

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

Project Title:

ENRTF ID: 155-CH

Urban Food Habitat Signs and Curriculum Delivery

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

Sub-Category: C. Environmental Education

Total Project Budget: \$ 53,175

Proposed Project Time Period for the Funding Requested: June 30, 2021 (2 yrs)

Summary:

TCALT will coordinate a program developing attractive signs explaining to passersby the several ways that food production sites using regenerative agriculture practices are contributing to environmental and community health.

Name: Valentine Cadieux

Sponsoring Organization: Twin Cities Community Agricultural Land Trust

Title: Curriculum coordinator

Department: _____

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Location

Region: Metro

County Name: Hennepin, Ramsey

City / Township: St. Paul, Minneapolis

Alternate Text for Visual:

Two model signs: San Francisco's "Friends of the Urban Forest" and "Adopt-a-Drain" signs – plus criteria for urban agriculture's "positive environmental impact" from new MN AGRI Urban Agriculture Grant program

<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: Urban Food Habitat Signs and Curriculum Delivery

I. PROJECT STATEMENT

This project delivers accessible environmental education around the categories of public environmental benefit outlined in the just-released Minnesota Department of Agriculture program supporting urban agriculture. The project will develop and distribute signs for farms, yards, and gardens, that will explain to residents, pedestrians, and passersby the several ways that urban food production can contribute to healthy ecosystems, pollinator habitat, water quality improvement, soil building, and other benefits explored in the proposed process. The signs will also show viewers ways that they can also participate in building habitat. Development & distribution of signs will be linked to the delivery of an already existing curriculum of land stewardship we will introduce to the several schools and community groups involved in the partnerships proposing this project. Our goal with the signs is to create an understanding, and broader literacy and buy in, around the ecosystem benefits of urban food production. Our goal with curriculum is to make sure people know how to describe their signs!

This project involves education, information dissemination, and training efforts that will increase the knowledge and skills of students and the public to engage in environment- and community- friendly food production, improve and maintain water quality through their food production practices, reduce and monitor water consumption and nutrient contamination, and restore and maintain a healthy and biodiverse natural environment through pollinator and habitat friendly planting. This project involves multiple broad-based partnerships that have been previously funded, engages diverse and changing demographics in the 10 garden sites where the pilot is focused, provides regular and extended outdoor experiences, and is committed to building a long-lasting and action-based conservation ethic in communities in the Twin Cities. In addition, this project involves efforts to deliver curriculum that has been developed by the Twin Cities Community Agricultural Land Trust and the Food and Society Workshop summer programs into a garden-based environmental education school curriculum working with K-12 and college students as well as community orgs. ENRTF funding will expand it to a broader group of sites, and people with different backgrounds – beyond those involved deeply in researching ecosystem services reaching out to understand what the people understand are the ecosystem services they value, and sharing teaching around these

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Urban Food Habitat Signs and Curriculum Delivery Using the model of the successful San Francisco “Friends of the Urban Forest” sign project (pictured in attached image, along with the local successful Adopt-a-Drain signage), and building from a survey of benefits that people endorse in their multifunctional food-habitat projects, we will build a sign project that allows participants (individual or community farmers, institutions, etc.) to choose to highlight the functions their food habitats provide.

Step 1: Building on existing and already funded projects to survey community food practices and urban agriculture ecosystem benefits to build community curriculum (detailed in attachments, and funded by the Sustainable Agriculture Research and Education and Beginning Farmers and Ranchers Development Programs, as well as the Kresge Foundation), the partners will work with community artists, youth, and urban agriculturalists to extend the existing iconic vocabulary around agriculture and environment contained in the Saint Paul Central Corridor Public Art Plan (by Cliff Garten) to reflect the full range of environmental benefits understood to be possible through urban food habitat building. These new logos and explanations of environmental benefits possible in urban food production will provide a slate of options for signs for long term display in yards, gardens, and farms – starting with a pilot distribution project of 100 signs in the Rondo and Frogtown neighborhoods of St. Paul, coordinated by TCALT (the Twin Cities Community Agricultural Land Trust), and working with youth from our partner organizations (including 4H, the Urban Farm and Garden Alliance, and the Hamline Food and Society Workshop).



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

Step 2: Signs will be distributed at monthly events along with curriculum explaining the signs, coordinating with existing garden events, and working with groups of youth and a coordinator to deliver curriculum.

Step 3: As part of the first year’s pilot distribution, we will evaluate the comprehensiveness of the signs and curriculum, and refine as necessary, expanding from the pilot to a broader distribution of 500 signs across St. Paul and Minneapolis. In this broader distribution, we will continue to seek additional partners to expand this sign project if it is successful, for example including Metro Blooms, the Watershed Districts (we are already partnering on projects with Cap Region), and Extension.

ENRTF BUDGET: \$53,175

Outcome	Completion Date
1. Draft signs	August 2019
2. Pilot sign distribution + curriculum delivery, August 2019-May 2020	May 2020
3. Refinement of signs and curriculum and continued delivery, June 2020-March 2021	March 2021

III. PROJECT PARTNERS:

A. Partners receiving ENRTF funding

Name	Title	Affiliation	Role
Lead: Valentine Cadieux, plus youth assistants	Communications & education director	Twin Cities Community Agricultural Land Trust	Coordinator and educator, plus youth educators
Colleen Sheehy and staff	Artist and community engagement recruitment	Public Art Saint Paul	Recruiting and curating art and design of signs

B. Partners NOT receiving ENRTF funding

Name	Title	Affiliation	Role
Art of Food in Frogtown and Rondo network plus the Hamline Food and Society Workshop	Community Partners (funded, along with supportive agencies like Extension, 4H, schools, Watershed District)	Asian Economic Development Association, Frogtown Farm, Urban Farm and Garden Alliance	Creating community events where signage will be distributed and curriculum delivered

IV. LONG-TERM- IMPLEMENTATION AND FUNDING:

If this project is successful, we hope that it can be incorporated in the ongoing work of the Twin Cities Community Agricultural Land Trust as a way for people across the metro area to participate and show their support for building multifunctional urban food habitats. Once the signs have become popular, we will move to a donation system, where people will pay what they are able for signs, and continue to seek funding from interested partners, such as the watershed districts.

V. TIME LINE REQUIREMENTS:

As outlined above, the project will be launched in July 2019, with the pilot signs ready for distribution in August of 2019. Curriculum delivery around the signs will evaluate how well the pictures explaining the ecosystem benefits are working, and how well they capture the range of benefits people describe, and will we refine signs for the summer of 2020, completing the project by March 2021. (We will deliver 18 monthly programs across 20 months, recognizing that December is usually a good month to skip for agriculture education.

2019 Proposal Budget Spreadsheet

Project Title: Urban Food Habitat Signs and Curriculum Delivery

IV. TOTAL ENRTF REQUEST BUDGET 2 years

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Personnel: (a.) TCALT project management = \$32/hour x 12 hours per month x 20 months = \$7680 + 20% fringe \$1536; (b.) curriculum delivery main instructor: \$32/hour x 4 hour prep + session x monthly sessions for 18 months (mainly summer 2019 through end of the season 2020) = \$2304 (+ 20% fringe \$461); (c.) youth stipends for curriculum delivery setup and assistance: \$15/hour x 6 x 18 = \$1620 (+ 7.65% fringe \$124); (d.) youth stipends for 4 hours / week during summers for community engagement (x 12 weeks x 2 summers) = \$1440 (+ 7.65% fringe \$110)	\$ 15,275
Professional/Technical/Service Contracts: Public Art Saint Paul: \$8000 in year 1 for recruiting artists and graphic designers to develop sign vocabulary (working with Cliff Garten's Central Corridor Public Art Plan iconic visual vocabulary around food systems to start and extending from there); \$8000 in year 2, for working with curriculum delivery to elicit needed changes to signs and refining signs; \$4000 over both years for managing this part of the project.	\$ 20,000
Equipment/Tools/Supplies: (a.) Signs (based on Adopt-a-Drain project paying \$22 per sign two years before this pilot, pictured in the attached image) – pilot project aims for 100 signs at \$24: \$2400 in year 1, then refined signs 500 additional signs @ \$25 = \$12,500 in year 2; (b.) postcards / pamphlets / tabling materials: \$3000, including design, production, and	\$ 17,900
Acquisition (Fee Title or Permanent Easements):	\$ -
Travel:	\$ -
Additional Budget Items:	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 53,175

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: Sustainable Agriculture Research and Education Grant (Project 00067679 01NOV2017-30OCT2020) "Collaborative Evaluation of Ecosystem Services Provided by Urban Agricultural Best Management Practices in the Twin Cities Metropolitan Area" (confirmed) will provide \$6600 to Valentine Cadieux and TCALT as part of a project starting in 2018 to research ecosystem services of Twin Cities urban agriculture, forming the basis of our curriculum development; the Kresge Fresh, Local & Equitable funded project "The Art of Food in Frogtown and Rondo" is providing \$10,000 leading up to this project period (and extending into the beginning of this project) to develop creative placemaking through food infrastructure in the neighborhoods where we will start the project, establishing many of the relationships on which we will build (through the Asian Economic Development Association, Frogtown Farm, the Urban Farm and Garden Alliance, Public Art Saint Paul, and the Twin Cities Community Agricultural Land Trust).	\$ 16,600	<i>Secured</i>
Other State \$ To Be Applied To Project During Project Period:	\$ -	
In-kind Services To Be Applied To Project During Project Period: TCALT and Hamline Food and Society Workshop Volunteer time: (@MN Volunteer time rate of \$24/hr) further volunteer work at events and setup 2 people x 4hrs/m x 20 months (\$3840)	\$ 3,840	<i>secured</i>
Past and Current ENRTF Appropriation:	\$ -	
Other Funding History: University of Minnesota Center for Urban and Regional Affairs is funding a graduate student in the summer of 2018 who will do significant work developing curriculum (\$5500); such a student was also funded in 2012.	\$ 1,100	<i>secured</i>



**Environment and Natural Resources Trust Fund (ENRTF)
2019 Visual**

Two model signs: San Francisco’s "Friends of the Urban Forest" and "Adopt-a-Drain" signs – plus criteria for urban agriculture’s "positive environmental impact" from new MN AGRI Urban Agriculture Grant program



The new Minnesota Department of Agriculture program supporting urban agriculture (see <http://www.mda.state.mn.us/grants/grants/urbanaggrant>) lists these criteria as “positive environmental impact,” providing a place to start for creating icons for our signs:

- promotes clean water*
- builds healthy soils*
- sequesters carbon*
- pollinator habitat*
- uses energy efficiently*
- intercepts waste nutrients*
- uses water efficiently*
- uses nutrients efficiently*
- promotes organic and sustainable agriculture (we will expand to explain habitat building implications)*
- protects land tenure*
- expands urban lands available for agricultural use (plus these community- health components):*
- reduces health disparities related to food access*
- urban youth agricultural education*
- community engagement (/social connection).*





Environment and Natural Resources Trust Fund (ENRTF)
2019 Project Manager Qualifications & Organization Description
Project Title: Urban Food Habitat Signs and Curriculum Delivery

The Twin Cities Community Agricultural Land Trust (TCALT) is a consortium effort to support long term access to agricultural land in the Metro Minneapolis-St. Paul region, and to work with state-wide initiatives to preserve long-term access to land. As a community land trust, TCALT focuses on agricultural practices that benefit the public and on food producers who experience challenges accessing land. TCALT functions as a collaboration of several nonprofits who share an interest in preserving access to agricultural land in the Twin Cities Metropolitan Region, and to supporting environmental integrity. Their geographical service area is the seven county metropolitan region of the Twin Cities. Their primary mission is to facilitate long-term access to land for urban agricultural purposes, such as market gardening and urban farms and community gardens, with the goal of fostering stewardship of soil resources and making more feasible commitments to long-term land and infrastructure improvements--enhancing productivity, season extension, and preservation of healthy land for future food production. To that end they work on a variety of projects to acquire, hold, and steward land for urban farming and community gardens, manage conservation easements, provide educational, legal and structural support. The TCALT also serves as a clearinghouse for those needing access for land for urban agricultural purposes, providing guidance, information, and assistance to practitioners in owning or leasing land.

TCALT formed out of a partnership of groups concerned about securing metropolitan land for agriculture, including Gardening Matters (supporting community gardening), Land Stewardship Project (supporting land stewardship in relation to agriculture), Farmers' Legal Action Group, and City of Lakes Community Land Trust (supporting affordable community access to housing in Minneapolis). Subsequent work has connected TCALT with Renewing the Countryside, the Global Land Alliance, the Center for Urban and Regional Affairs at the U of M, the Urban Farm and Garden Alliance and their Alliance Research Team, & community partners interested in land access for food production and related research and education, such as HACER and the American Friends Service Committee. In 2019-2022, a central TCALT project will be the development of demonstration projects documenting and sharing what can be achieved when long-term access to agricultural land is secured. This will be achieved through partnerships with Hamline University's Environmental Studies program and the Twin Cities Urban Agriculture Research Network, Farmers' Legal Action Group, Sustainable Resources Center, the Urban Farm and Garden Alliance and a host of supporting scientists, community leaders and professionals. Food production sectors are currently grappling with two major problems: how to produce enough food to feed us without destroying the planet, and how to sustain healthy food production that provides livelihoods for the people who work in agriculture. Community agricultural land trusts are working with a wide range of innovative food and environment organizations to experiment with and document different models of land access that protect and restore soil and habitat, support both urban agricultural livelihoods and recreation, and provide opportunities for environmental education and community research. Since that role is not being filled in the upper midwest - TCALT and its partners will provide that demonstration and model for Minnesota communities.

Project manager Prof. Valentine Cadieux has been involved with TCALT since its founding, has degrees in Geography and Visual and Environmental Studies focused on urban agriculture and environmental management (from Harvard and the University of Toronto), and has been working in the field of food-environment-society research and public education for over twenty years. She is a core member of the three existing projects upon which this proposed sign project will build: (1) the Kresge-funded Art of Food in Frogtown and Rondo (TCALT + the Urban Farm and Garden Alliance, Asian Economic Development Association, Frogtown Farm, and Public Art Saint Paul), (2) the USDA-funded Farmland Access Hub Beginning Farmer and Ranching Developing Project (involving 22 farming organizations), and (3) the SARE-funded Collaborative Evaluation of Ecosystem Services Provided by Urban Agricultural Best Management Practices in the Twin Cities Metropolitan Area (involving many of the urban farming organizations above in a three year research project). This project will be a central part of the summer field schools she coordinates with TCALT and the Hamline University Food and Society Workshop over the next three years, in partnership with a wide range of community food organizations, particularly focused on the many orgs involved in these projects led by Indigenous farmers and farmers of color.