

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

Project Title:

ENRTF ID: 132-D

PlayCleanGo: Stop (Terrestrial) Invasive Species In Your Tracks

Category: D. Aquatic and Terrestrial Invasive Species

Total Project Budget: \$ 609,266

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

Summary:

By engaging more recreationists and recreational organizations in actions that prevent the spread of terrestrial invasive species, the Minnesota outreach campaign PlayCleanGo will help protect Minnesota wetlands, prairies and forests.

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Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

Images of sample PlayCleanGo posters, trail signs, and activities

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



PROJECT TITLE: PlayCleanGo: Stop (Terrestrial) Invasive Species In Your Tracks

I. PROJECT STATEMENT

Public awareness of terrestrial invasive species (those that live on land) and the damage they cause lags far behind that of aquatic invasive species. This was demonstrated by a study conducted in 2010 in which only 34% of the Minnesota recreationists surveyed were aware that terrestrial invasive species could be a problem and could name one. The goal of this project is to utilize the outreach campaign **PlayCleanGo: Stop Invasive Species In Your Tracks** to increase public awareness and expand the number of recreationists taking actions, like cleaning their gear, to prevent the spread of terrestrial invasive species. PlayCleanGo was developed by the Minnesota Department of Natural Resources (DNR) and launched in 2012 with the help of United States Forest Service funding that expires on September 30, 2015. The campaign, with its fun, accessible messaging, has received national acclaim and is expanding rapidly outside of Minnesota. Within Minnesota, however, outreach has been hampered by limited staff and state funding dedicated to terrestrial invasive species.

This proposal involves hiring a statewide outreach coordinator in a three-year term position to promote prevention messaging within Minnesota. A combination of outreach and education techniques will be used to engage recreationists, recreational associations and businesses in actions designed to prevent the spread of terrestrial invasive species. In addition, the proposal includes developing criteria to evaluate the risk of introducing invasive species through public access points, such as trail heads and parking areas, and installing PlayCleanGo boot brush kiosks (informational cleaning stations for those on foot) at the highest priority sites.

Habitat protection has become more and more difficult as terrestrial invasive species are introduced and spread. The strategy of preventing the spread of invasive species has been shown to be far more cost effective than managing invasive species once they become established. But successful prevention strategies require people to be engaged in prevention actions because they feel it’s the right thing to do. Built on the example “Stop Aquatic Hitchhikers,” **PlayCleanGo: Stop Invasive Species In Your Tracks** encourages invasive species prevention through responsible outdoor recreation.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Terrestrial Invasive Species Outreach and Education

Budget: \$408,208

A project coordinator will be hired and existing Minnesota PlayCleanGo partners surveyed. A three-year project implementation plan based on Minnesota-specific outreach and education needs will be developed. A core team of representatives from DNR Forestry, Parks and Trails, and Ecological and Water Resources will implement the plan under the guidance of public and private organizations already involved in PlayCleanGo activities within Minnesota. The outreach needs of specific Minnesota audiences, such as horseback riders and ATV users, will be identified, prioritized and the top three priorities addressed (i.e. a new product developed and distributed) within the grant period. In the meantime, annual PlayCleanGo Day volunteer events will continue and existing outreach venues, such as the PlayCleanGo website and PlayCleanGo social media will be maintained and updated as needed to engage Minnesota recreationists and new PlayCleanGo partners.

Outcome	Completion Date
1. Recreational clubs, associations and businesses are actively engaged. Measure: 15 Minnesota recreation groups and six recreation businesses have become new PlayCleanGo partners and are distributing prevention materials to their members and clients.	6/30/2019
2. Outdoor recreationists are more aware of the issues and are engaged in terrestrial invasive species prevention actions. Measure: 2 million impressions (views/sightings of on-line PCG outreach materials) have been generated and friends and followers on social media have increased to 20,000.	6/30/2019



Activity 2: Install Boot Brush Kiosks at Public Accesses

Budget: \$201,058

A team will be assembled made up of representatives from the Minnesota Department of Natural Resources, Chippewa and Superior national forests and the Minnesota Recreational Trail Users Association to develop criteria to assess the risk of introducing terrestrial invasive species through key access points such as trail heads and parking areas on public lands. Guidelines will be developed to describe and assess the potential impact of terrestrial invasive species spread by motorized and non-motorized recreation. Using those criteria specific to recreationists on foot, trail heads and parking areas on state lands will be assessed and prioritized, and PlayCleanGo boot brush kiosks installed at the 50 highest priority sites.

Outcome	Completion Date
1. Public access points (trail heads and parking areas) on state lands at the highest risk of spreading terrestrial invasive species have been identified and addressed. Measure: 50 boot brush kiosks have been installed at high risk locations.	6/30/2019

III. PROJECT STRATEGY

A. Project Team/Partners

All funds will be managed by the Minnesota Department of Natural Resources, Division of Forestry. Internal partners, including representatives from the divisions of Forestry, Parks and Trails, and Ecological and Water Resources will advise and carry out day to day operations. Existing Minnesota PlayCleanGo partners (currently 47 public and private organizations), and the Minnesota Recreational Trail Users Association will help inform project planning and implementation.

B. Project Impact and Long-Term Strategy

PlayCleanGo: Stop Invasive Species In Your Tracks fills a crucial hole in invasive species outreach and education. By raising public awareness and engaging outdoor recreationists in actions designed to prevent the spread of terrestrial invasive species, PlayCleanGo can help protect Minnesota wetlands, prairies and forests.

Stopping the spread of terrestrial invasive species associated with human activities, however, will take a long-term commitment by public and private organizations. Ultimately to be effective, the PlayCleanGo campaign must engage a sufficient number of recreationists in taking preventative actions (e.g., cleaning their gear), so personal accountability in outdoor recreation becomes second nature, like wiping your feet before coming indoors. Delivering clear, simple, consistent and easily recognizable brand messages across the state is the most cost effective means to that end.

While this project can greatly increase public awareness in its three-year span, accomplishing its ultimate goal will take a longer commitment, as demonstrated by the number of years the state has been involved in aquatic invasive species outreach. Existing funds (originating from Fish and Game funds) have and will continue to be very limited. These have been supplemented by two competitive United States Forest Service grants, one received in 2008 and one received in 2012. The most recent grant will expire on September 30, 2015. The outreach needed beyond 2015 and beyond the three years of this proposal will need to be considered.

C. Timeline Requirements

This proposal is for three years. All planning, identification of outreach needs for specific audiences, and development of the risk criteria by which public access points will be evaluated will be accomplished in year one. Development of new outreach materials and risk evaluation of public access points will be accomplished in year two. Boot brush installation and distribution of new outreach materials will occur in year three. Other outreach efforts will be on-going throughout the three-year grant period.

2016 Detailed Project Budget

Project Title: PlayCleanGo: Stop Invasive Species In Your Tracks

IV. TOTAL ENRTF REQUEST BUDGET

for Three Years

<u>BUDGET ITEM</u> (See "Guidance on Allowable Expenses", p. 13)	<u>AMOUNT</u>
Personnel: one FTE in a 3yr term position serving as the PlayCleanGo project coordinator, 75% salary, 25% benefits	\$ 300,000
Professional/Technical/Service Contracts:	\$ 98,000
Services: Literature development (content writing, design and layout) for three new literature pieces to address audience specific outreach needs, @ roughly \$6,000 per publ	18,000
Service: Printing and distribution of new and existing PlayCleanGo literature and handouts, roughly \$10,000 per year	30,000
Service: Boot brush kiosk installation (time and materials) at roughly \$1,000 per installation	50,000
Equipment/Tools/Supplies:	\$ 167,000
Supplies: PlayCleanGo boot brushes (a hand-held cleaning tool) given to volunteers, participants and visitors at PlayCleanGo presentations, workshops, invasive species removal events and on PlayCleanGo day, the second Saturday of each June @ \$2 per brush for 15,000 boot brushes per year	90,000
Supplies: Volunteer kits (tee-shirt, ball cap, tote bag and reference materials) for those leading PlayCleanGo events @ \$30 each for roughly 175 volunteers per year, plus tote bags for PlayCleanGo workshop participants, estimated @ \$3 each per 200 participants per year	18,000
Supplies: Small (9x12") trail signs to be distributed to PlayCleanGo partners for installation along trails (installation on T-posts covered by PlayCleanGo partners), \$20 per sign, for roughly 150 signs per yr	9,000
Supplies: Boot brush kiosks (laminated sign mounted waist high on top of a metal stand with a large replaceable boot brush below) installed at high-risk trail heads and parking areas, roughly \$1,000 each	50,000
Travel: In-state travel to workshops, trade shops and stakeholder group mtgs	\$ 10,000
Additional Budget Items:	\$ 34,266
Additional Items: Event space and workshop room rental	10,000
Direct & Necessary Expenses: People support (\$4,365), Safety support (\$1,029), Financial support (\$8,190), Communication support (\$1,236), IT support (\$8,382), Planning support (\$829), Procurement support (\$235)	24,266
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 609,266

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:		
PlayCleanGo partner expenses (cash): (printing, signage, materials, etc) estimated @ \$2,000 per in-state partner organization per year (5 new partners per year plus the existing 47 Minnesota PlayCleanGo partners) for outreach	\$ 342,000	Pending
Other State \$ To Be Applied To Project During Project Period:		
DNR Forestry Inv Spp Program - Fish & Game funds, estimated @ \$33,000 per yr	\$ 100,000	Pending
DNR Ecological and Water Resource estimated @ \$15,000 per yr (\$10,000 in grants and \$5,000 in other expenses)	\$ 45,000	Pending
DNR Parks and Trails outreach estimated @ \$15,000 per yr	\$ 45,000	Pending
In-kind Services To Be Applied To Project During Project Period:		
State employee payroll (DNR, MDA, Tourism, MNDOT, UMN), estimated @ \$15,000 per agency per year	\$ 225,000	Pending
Non-state PlayCleanGo partner services (labor and pre-owned equipment), estimated @ \$2,000 per partner per year	\$ 342,000	Pending
Volunteer labor to install small trail signs on non state lands @ 2 hr per sign @ \$24.00 per hr for 450 signs	\$ 21,600	Pending
Funding History:		
USFS competitive grants: \$100,000 in 2008 and \$130,000 in 2012	\$ 230,000	
Past state funds (cash): an average of \$15,000 each from Ecological and Water Resources, and Parks and Trails plus an average of \$25,000 from Forestry per year for the last five years	\$ 275,000	
Past PlayCleanGo partner in-kind contributions: estimated @ \$2,000 per in-state partner per year (roughly 15 new partners joined in each of the last three years, for a total of 47 current Minnesota partners)	\$ 184,000	
Remaining \$ From Current ENRTF Appropriation:	NA	

2016 LCCMR Proposal: PlayCleanGo: Stop Invasives Species In Your Tracks

The PlayCleanGo outreach campaign is designed to give outdoor recreationists a clear call to action. It urges them to be informed, attentive and accountable for stopping the spread of terrestrial invasive species.

STOP INVASIVE SPECIES IN YOUR TRACKS.

Help Prevent The Spread Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

PROTECT OUR NATURAL STATE.

Stop Invasive Species In Your Tracks.

Help Prevent The Spread Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

WORK. CLEAN. GO.

Give Invasive Species The Brush Off.

Help Prevent The Spread Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

STOP INVASIVE SPECIES IN YOUR TRACKS.

Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pants, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

RIDE. CLEAN. GO.

Stop Invasive Species In Your Tracks.

Help Prevent The Spread Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

COME CLEAN. LEAVE CLEAN.

Help Prevent The Spread Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

GIVE INVASIVE SPECIES THE BRUSH OFF.

Help Prevent The Spread Of Invasive Plants And Animals.

- Arrive with clean gear.
- Burn local or certified firewood.
- Use local or weed-free hay.
- Stay on the trails.
- Before leaving, remove mud and seeds.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

GIVE INVASIVE SPECIES THE BOOT.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

WIPE 'EM OFF. WIPE 'EM OUT!

Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pants, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota

GIVE INVASIVE SPECIES THE BRUSH OFF.

There are many ways to clean your gear. Here are some ideas:

What's The Problem?

Other Invasive Plants On The Move.

STOP INVASIVE SPECIES IN YOUR TRACKS.
The State of Minnesota



Hunter using a PlayCleanGo boot brush to clean his boots.



Volunteer talking to park visitors during PlayCleanGo Day.



Boy using a boot brush kiosk to clean his shoes.

Legislative-Citizen Commission on Minnesota Resources, FY2016

PlayCleanGo: Stop Invasive Species In Your Tracks Project Manager Qualification and Organization Description

Project Manager Qualifications for Susan Burks, Minnesota Department of Natural Resources (DNR), Division of Forestry Invasive Species Program Coordinator

2007 to present: DNR Forestry Invasive Species Program Coordinator. Susan's responsibilities include implementing the division's invasive species program and leading the department's emerald ash borer, gypsy moth, and firewood programs. Her duties include policy development and implementation of invasive species prevention, monitoring and management activities on state forest lands, and carrying out internal and external outreach as needed to support division and department goals. She currently serves as the primary liaison to the MN Department of Agriculture on subjects related to invasive forest pests.

Awards: Commissioner's Behind the Scenes Award for developing the outreach campaign PlayCleanGo: Stop Invasive Species In Your Tracks; USFS Eastern Region Honor Award for cooperative gypsy moth management.

2000-2007: DNR central region Forest Health Specialist. Susan was responsible for monitoring forest health in the region and serving as a consultant to staff, partners, landowners and the public on forest health related issues. She also administered the federally funded oak wilt suppression program, supporting management efforts on state and private lands.

Awards: Division Partnership Award for leading the department firewood taskforce that resulted in development of the new DNR firewood program; the Division Award of Excellence for proposing and then seeing two new bills through legislation on shade tree and forest pest management, and management of firewood on DNR administered lands; and the U.S. Forest Service Eastern Region Honor Award for collaborative efforts to slow the spread of gypsy moths in Northern Minnesota.

1992-2000: Missouri Forest Pathologist and forest health program leader. In addition to the duties described above, Susan co-founded the Missouri Forestkeepers Network, a volunteer program that involved citizens in forest health monitoring of public and private lands around the state.

Awards: National Tree Foundation Education Award for the Missouri Forestkeepers member packet, which taught school kids and adults how to sample, assess and report forest health data using variable radius plots and their thumb in place of a forester's prism.

Education: BA from the Univ. of Colorado, Susan received her Masters of Science in Plant Pathology from Colorado State Univ. in Ft. Collins.

Organization Description: The Minnesota Department of Natural Resources works to integrate and sustain the interdependent values of a healthy environment, a sustainable economy, and livable communities. DNR's integrated resource management strategy shares stewardship responsibility with citizens and partners to manage for multiple interests. DNR protects the state's natural heritage by conserving the diversity of natural lands, waters, and fish and wildlife that provide the foundation for Minnesota's recreational and natural resource-based economy (M.S. 84, M.S. 97A). DNR manages natural lands such as forests, wetlands, and native prairies; maintains healthy populations of fish and wildlife; and protects rare plant and animal communities throughout the state. DNR manages the state's water resources, sustaining healthy waterways and ground water resources. DNR provides access to enrich public outdoor recreational opportunities, such as hunting, fishing, wildlife-watching, camping, skiing, hiking, biking, motorized recreation, and conservation education through a state outdoor recreation system that includes parks, trails, wildlife management areas, scientific and natural areas, water trails, and other facilities (M.S. 86A). DNR supports natural resource-based economies, managing state forest lands for multiple forest values (M.S. 89), ensuring the maximum long-term economic return from school trust lands (M.S. 127A), and providing other economic opportunities in a manner consistent with sound natural resource conservation and management principles. The mission of the Minnesota Department of Natural Resources is to work with citizens to conserve and manage the state's natural resources, to provide outdoor recreation opportunities, and to provide for commercial uses of natural resources in a way that creates a sustainable quality of life.