

**Environment and Natural Resources Trust Fund
2016 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 102-C

Bird City Minnesota-Good for Birds and People

Category: C. Environmental Education

Total Project Budget: \$ 343,943

Proposed Project Time Period for the Funding Requested: 3 years, July 2016 to June 2019

Summary:

Bird City Minnesota is a community education program that guides and recognizes communities for fulfilling concrete actions to improve bird habitat, reduce threats and engage citizens in bird conservation.

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Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

Our map shows Minnesota communities (including specific counties and cities) with high Bird City potential based on preliminary analysis of their location near existing bird resources, Audubon chapters and their participation in the Tree City and/or Greenstep Cities programs.

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



PROJECT TITLE: Bird City Minnesota – good for birds and people

I. PROJECT STATEMENT

Bird City Minnesota will enroll 75 communities statewide over 3 years to create customized plans for improving their community for birds and people. Audubon will 1) identify 150 potential Bird City Minnesota communities throughout the state, 2) enroll 75 of those communities over 3 years, 3) provide resources and planning tools and 4) work with each community to create locally-led, broad-based partnerships to fulfill specific, concrete actions to increase bird habitat, reduce threats to birds and engage citizens in local action and learning opportunities.

Communities statewide benefit from participating in Bird City Minnesota by increasing community pride, citizen engagement and ecosystem health and by tapping into birding tourism. In Minnesota wildlife-associated recreation includes bird watching, bird feeding, landscaping for wildlife, and related activities and involves 1.6 million participants who spend \$621M per year.

Birds are an ideal focus for both environmental education and conservation because they are many people’s best connection with nature. Twenty-five percent of Minnesotans are birdwatchers and 73% of our population is considered urban. These numbers are increasing, so working with urban audiences, from small towns to big cities across the state, to conserve birds and their habitats is vital.

Communities become part of Bird City Minnesota by fulfilling an initial set of specific, targeted actions. As a result, virtually all bird habitat types and all Minnesota bird species, whether resident birds or migratory species, will be positively impacted. Once part of Bird City Minnesota, communities will renew annually and receive on-going guidance and resources from Audubon regardless of location, population, staff or resources. This approach is especially helpful to small communities that may not be able to access and disseminate this type information otherwise. Citizens and community leaders will also benefit from workshops and training opportunities provided by Bird City Minnesota in conjunction with local and regional partners.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: *Identify and enroll 75 communities throughout the state in Bird City Minnesota* Budget: \$194,734

Identify potential Bird City Minnesota communities in a range of different sized communities throughout the state by based on an analysis of specific criteria related to local bird populations, existing programs, activities, potential partners and community interest. Develop resources for communities to restore and maintain a healthy and biodiverse natural environment. Create online materials and tools for participating communities to guide their planning and also to disseminate to their citizens, allowing the program to reach citizens statewide.

Outcomes	Completion Date
1. A prioritized target list of 150 potential Bird City Minnesota communities	<i>October 2016</i>
2. Enroll 25 initial (year 1) target Bird City Minnesota communities.	<i>October 2016</i>
3. An online information and enrollment platform to deliver Bird City Minnesota information, serve as a planning tool for participating communities to implement bird conservation actions, track results and participation.	<i>March 2017</i>
4. Enroll 25 (year 2) target Bird City Minnesota communities.	<i>October 2017</i>
5. Enroll 25 (year 3) target Bird City Minnesota communities.	<i>October 2018</i>



Activity 2: Implement Bird City Minnesota conservation actions

Budget: \$149,209

To increase knowledge and skills of the public and students and to cultivate an on-going commitment to sustaining their bird-friendly community, Bird City Minnesota will create training opportunities for community leaders and citizens and for delivering and integrating existing curriculum (*Flying Wild*) into schools as well as informal learning environments such as nature and community centers.

Outcome	Completion Date
1. Train 90 educators in 6 training sessions over 3 years to incorporate the existing <i>Flying Wild</i> curriculum in Bird City Minnesota Communities, providing continuing education credits to all participants.	June 2019
2. Conduct 2 workshops (one each in two current pilot Bird City Minnesota communities) to teach residents about creating bird-friendly habitats and engage them in a bird habitat restoration project within the community.	June 2019
3. Conduct 10 workshops in years 2 & 3 to assist Bird City Minnesota communities in enhancing birding tourism based on the specific opportunities in the area.	June 2019

III. PROJECT STRATEGY

A. Project Team/Partners

Funded partners include: Audubon Minnesota will lead and coordinate this project (Joanna Eckles, Bird-friendly Communities Manager). The City of Hastings (Chris Jenkins), Hastings Environmental Protectors (Kevin Smith), Carpenter Nature Center (Jen Veith), Saint Paul Natural Resources (Faith Krogstad, Adam Robbins, Shannon Montante), Saint Paul Mayor’s Office (Anne Hunt) who will coordinate the cities of Hastings and St. Paul in their participation and input as pilot cities; Minnesota DNR (Carrol Henderson, Jan Welsh) who will develop and implement training in Bird City communities.

Unfunded partners include: the Red Wing Audubon chapter (Tim Schlagenhaft) who will work with the City of Redwing as a potential pilot city; Explore Minnesota Tourism (Christine Lawton, Colleen Tollefson) who will help to promote Bird City Minnesota.

B. Project Impact and Long-Term Strategy

At the end of 3 years we will have 75 Bird City Minnesota communities that are engaged in on-going active programs to make their communities better for birds and people. The beauty of Bird City Minnesota is that it is *all about* creating immediate impact locally while putting communities on a path to sustain and improve upon initial actions each year, every year and for years to come. This project is part of Audubon Minnesota’s long-term strategy to create bird-friendly communities and also fulfills the goals of the US Fish & Wildlife Service’s Urban Bird Treaty program which includes Minneapolis and St. Paul. Bird City Minnesota implements the plans set forth in the statewide *Guide for Urban Bird Conservation* written by Audubon Minnesota.

C. Timeline Requirements

We are now in the planning and development phase of Bird City. We are actively working with 2 pilot cities (Hastings and St. Paul) and anticipate inclusion of 3-5 more in the next year to establish program requirements and procedures. We plan to conclude the pilot phase by mid-2016. LCCMR support over the 3 years that follow will allow us to take what we’ve learned in planning and development and in working with pilot cities and roll Bird City out statewide, spreading the benefits and connections broadly.

2016 Detailed Project Budget

Project Title: *Bird City - good for birds and people*

IV. TOTAL ENRTF REQUEST BUDGET for 3 years

BUDGET ITEM (See "Guidance on Allowable Expenses", p. 13)	AMOUNT
Personnel:	
1 Audubon Minnesota Project Manager (.25 FTE for 3 years, 75% salary, 25% fringe)	\$ 49,028
1 Audubon Minnesota Project Assistant (1 FTE for 3 years, 75% salary, 25% fringe)	\$ 148,717
1 Audubon Minnesota GIS / Data Specialist (.06 FTE for 3 years, 75% salary, 25% fringe)	\$ 11,848
1 Audubon Minnesota Administrative Support (.025 FTE for 3 years, 75% salary, 25% fringe)	\$ 4,494
1 Audubon Minnesota Communications Support (.03 FTE for 3 years, 75% salary, 25% fringe)	\$ 5,516
Professional/Technical/Service Contracts:	
Online platform - education and planning tools for Bird Cities	\$ 50,000
10 Birding Tourism Workshops over 2 years at \$1800 each	\$ 18,000
Flying Wild curriculum materials for 90 educators in Bird City Communities	\$ 2,250
Equipment/Tools/Supplies:	
Bird City Highway signs (75 cities, 2 signs for \$140), Bird City flag (75 cities, 1 flag at \$60)	\$ 15,000
Plants and materials for 2 citizen workshops and accompanying bird habitat restoration projects in 2 Bird City communities	\$ 14,000
Travel:	
In-state travel to Bird Cities (2 site visits per community over 3 years)	\$ 11,550
Audubon rate of \$45 per diem and \$125 per night lodging and an estimate of 250 community visits over 3 years (1/2 within 50 mi, 1/4 within 150 mi and the remaining 1/4 within 300 mi)	\$ 13,540
Additional Budget Items:	
	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 343,943

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

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period:		
National Fish and Wildlife Foundation - 5 Star Urban Waters	\$ 50,000	<i>Pending</i>
St. Paul Foundation - Katherine B. Anderson Fund	\$ 45,000	<i>Pending</i>
Minnesota Ornithologist's Union - Savaloja Grant	\$ 1,960	<i>Secured</i>
Other State \$ To Be Applied To Project During Project Period: <i>Indicate any additional state cash dollars (e.g., bonding, other grants) secured or applied for to be spent on the project during the funding period. For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i>	n/a	
In-kind Services To Be Applied To Project During Project Period:		
Audubon Administrative and Overhead costs at 24.82%	\$ 85,367	<i>Secured</i>
DNR Nongame Wildlife Program in-kind services	\$ 8,000	<i>Secured</i>
Saint Paul Natural Resources in-kind services	\$ 3,300	<i>Secured</i>
Hastings Environmental Protectors in-kind services	\$ 4,000	<i>Secured</i>
Carpenter Nature Center in-kind services	\$ 4,000	<i>Secured</i>
Funding History: <i>Indicate funding secured but to be expended prior to July 1, 2016, for activities directly relevant to this specific funding request, including past and current ENRTF funds. State specific source(s) of fund and dollar amount.</i>	n/a	
Remaining \$ From Current ENRTF Appropriation: <i>Specify dollar amount and year of appropriation from any current ENRTF appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Indicate the status of the funds.</i>	n/a	

Bird City Minnesota Potential

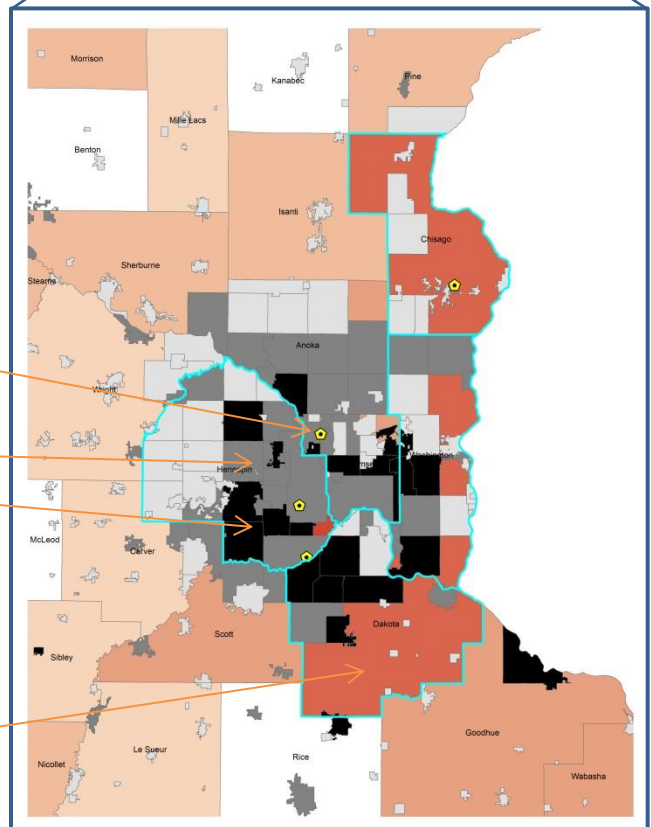
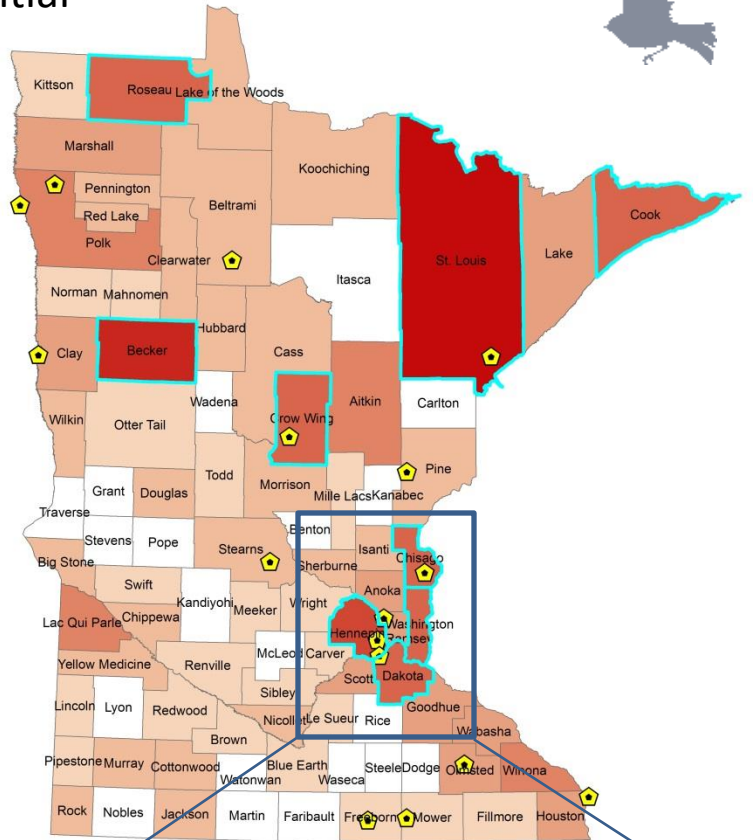


To identify communities with high Bird City potential we mapped:

1. The 12 Audubon chapters in Minnesota
2. Participation in Tree City and Greenstep Cities programs
3. Numerical ratings by county based on existing birding resources.

High potential Bird City communities:

1. Counties (outlined in blue)
 - Roseau County
 - St. Louis County
 - Cook County
 - Becker County
 - Crow Wing County
 - Chisago County
 - Hennepin County
 - Washington County
 - Dakota County
2. Cities
 - Hastings
 - St. Paul
 - Red Wing
 - Detroit Lakes
 - Warroad/Roseau
 - Brainerd
 - Henderson
 - Houston
 - Bloomington



Bird City Pilot Map LEGEND

- MN Audubon Chapters

Environmental Programs
TreeCity (TC) & GreenStep (GS)

- NO TC/GS
- TC or GS
- Both TC and GS

Bird Friendly County Ratings

- 0
- 0 - 1
- 1 - 2
- 2 - 3
- 3 - 4
- 4 - 5
- 5 - 6
- 6 - 7
- 7 - 9

High scoring county ratings

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Audubon Minnesota: Organizational Description

Audubon Minnesota is the state office of the National Audubon Society. Established in 1979, we share Audubon’s 115-year heritage of working to protect our environment. While we are part of the national organization, we establish our own statewide programs and pursue our own funding for Minnesota efforts. The Audubon Minnesota mission is to conserve and restore Minnesota’s natural ecosystems, focusing on birds and their habitats, for the benefit of humanity and the earth’s biological diversity. Today there are nearly 17,000 Audubon members in Minnesota, organized into 14 geographically-based chapters from Agassiz Audubon Chapter in Thief River Falls to the Coulee Region Audubon Chapter in La Crescent.

Manager Qualifications

Project Manager – Joanna Eckles, Bird-friendly Communities Manager – Audubon Minnesota.

Joanna has a B.S. in Wildlife Science from Cornell University and an M.S. in Conservation Biology from the University of Minnesota. She has worked in bird conservation for over 25 years at Audubon Minnesota, The World Parrot Trust and the Minnesota Zoo. Joanna has coordinated Audubon’s Project BirdSafe to reduce bird-window collisions since 2008 and has been developing the Bird City program over the past year. As project director Joanna will be responsible for budget and project oversight, ensure full partner participation, and be the direct supervisor of project employees and volunteers.