

**Environment and Natural Resources Trust Fund
2019 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 154-CH

Discover the Prairie Outreach Campaign

Category: H. Proposals seeking \$200,000 or less in funding

Sub-Category: C. Environmental Education

Total Project Budget: \$ 190,100

Proposed Project Time Period for the Funding Requested: June 30, 2022 (3 yrs)

Summary:

Our most endangered ecosystem is native prairie. This outreach campaign develops a much needed hub of prairie information to help our citizens discover the prairie and build their appreciation.

Name: Phil Doll

Sponsoring Organization: Becker SWCD

Title: Private Lands Biologist

Department: _____

Address: 809 8th St SE

Detroit Lakes MN 56501

Telephone Number: (218) 846-7360

Email phil.doll@mn.nacdnet.net

Web Address http://www.co.becker.mn.us/dept/soil_water/

Location

Region: Central, Northwest, Southwest

County Name: Statewide

City / Township:

Alternate Text for Visual:

A map of Minnesota shows locations of publicly accessible native prairies. Three pictures highlight a few of the natural wonders waiting to be discovered. Also, four outcomes are highlighted.

<input type="checkbox"/>	Funding Priorities	<input type="checkbox"/>	Multiple Benefits	<input type="checkbox"/>	Outcomes	<input type="checkbox"/>	Knowledge Base	
<input type="checkbox"/>	Extent of Impact	<input type="checkbox"/>	Innovation	<input type="checkbox"/>	Scientific/Tech Basis	<input type="checkbox"/>	Urgency	
<input type="checkbox"/>	Capacity Readiness	<input type="checkbox"/>	Leverage	<input type="checkbox"/>		TOTAL	<input type="checkbox"/>	%
<input type="checkbox"/> If under \$200,000, waive presentation?								



PROJECT TITLE: Discover the Prairie Outreach Campaign

I. PROJECT STATEMENT

When the public thinks about nature, they often look right past prairies to lakes and forests, after all, what’s to care about in prairies? It’s just grass. This campaign will introduce Outdoor Enthusiasts to the big sky and open spaces of the prairie, and strengthen their commitment to prairie conservation. It will create a website to act as an informational hub and help people navigate to some of the best native prairies in the state while aiding them to better understand and appreciate prairie and everything it has to offer. While there is a lot of great prairie information already on the web, this campaign will bring it all together in one accessible online location. Discover the Prairie will ultimately encourage our citizens to protect native prairies, plant new prairies, or help steward our public prairies.

Discover the Prairie will:

- Develop a website that will act as a hub of native prairie information
- Introduce visitors to 50 native prairie locations located across the historic prairie region of Minnesota
- Carry out a media campaign, including video trailers, to entice people to discover the prairie
- Connect interested enthusiasts through social media and citizen science platforms

By igniting Minnesotan’s passion for prairie we hope to:

- Increase the number of people planting, managing and observing prairies
- Increase the number of people visiting prairies in public ownership
- Increase the number of people recording observed species on citizen science platforms
- Increase the public’s awareness of all the economic and environmental benefits that prairies provide
- Increase the public’s awareness of the threats to our grassland ecosystems

In 2012 ten conservation agencies and organizations (see list under project partners) agreed to cooperatively implement the MN Prairie Conservation plan goals to protect, restore and enhance prairies in western Minnesota. This project has the support of those partners and builds off of those on-the-ground actions.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Connect the people to the prairies and each other.

- Work with the local resource managers to select 3 to 5 native prairies from each core focus area shown in the Minnesota Prairie Conservation Plan.
- Develop a prairie primer that describes the past & present ecology of the prairies in western Minnesota. The highlighted native prairies will be accessible to the public and have a small sign installed if allowed by the owner.
- Design and administer a website where people can find and share information about prairies and specific information about the highlighted prairies. The website will introduce various citizen-scientist platforms such as iNaturalist and eBird where participants can record their observations.
- Create 2-4 video trailers that feature our native prairies with narration from the people who manage them and visit them.

ENRTF BUDGET: \$153,000.00

Outcome	Completion Date
1. 50 native prairies highlighted	Dec 31, 2019



**Environment and Natural Resources Trust Fund (ENRTF)
2019 Main Proposal Template**

2. Website [hub of native prairie information] developed and published	July 1, 2020
3. Signage installed at chosen highlighted native prairies	Dec 1, 2020
4. Create 2-4 video trailers challenging people to Discover the Prairie	June 30, 2021

Activity 2: Develop a Discover the Prairie campaign and promote in traditional and emerging media.

ENRTF BUDGET: \$39,100.00

Outcome	Completion Date
1. Featured in 10 major media outlets and in 50 media outlets in MN's prairie regions	July 1, 2021
2. Hashtag #discovertheprairie is used over 7,500 times on social media	June 30, 2022
3. 350 snapshots showing people Discovering the Prairies are shared via social media	June 30, 2022

III. PROJECT PARTNERS:

A. Partners receiving ENRTF funding

Name	Title	Affiliation	Role
Becker SWCD			Project Manager

B. Partners NOT receiving ENRTF funding

Name	Title	Affiliation	Role
MN Prairie Conservation Plan Partnership		<u>State:</u> MN DNR, MN BWSR; <u>Federal:</u> USFWS, NRCS; <u>NGO:</u> The Nature Conservancy, Audubon Society, The Conservation Fund, Minnesota Prairie Chicken Society, Ducks Unlimited, Pheasants Forever	Advisory

IV. LONG-TERM- IMPLEMENTATION AND FUNDING: The bulk of this work will involve the website development and initial outreach campaign. Once those are accomplished via this grant funding, the long term costs will be to keep the website housed and active. Those costs could be as little as \$150 per year. Into the future, if more content is needed to keep the website running and up to date, that work could be accomplished by volunteers, donations to pay for contract hours, or seeking additional funds via future grant opportunities.

V. TIME LINE REQUIREMENTS: To complete the work on time, Becker SWCD will need to contract with selected vendors through a RFP process to complete the website build, produce the short video trailers, and produce printed material for distribution. All other work will be able to be completed in house.

VI. SEE ADDITIONAL PROPOSAL COMPONENTS:

- A. Proposal Budget Spreadsheet
- B. Visual Component or Map
- C. Parcel List Spreadsheet
- D. Acquisition, Easements, and Restoration Requirements
- E. Research Addendum (not required at proposal stage)
- F. Project Manager Qualifications and Organization Description
- G. Letter or Resolution
- H. Certified Audit or 990 Tax Information

2019 Proposal Budget Spreadsheet

Project Title: Discover the Prairie Outreach Campaign

IV. TOTAL ENRTF REQUEST BUDGET 3 years

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Personnel: .45 FTE will make sure each of the activities are completed which includes: writing contracts, meeting with local technical teams, website oversight and administration, monitoring social media use, writing and destributing news releases, installing signage, writing workplans [contracts will need to go through RFP process]	\$ 140,400
Professional/Technical/Service Contracts: write prairie primer, graphic design, layout and printing, website development, video trailers [contracts will need to go through RFP process]	\$ 40,700
Equipment/Tools/Supplies: signage - up to 50 metal signs that indicate the location of the 50 native prairies [contracts will need to go through RFP process]	\$ 1,000
Acquisition (Fee Title or Permanent Easements):	\$ -
Travel: vehicle use across the prairie region for meetings with prairie plan partners and local technical teams. Rates/costs will follow those established in DNR Commissioners plan.	\$ 8,000
Additional Budget Items:	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 190,100

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:	N/A	
Other State \$ To Be Applied To Project During Project Period:	N/A	
In-kind Services To Be Applied To Project During Project Period: Office administration support, office space and supplies	\$19,000	<i>Secured</i>
Past and Current ENRTF Appropriation:	N/A	
Other Funding History:	N/A	

DISCOVER THE *Prairie*



Outcomes:

- ◆ Create website 'hub' of prairie information
- ◆ Showcase 50 native prairies
- ◆ Develop prairie outreach campaign
- ◆ Teach our citizens about prairies so that they develop a deeper understanding and help conserve our most **endangered ecosystem**

"In the end we will **conserve** only what we love; we will **love** only what we **understand**; and we will understand only what we are **taught.**"

-Baba Dioum

Project Manager Qualifications: Phil Doll, Private Lands Biologist

After graduating from the University of Minnesota, Crookston with a B.S. degree in Natural Resources Management, Phil has spent his entire career working to protect and restore Minnesota's prairie landscape. He's acquired a unique set of skills and perspective having spent time working for the U.S. Fish & Wildlife Service, the Minnesota DNR, Ducks Unlimited, Minnesota Waterfowl Association, and Becker Soil & Water Conservation District; as well as hand in hand with the Natural Resources Conservation Service and the Minnesota Board of Water & Soil Resources. Most recently, he's been elected to the Board of Directors for the Minnesota Prairie Chicken Society.

For the last several years, Phil has been intimately involved with the Minnesota Prairie Conservation Plan. First, as a member of three Prairie Plan Local Technical Teams (LTTs) formulated to accelerate prairie conservation work across western Minnesota. Then, as a coordinator of the LTTs in northwest Minnesota. And now as a Liaison between the Minnesota Prairie Conservation State Work Group and the LTT community.

This blend of professional experience combined with a familiar knowledge of citizen science and social media platforms allows Phil to be the ideal candidate leading this project to achieve its primary goal of encouraging the state's citizens to Discover the Prairie.

Organizational Description: Becker Soil & Water Conservation District (SWCD)

Becker SWCD aims to develop and promote long range programs that satisfy the conservation needs of the people of the District. The programs will include, but not be limited to proper treatment of each acre of land in Becker County. Emphasis will be placed on wind and water erosion and protection practices.