

**Environment and Natural Resources Trust Fund
2017 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 105-C

Northeast Minneapolis Sustainability Incubator

Category: C. Environmental Education

Total Project Budget: \$ 235,000

Proposed Project Time Period for the Funding Requested: 2.5 years, July 2017 - December 2019

Summary:

NE Incubator will engage, educate, and empower our diverse community creatively surrounding the causes and impacts of climate change and water quality issues, while also building community resilience.

Name: Adelheid Koski

Sponsoring Organization: Holland Neighborhood Improvement Association

Address: 1900 Central Ave NE, #108
Minneapolis MN 55418

Telephone Number: (612) 202-7038

Email sisteradelheid@icloud.com

Web Address hnia.org

Location

Region: Metro

County Name: Hennepin

City / Township: Minneapolis

Alternate Text for Visual:

Illustration shows graphic of Holland neighborhood and circular flow chart outlining collaboration and creation participants and themes.

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



Environment and Natural Resources Trust Fund (ENRTF) 2017 Main Proposal
Project Title: Northeast Minneapolis Sustainability Incubator (NE Incubator)

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I. PROJECT STATEMENT

Northeast Minneapolis Sustainability Incubator (NE Incubator) is public education and engagement program that empowers community residents to address the local causes and impacts of climate change and water quality issues through creative approaches to sharing environmental science research, urban planning and design process, and public policy. To successfully tackle these environmental challenges an informed and engaged public must act locally, while also thinking and networking regionally, nationally, and globally. *NE Incubator* is at its core about collaboration, building bridges between diverse NE stakeholders, cross-pollinating their local knowledge with scientific data to develop and implement creative education and action that is influenced by and speaks to the cultures of local communities.

Overall goals and direct outcomes: **1)** Engage and educate NE Minneapolis stakeholders regarding local environmental challenges, including the causes and impacts of climate change and water quality issues; **2)** Connect NE stakeholders with global environmental scientists and advocates, urban planning and design professionals, and public policy makers; **3)** Utilize public art and design to create innovative environmental education programs and materials that are tailored to our diverse local communities; **4)** Empower the broad NE community to learn, teach, and lead as advocates and actors regarding environmental sustainability issues.

How will we accomplish these goals: *NE Incubator's* success depends upon successful collaboration between multiple groups – artists/designers bring creative thinking and engagement skills; scientists from the University of Minnesota and beyond bring technical knowledge and a global network; the Holland Neighborhood brings connections to residents and community partners; the City of Minneapolis brings local policy makers; and the diverse groups that call NE Minneapolis home bring their collective voices and perspectives to help inform strategies.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Identify and Engage Incubator Cohort; Develop Activities **Budget: \$75,000**

Identify a diverse “Incubator Cohort” of professionals & community residents.

Outcome	Completion
<i>1. Develop a call for participants and a list of potential cohort members</i>	<i>09/01/2017</i>
<i>2. Select cohort members through an open call and nomination process</i>	<i>12/31/2017</i>

Activity 2: Engage Cohort in Year-Long Program; Develop Projects **Budget: \$160,000**

Engage Incubator Cohort in year-long program of local field trips, relationship-building activities, and learning to collaboratively develop new public education, engagement, and empowerment projects.

Outcome	Completion
<i>1. Host community-building activities, field trips, and public events</i>	<i>10/31/2018</i>
<i>2. Edit documentation of these activities into consumable media for public</i>	<i>12/31/2018</i>
<i>3. Host a series of design-thinking workshops focused on identified issues</i>	<i>03/31/2019</i>



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4. Support small collaborative groups within the cohort to research and develop new education and engagement materials and public projects	06/30/19
5. Evaluate the impact of these new education and engagement materials and projects, as well as the impact of relationship and learning among participants	12/31/19

III. PROJECT STRATEGY

Project Team/Partners (Receiving LCCMR Funds)

Lead Applicant / Project Manager: Adelheid Koski, President, Holland Neighborhood Improvement Association (HNIA). The Holland Neighborhood sits at the geographic heart of NE Minneapolis and is one of Minneapolis' youngest, most ethnically diverse neighborhoods. HNIA has a strong history of collaboration with community partners in order to address themes of community, art, and environmental sustainability. HNIA anticipates calling on many of these partners and others as this work continues through the *NE Incubator*.

Co-Applicant / Project Designers, Organizers, Facilitators: Shanai Matteson and Colin Kloecker, Collaborative Directors of Works Progress Studio and the Water Bar & Public Studio. Works Progress Studio and the Water Bar & Public Studio will develop creative program strategies in consultation with Project Manager and Advisory Group.

Project Advisory Group (Not Receiving LCCMR Funds)

Kevin Reich, Minneapolis City Council Representative, Ward 1 & Chair of Board of Commissioners, Mississippi Watershed Management Organization.

Kelly Muellman, Sustainability Program Coordinator at the City of Minneapolis.

Kate Brauman, Lead Scientist, Global Water Initiative at the University of Minnesota's Institute on Environment.

Patrick Nunnally, Coordinator of the University of Minnesota's River Life program.

Roopali Phadke, Associate Professor of Environmental Studies, Environmental Policy, and Politics at Macalester College.

B. Project Impact and Long-Term Strategy

As an "incubator" project, our long-term strategy is to foster emergent innovation that leads to rippling impacts throughout our community. We will engage and empower a cohort of professionals and neighborhood residents, supporting them in long-term efforts to educate and engage their own communities through culturally and geographically relevant materials, media, and engagement tools, helping to achieve not just environmental sustainability, but greater individual and cross-community resilience. We see this project as a pilot for longer-term sustained efforts in years to come.

C. Timeline Requirements

The project will be completed in 2 and 1/2 years - approximately 6 months for initial planning, preparation, and selection of participants; 9 months for incubator field trips, conversations, and design-thinking workshops; 6 months for the development of educational materials, media, and engagement projects and tools; 6 months for the dissemination of those materials, media, and engagement projects and tools; and 3 months for evaluation and the creation of a report.

2017-2019 Detailed Project Budget				
Project Title: Northeast Minneapolis Art-Sustainability Incubator (NE Incubator)				
IV. TOTAL ENRTF REQUEST BUDGET: 2.5 years				
<u>BUDGET ITEM</u>	<u>AMOUNT</u>			
Personnel:				
HNIA Board President Adelheid Koski (volunteer position)	\$	-		
HNIA Programmatic Support (\$30/hour contract) 10% FTE	\$	16,000		
HNIA Administrative Support (\$20/hour contract) 10% FTE	\$	11,000		
Professional/Technical/Service Contracts:				
Shanai Matteson & Colin Kloecker - Works Progress, Program Design, Organizing & Facilitation	\$	50,000		
Incubator Cohort Member Stipends (20 members @ \$2500 each)	\$	50,000		
Graphic Design of Program Materials & Public Communications, Including Report	\$	10,000		
Photo & Video Documentation & Editing for Public Communication	\$	15,000		
Program Evaluation Workshop & Report	\$	5,000		
Equipment/Tools/Supplies:				
Supplies for 6 Field Trips & Related Conversations	\$	1,000		
Supplies for 6 Collaborative Design Workshops	\$	2,000		
Travel:				
Local Travel & Parking to Meetings & Field Trip Sites in Minneapolis for All Project Participants	\$	2,000		
Additional Budget Items:				
Collaborative Public Education & Engagement Projects (6 @ \$10,000)	\$	60,000		
Fees for Project Website (Public) & Internal Web Portal for Participants	\$	5,000		
Printing of Project Materials & Communications	\$	3,000		
Rental of Group Meeting & Workshop Space	\$	5,000		
Rental of Event & Exhibition Space for Hosting Public Programs	\$	5,000		
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$	235,000		
V. OTHER FUNDS				
<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>		
Other Non-State \$ To Be Applied To Project During Project Period:				
National Creative Placemaking Fund (ArtPlace America) - Very competitive grant, if obtained, would allow us to develop and implement much larger and more numerous public art and engagement projects that built upon the work of the proposed <i>NE Incubator</i> project.	\$ 350,000	<i>pending</i>		
Other State \$ To Be Applied To Project During Project Period:				
	N/A	N/A		
In-kind Services To Be Applied To Project During Project Period:				
Volunteer HNIA Board Leadership & Advisory Group - Meetings & participation in activities.	\$ 220,000	<i>secured</i>		
Funding History	N/A	N/A		
Remaining \$ From Current ENRTF Appropriation:	N/A	N/A		

Northeast Minneapolis Art & Sustainability Incubator

Figure 1. Participants & Process

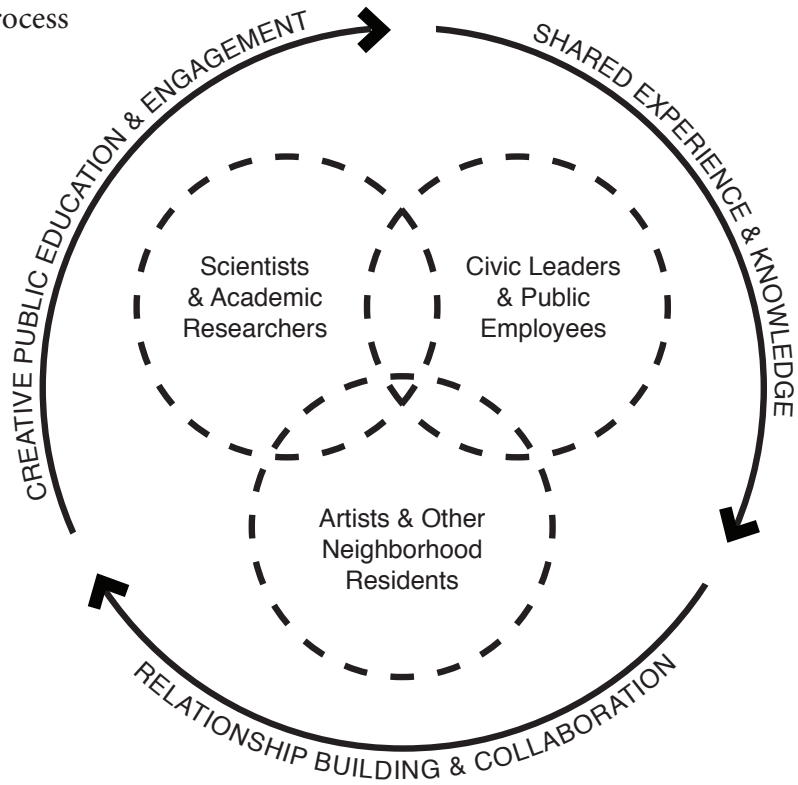
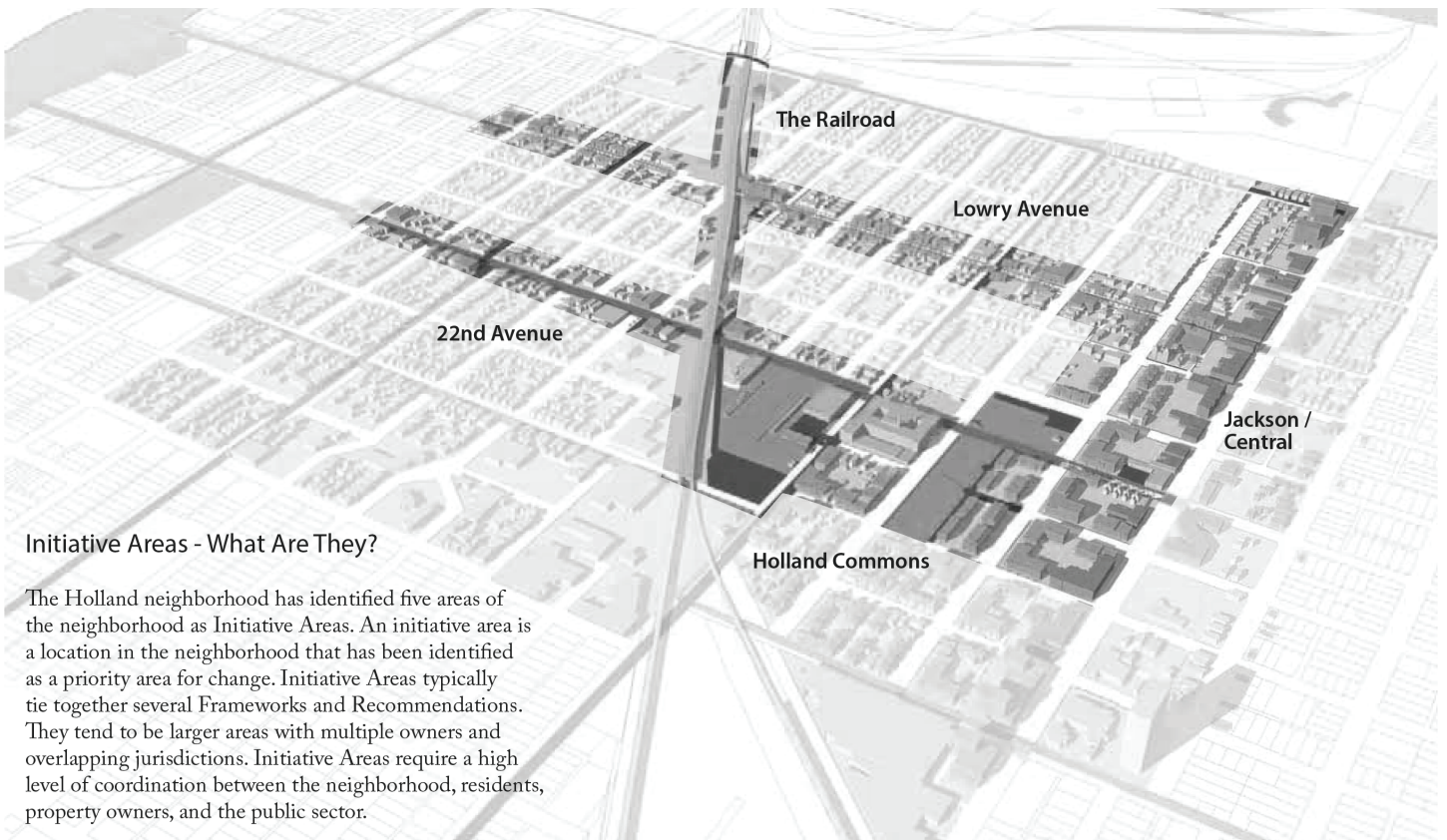


Figure 2. Initiative Areas



ENRTF 2017 Project Manager Qualifications & Organization Description
Project Title: Northeast Minneapolis Sustainability Incubator (NE Incubator)

Project Manager: Adelheid Koski, President HNIA Board of Directors. Ms. Koski has served as HNIA Board President for the past 4 years, after being involved in the neighborhood for close to a decade in a non-Board capacity. She has overseen and managed HNIA involvement in numerous collaborative investment and outreach/engagement projects, including ArtShare NE's Life Size Book Project, the Edison Plaza and RiverFirst Demonstration Project, the Medallion Public Arts Connector, the NE Green Light Project, the Holland Small Area and NRP Phase II Action Plan, numerous arts engagement events, and has been a principal in planning two of NE Minneapolis' largest community events – the All-Eastside Community and School BBQ and Hotdish Revolution. HNIA is currently in the process of hiring permanent staff, who will be able to provide additional programmatic and administrative support to the NE Incubator project.

About Holland Neighborhood Improvement Association (HNIA): HNIA represents and serves a young, economically/racially/culturally diverse community that sits at the geographic heart of NE Minneapolis. Through extensive community engagement, including through the recently adopted Holland Small Area Plan development process, HNIA has crafted a vision that focuses upon the themes of Art, Energy, and Innovation as tools to guide collective work to address challenges, take advantage of opportunities, and find solutions that will ensure a thriving future for the entirety of our 21st century community. HNIA has also leveraged our human and financial (NRP) capital in order to bring outside partners and investment - including the Mississippi Watershed Management Organization, the Center for Energy and the Environment, Xcel Energy, Minneapolis Parks and Recreation, Minneapolis Public Schools, Minneapolis Riverfront Partnership, and the City of Minneapolis – in the pursuit of addressing environmental challenges in such a way that also promotes widespread community resilience.

Project Designer / Organizer / Facilitators: Shanai Matteson & Colin Kloecker of Works Progress Studio will contract to design, organize, and facilitate this program. As residents of NE Minneapolis, they are invested in the future of sustainability at the local level. Matteson has a background in environmental education and organizing, and has worked with the Bell Museum of Natural History, the National Park Service / Mississippi National River & Recreation Area, Public Art Saint Paul, and numerous other public and nonprofit organizations. She was a 2013 Bush Leadership Fellow. Kloecker has a background in architecture and design, filmmaking and visual art, and will help to organize and direct the public education and engagement projects that result from the NE Incubator. He has organized and facilitated large-scale public projects for the City of Saint Paul, the Illinois River Watershed Partnership, the City of Greensboro, North Carolina, and the Cape Fear River Basin Project.

About Works Progress Studio

Works Progress is a public art & design studio whose collaborative projects catalyze relationships between people, place and environment, enabling new possibilities for artistic expression, civic imagination, and participation in public life. Works Progress engages an expansive network of artists, designers, organizers, researchers, advocates and other creative people to realize imaginative public art and design projects in a variety of media, including print and publishing, documentary video, web-based projects, visual art installations, community workshops and public events. One of the projects they have launched that will be part of this effort is Water Bar & Public Studio, a storefront art installation and social space that doubles as a hub for creative approaches to environmental sustainability.

<http://www.worksprogress.org/>
<http://www.water-bar.org/>