts)	\$ 26,000.00
DVD Production (to share with forum attendees and at outreach events)	\$ 2,500.00
Web based meeting tools (peer support group interaction and support)	\$ 3,900.00
Meeting supplies (paper, markers, technology for interaction, ie clickers)	\$ 4,000.00
Travel to forums, meetings and workshops throughout Minnesota	\$ 15,000.00
Facility Rental (for forums or workshops)	\$ 1,000.00
Food for Workshops and Trainings	\$ 2,500.00
Outreach (booth fees at outreach events)	\$ 3,600.00
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 413,860.00

V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other Non-State \$ Being Applied to Project During Project Period:		
Anonymous Donor	\$ 15,000	<i>pending</i>
Center for Energy and the Environment	\$ 30,000	<i>pending</i>
Other State \$ Being Applied to Project During Project Period:		
	\$ -	NA
In-kind Services During Project Period:		
Executive Director (25% time)	\$ 37,500	<i>secured</i>
Will Steger/President (4 events/year)	\$ 16,000	<i>secured</i>
Associate Director (1/6 of time)	\$ 16,667	<i>secured</i>
Facility Costs (30 locations at \$750)	\$ 22,500	<i>pending</i>
Volunteers (\$22/hour *5 hours*2 people*25 events)	\$ 5,500	<i>pending</i>
Food	\$ 5,000	<i>pen</i>
TPT Production Staff Time	\$ 4,800	<i>secured</i>
Remaining \$ from Current ENRTF Appropriation (if applicable):		
	\$ -	NA
Funding History:		
Xcel Energy Foundation - Phenology and Minnesota's Changing Climate	\$15,000.00	pending
ENRTF 2010-2013 Funding - Engaging Students in Environmental Stewardship	\$250,000.00	secured
Mississippi River Fund/Parks Climate Challenge - Summer Institute for Climate Change Education	\$15,000.00	secured
General Mills Foundation - Summer Institute for Climate Change Education	\$30,000.00	secured
Center for Energy & the Environment - Experience Energy Education Project	\$75,000.00	secured
Aveda Corporation - Summer Institute for Climate Change Education	\$10,000.00	secured
Anonymous Donor - Public Forums with Will Steger (Climate, Clean Energy and Health)	\$15,000.00	secured
TOTAL OTHER FUNDS	\$562,967.00	

Minnesota Stories in a Changing Climate Logic Model

Objectives	Resources	Outputs		Intended Outcomes	
		Activities	Products/Deliverables	Short-term	Medium and Long-Term
<p>Increase climate literacy of Minnesotans of all ages, statewide</p> <p>Highlight and share knowledge of local climate science and solutions via experts</p> <p>Build community capacity in climate change engagement</p> <p>Positive behavior change related to climate change mitigation and adaptation</p>	<p>ENRTF Funding (\$413,860.00)</p> <p>Contract and Paid Staff</p> <p><i>Minnesota's Changing Climate Project</i> (ENRTF funded) and other WSF assets</p> <p>TPT Media Production Experts</p> <p>Established contacts statewide of educators, faith and community leaders, scientists, university and colleges</p>	<p>Plan, implement and support forums, workshops and trainings statewide</p> <p>Revise <i>Minnesota's Changing Climate Curriculum</i></p> <p>Develop research based Behavior Change Activities and Peer Support Group Facilitation Norms</p> <p>Develop Discussion Guide for <i>Minnesota Stories in a Changing Climate</i> 60 minute TV program</p> <p>Develop One 60 minute Television Program and Six Information Shorts</p> <p>Develop climate literacy and behavior change evaluation tools</p>	<p>Revised <i>Minnesota's Changing Climate Curriculum</i>, Grades 3-12</p> <p>20 statewide public forums</p> <p>8 educator workshops</p> <p>3 municipality trainings</p> <p><i>Minnesota Stories in a Changing Climate</i> 60 minute TV program and 6 Information Shorts Broadcast Statewide</p> <p><i>Minnesota Stories of Change</i> discussion guide for educators, forum and municipal leaders</p> <p>Tools for Behavior Change Groups</p> <p>Evaluation Report Results</p>	<p>Participants: includes Forums, Workshops, Training Attendees, TPT Viewers</p> <ul style="list-style-type: none"> Increased climate literacy Awareness of local climate science and solution resources <p>Educators</p> <ul style="list-style-type: none"> Comfort, confidence, competence integrating climate change into their curriculum <p>Municipal Leaders</p> <ul style="list-style-type: none"> Comfort, confidence, competence communicating about climate change with their constituents <p>Peer Support Group Members</p> <ul style="list-style-type: none"> Commitment to climate change action project Connected with peers with similar commitment Connected with resources to implement 	<p>Participants:</p> <ul style="list-style-type: none"> Positive behavior change related to climate change mitigation and/or adaptation Access to community climate change resources Identification of barriers to behavior change and knowledge of climate literacy Use of <i>Minnesota Stories of Change</i> and discussion guide <p>Educators</p> <ul style="list-style-type: none"> Regularly include climate change as a topic, including solutions based activities and/or mitigation projects <p>Municipal Leaders</p> <ul style="list-style-type: none"> Use of <i>Minnesota Stories of Change</i> as a tool for mitigation/adaptation measures Buy in from constituents <p>Peer Support Group Members</p> <ul style="list-style-type: none"> Implementation of climate change action projects





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Project Manager Qualifications

Project Manager, Kristen Iverson Poppleton, is the Director of Education at the Will Steger Foundation. Kristen has spent the last 12 years researching and sharing what constitutes effective climate literacy, especially through the lens of environmental education. She began her work with the Will Steger Foundation as a participant in their first Summer Institute for Climate Change Education in 2006. She has authored several of WSF's curricula resources, implements professional development opportunities for educators, and coordinates local and national collaborations around climate literacy. In addition to her work with WSF, Kristen teaches the graduate course *Overcoming Climate Misconceptions* at Hamline University. She is a member of the North American Association for Environmental Education's Climate Change Education Professional Learning Community and serves as a member of the Minnesota Department of Education's Environmental and Outdoor Education Advisory Committee. Kristen has a MEd, from the University of MN (Environmental Education) and a MS, from the University of MN (Conservation Biology with a focus on climate change education).

Organization Descriptions

The Will Steger Foundation's unique story stems from our founder, Will Steger who uses his compelling eyewitness account of the consequences of a warming world in the Arctic and Antarctic as a means to engage people in the issue and solutions. Building on Will Steger's experience as a polar explorer and an eyewitness to climate change, the Will Steger Foundation educates, inspires and empowers people to engage in solutions to climate change through education, youth leadership development and public outreach. WSF's education program supports educators, students and the public with science-based interdisciplinary educational resources on climate change, its implications and solutions to achieve climate literacy. We accomplish this through curriculum development, professional development and education partnerships. Our curricula encourage in-depth learning and are interdisciplinary, science-based and tied to state standards. The pinnacle of our professional development opportunities is our annual Summer Institute for Climate Change Education, which we have held for the last seven years at various locations in the Twin Cities metropolitan area. Our public education outreach has included summer forums featuring locally and nationally relevant speakers and large public forums held statewide featuring Will Steger, local experts and climate solutions.

Twin Cities Public Television (TPT) is one of the nation's leading public media organizations, using television, interactive media, and community engagement to advance education, culture and citizenship. Based in St. Paul, MN, TPT is one of the highest-rated PBS affiliates in the nation, reaching over 1.3 million people each month through multiple broadcast and online channels. With a mission to "harness the power of television and other media for the public good," TPT enjoys a national reputation among PBS stations for its high-quality national and local productions, and for the loyalty of its nearly 100,000 members. Beyond broadcast, the station is developing and distributing online content on its website as well as through YouTube, podcasts and other distribution channels. Through its Minnesota Productions & Partnerships, TPT is creating an unprecedented number of new broadcast programs, exhibit videos for museums and short web videos, all produced in partnership with over 320 local and regional nonprofit organizations and public agencies. Partner organizations share the copyright for these programs, and often create DVDs used for training and discussions in classrooms and communities across the state and the nation.