

**Environment and Natural Resources Trust Fund
2015 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 072-C

Youth Energy Education: Making Energy Conservation Fun!

Category: C. Environmental Education

Total Project Budget: \$ 162,000

Proposed Project Time Period for the Funding Requested: 3 years, July 2015 - June 2018

Summary:

A statewide energy conservation education resource that will educate and motivate 20,000 elementary aged youth throughout Minnesota and provide them with tools to bring energy awareness home to their families.

Name: Judy Thommes

Sponsoring Organization: Center for Energy and Environment

Address: 212 Third Ave N
Minneapolis Minn 55401

Telephone Number: (612) 335-5859

Email Jthommes@mncee.org

Web Address www.mncee.org

Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

Map of locations of initial organizations who are committed partners.

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



PROJECT TITLE: Youth Energy Education: Making Energy Conservation Fun!

I. PROJECT STATEMENT

Energy conservation is the easiest, most economical way to reach Minnesota’s conservation goals. The proposed project will work with partner organizations statewide to motivate 20,000 youth to reduce their energy use by teaching them where their energy comes from, how they use it, how it impacts the world around them and how they can conserve it. It is well documented that habits developed in childhood are kept for a person’s entire life, meaning that an investment in young people reaps benefits for their entire lifetime. To make conservation exciting this project will build upon existing lessons and create a “school-house rock” style energy education video, as well as interactive games and take home materials. The project will feature our energy saving mascot, TOLBY (Turn Off Lights Behind You), and will encourage students to actively participate in activities such as energy jeopardy and word scramble. Youth will leave excited to take action at school and home. To encourage an ongoing commitment, a take home TOLBY will be provided for youth to take pictures of the actions they are doing with TOLBY and share them on the website as a way to inspire sustainable behavior.

Over the past two years TOLBY energy lessons have been embraced by metro area youth and requests from outstate groups have identified a need to expand the program. To meet these demands, this project will recruit and train partners throughout Minnesota to incorporate energy lessons into their current programming and serve as a community hub for energy education now and in the future. Partners will include groups who are committed to educating local youth such as environmental learning centers, nature centers, scout groups and community education centers. We have also identified a need for interactive energy education that more effectively persuades youth to engage in conservation actions. In order to achieve this, partners will receive training to utilize existing indoor and outdoor energy lessons that were developed in collaboration with the Will Steger Foundation and align with Minnesota State Science Standards. Training will include access to free program materials, lessons and activities and will cover the complete energy awareness program including pre and post activities, presentations, community engagement, interactive video and games. This approach, combined with our outreach, will create a lasting energy education resource and excite youth to build a sustainable lifestyle with their families.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Generate program resources.

Budget: \$15,000

Develop program materials to be housed on the current TOLBY website. This one-stop resource will include existing lessons well as a newly-created “school-house rock” style energy education video and interactive games that educate in an engaging way.

Outcome	Completion Date
1. Develop a webpage to host resources	Sep 30, 2015
2. Produce new energy awareness video and interactive games	Nov 31, 2015

Activity 2: Train and engage partners statewide.

Budget: \$40,000

Train partners on how to deliver program resources to their communities. Will Steger Foundation will develop and deliver training sessions that will cover how to use the program resources in their communities. We have commitments from initial partners and will add more partners as the project progresses.

Outcome	Completion Date
1. Conduct initial training for 5 partner organizations	Jan 15, 2016
2. Conduct training for 5 additional partner organizations	Sep 15, 2016



Environment and Natural Resources Trust Fund (ENRTF)

2015 Main Proposal

Project Title: Youth Energy Education: Making Energy Conservation Fun!

3. Conduct training for 5 new partner organizations	Jun 15, 2017
---	--------------

Activity 3: Deliver interactive educational activities to Minnesota youth. **Budget: \$60,000**

Once trained, CEE and partner organizations will implement the program and engage Minnesota youth in recognizing how they use energy and impact the environment around them.

Outcome	Completion Date
1. Provide energy tool kits including program materials	Jun 30, 2018
2. Educate 20,000 Minnesota youth	Jun 30, 2018

Activity 4: Provide ongoing support to program partners. **Budget: \$47,000**

CEE will coordinate activities and provide on-going support to ensure the success of partner organizations.

Outcome	Completion Date
1. Follow up communication with program partners	Jun 30, 2018
2. Conduct biannual conferencing with partner organizations	Dec 15, 2017
3. Program review and revision	Dec 15, 2017

III. PROJECT STRATEGY

A. Project Team/Partners

Project Partners

The following organizations have committed to be initial partners.

- Bryan Wood, Audubon Center of the North Woods- Sandstone, MN
- Tom O'Rourke, Hartley Nature Center-Duluth, MN
- John Smith, Minnesota Association for Environmental Education
- Michael Godshock, Richardson Nature Center- Bloomington, MN
- Sarah Shimek, River Bend Nature Center- Fairbault, MN
- Susan Joy, Headwaters Science Center- Bemidji, MN

Project Team

Kristen Poppleton, Will Steger Foundation will train educators and serve as a resource for video and game development.

B. Project Impact and Long-Term Strategy

This project will serve 20,000 elementary aged youth throughout Minnesota and provide them with tools to bring energy awareness home to their families. It will expand the reach of current energy education programming by connecting to students in communities that are currently beyond our reach. Training partners to provide the program to local youth will lay the groundwork for continued energy education in Minnesota beyond the three year scope of this project. We will also be able to provide additional organizations, such as home schools and libraries, with the energy education tool kit and resources, expanding the program even further. No additional funding will be needed for resource development and continued energy education programming.

C. Timeline Requirements

This is a 36 month project to reach the maximum number of youth in Minnesota. It will begin in July 2015 and wrap-up in June 2018.

2015 Detailed Project Budget

Project Title: Youth Energy Education: Making Conservation Action Fun

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Attach budget, in MS-EXCEL format, to your "2015 LCCMR Proposal Submission Form".

(1-page limit, single-sided, 10 pt. font minimum. Retain bold text and DELETE all instructions typed in italics. ADD OR DELETE ROWS AS NECESSARY. If budget item row is not applicable put "N/A" or delete it. All of "Other Funds" section must be filled out.)

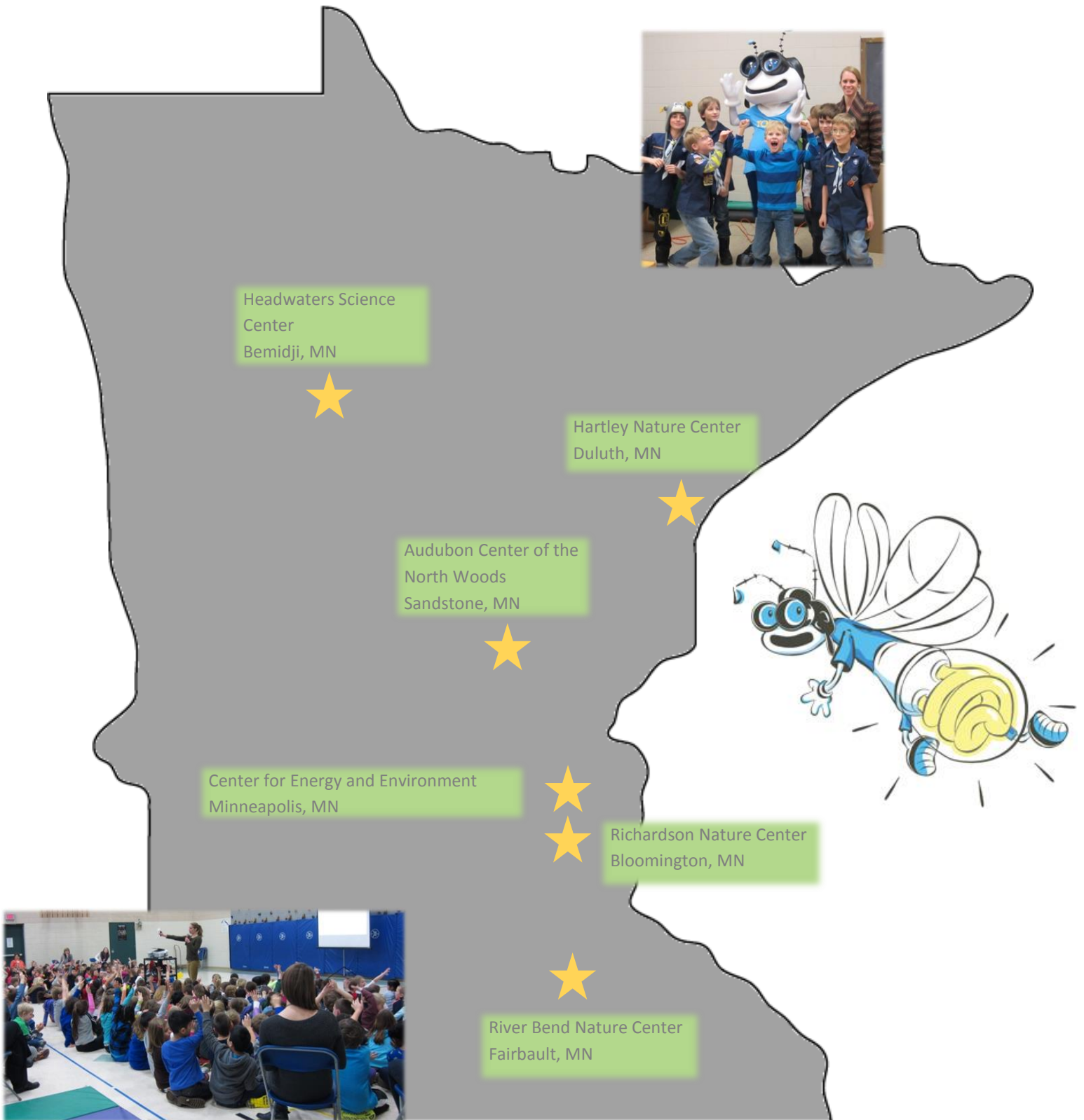
IV. TOTAL ENRTF REQUEST BUDGET 3 years

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
Personnel:	
Project Coordinator - overall coordination of project partner recruitment and communication, programming development and implementation, and evaluation of program (70% salary, 30% benefits); 75% FTE for 3 years	\$ 85,000
Project Assistants - assist with coordination of program development and communication with partners (70% salary, 30% benefits); 10% FTE for 3 years	\$ 18,000
Contracts:	
Will Steger Foundation - Produce training documents and train program partners	\$ 20,000
Equipment/Tools/Supplies:	
Development of a webpage to host resources	\$ 5,000
Printing of project supplies - including pencils, light switch plates, temporary tattoos, take home Tolby	\$ 20,000
Production and reproduction of an energy education video	\$ 7,000
Development and production of interactive games	\$ 4,000
Acquisition (Fee Title or Permanent Easements):	NA
Travel:	
Mileage (~5,000 miles), for travel for trainings and meals	\$ 3,000
Additional Budget Items:	NA
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 162,000

V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other Non-State \$ To Be Applied To Project During Project Period:	NA	
Other State \$ To Be Applied To Project During Project Period:	NA	
In-kind Services To Be Applied To Project During Project Period:		
Project Manager, overall management of project, supervision of staff, reporting & evaluation, general admin support, additional costs for video production and additional costs of project supplies.	\$ 40,000	<i>Secured</i>
Funding History:	NA	
Remaining \$ From Current ENRTF Appropriation:	NA	

Youth Energy Education: Making Energy Conservation Fun!



A statewide energy conservation education resource that will educate and motivate 20,000 elementary aged youth throughout Minnesota and provide them with tools to bring energy awareness home to their families.



Environment and Natural Resources Trust Fund (ENRTF)

2015 Main Proposal

Project Title: Youth Energy Education: Making Conservation Action Fun

PROJECT MANAGER QUALIFICATIONS: Judy Thommes, Marketing and Communications Manager

Judy has over 20 years of experience working at CEE on programs that serve communities around the state. Judy spends a portion of her time representing CEE and its mission by meeting with Minnesota communities and organizations. Her primary focus is to teach them about energy conservation and help them identify programs that reduce the energy use of their residents and members. In 2006 she helped develop and launch the Minnesota Energy Challenge, an energy education website aimed at motivating communities and educating Minnesotans on how they can use less energy. To date the Minnesota Energy Challenge has over 30,500 Minnesotans pledging to reduce their energy use by over 25 million pounds of CO₂. In addition to outreach efforts, Judy coordinates the marketing for CEE and each of its programs including the Home Energy Squad, Engineering Services, One-Stop Efficiency Shop Small Business Lighting Program, as well as the marketing of 42 neighborhood and 17 city loan programs

ORGANIZATION DESCRIPTION: Center for Energy and Environment

The Center for Energy and Environment (CEE) is a nonprofit organization that promotes energy efficiency to strengthen the economy while improving the environment. For over 35 years, CEE has provided practical, innovative energy solutions for homeowners, businesses, nonprofits and government. To advance education and science in the field of energy, CEE conducts research and develops programs in the following departments:

Energy Programs

CEE provides a range of practical and cost-effective programs to help Minnesota homeowners, businesses, nonprofits and governments reduce energy waste and save money. CEE services include home diagnostics, building performance evaluation and government energy savings initiatives.

Financing

CEE provides low interest financing for energy improvements for homeowners, rental renovation, businesses and nonprofits in Minnesota. As a nontraditional lender, CEE provides competitive rates, technical assistance and a wide range of financing that can be tailored to fit your budget. To date, CEE has originated more than 20,000 loans resulting in over \$150 million in investment.

Research

CEE's highly skilled technical staff uses field and market research to investigate real world problems, identify solutions and create practical and cost-effective programs designed to help homeowners, businesses, nonprofits and governments save energy and improve their buildings

Innovation Exchange

The Innovation Exchange is CEE's hub for research, outreach and education. Our activities are grounded in the living lab of CEE programs and emphasize practical approaches that harness direct insight from field experience.