

**Environment and Natural Resources Trust Fund
2020 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 136-C

Neighborhoods Sustained: Preserving Ecosystems through Behavior Change

Category: C. Environmental Education

Sub-Category:

Total Project Budget: \$ 787,787

Proposed Project Time Period for the Funding Requested: June 30, 2023 (3 yrs)

Summary:

Move Minnesota will decrease the environmental impact of suburban residents by reducing the environmental impact of transportation pollution, which makes up a full quarter of emissions in Minnesota.

Name: Theresa Nelson

Sponsoring Organization: St. Paul Transportation Management Organization, d/b/a Move Minnesota

Job Title: _____

Department: _____

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St. Paul MN 55114

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Location:

Region: Metro

County Name: Anoka, Dakota, Hennepin, Ramsey, Wright

City / Township:

Alternate Text for Visual:

This visual highlights the problem, solution, and project approach, noting transportation accounts for a quarter of Minnesota emissions. Photos show smiling people choosing sustainable transportation like walking, bicycling, and transit.

| | | | |
|--------------------------|-------------------------|-----------------------------|----------------------|
| _____ 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)
2020 Main Proposal

PROJECT TITLE: Neighborhoods Sustained: Preserving Ecosystems through Behavior Change

I. PROJECT STATEMENT

Move Minnesota proposes to protect our environment by activating suburban residents, increasing their knowledge and skills to live more sustainably through walking, bicycling, and transit use. Through education and outreach, we will take our successful St. Paul-based Neighborhoods model, which employs a multi-year investment in diverse communities, and create a new suburban-focused program, Neighborhoods Sustained.

Transportation behavior change is becoming an even more critical tool to protect our natural resources as evidence continues to mount that transportation is destroying our environment. Transportation accounts for a full quarter of overall emissions in Minnesota (Minnesota Pollution Control Agency, 2019), threatening our state's ecosystems and green spaces with air and water pollution. Across the nation, a majority of these emissions come from vehicles typically used by individuals during daily activities such as commuting, errands, picking up kids, etc. (EPA, 2015). If current use patterns continue, the metro area and its suburbs are expected to gain more than 800,000 new residents and more than 675,000 personal vehicles by 2040, drastically increasing emissions at a time when we need to be eliminating them (Twin Cities Shared Mobility Action Plan, 2017).

The project will achieve this goal through community outreach, education, and organizing. These strategies work synergistically to not only stimulate individual residents to make choices that preserve and protect our environment, but expand our regional demand for facilities that support walking, bicycling, and transit use. Normalization of walking and bicycling in suburban communities, where infrastructure is often built exclusively for cars, will have generational impacts on the environment, land use, and transportation patterns. Our work will engage communities along potential or identified future transit corridors, ensuring strong walking and bicycling connections and building ready support for those changes. Similar past engagements have resulted in at least a 3% increase in walking and bicycling trips in the target areas. Preliminary target areas have been identified, with final target areas determined as part of the project's landscape analysis.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: *Develop Program: Our Neighborhoods Program has been extremely successful in changing behaviors in an urban environment. We will evolve these lessons to create a new program focused on addressing barriers to environmentally-responsible transportation choices in a suburban environment, thus preserving our environment by reducing harmful emissions. Ongoing evaluation will be conducted (see outcomes).*

ENRTF BUDGET: \$500,840

| Outcome | Completion Date |
|--|------------------------|
| <i>1. Complete landscape analysis of high-potential districts, aligned with major transit corridors and potential/planned transit projects. (1 analysis complete)</i> | <i>2020</i> |
| <i>2. Complete initial program design, scoping and adjusting for suburban-specific barriers (1 program design and approach document complete)</i> | <i>2021</i> |
| <i>3. Design and implement survey (pre of pre-post) to inform engagement and measure success (1 pre-survey administered)</i> | <i>2021</i> |
| <i>4. Analyze 2020 Engagement successes and challenges, and adjust program scope (1 feedback document, 1-3 stakeholder meetings, adjustments to program design document)</i> | <i>2022</i> |
| <i>5. Analyze 2021 Engagement Year 2 successes and challenges, and adjust program scope (1 feedback document, 1-3 meetings, adjustments to program design document). Design,</i> | <i>2023</i> |



Environment and Natural Resources Trust Fund (ENRTF)
2020 Main Proposal

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| implement, and analyze post-survey (1 post-survey administered, pre-post results analyzed to measure success). | |
|--|--|

Activity 2: Develop and Maintain Partnerships: Using our history of cross-sector relationship building, we will develop partnerships appropriate to the specific geographic areas and challenges faced by suburban communities, ensuring we maximize positive environmental impact through behavior change and engage partner communities in our ongoing work. Evaluation of this activity takes place as part of our Develop Program evaluation.

ENRTF BUDGET: \$120,000

| Outcome | Completion Date |
|--|-----------------|
| 1. Develop list of partner criteria and list of potential partners (1 list complete, 2-10 partners identified) | Sep 2020 |
| 2. Approach / meet with potential partners to determine fit (4-20 conversations/contacts) | Dec 2020 |
| 3. Issue RFPs (1-4 RFPs issued) | Mar 2021 |
| 4. Determine final partner and partnership scope (1-4 partners selected/contracts signed) | May 2021 |
| 5. Engage partners in Year 1 (1-4 partners engaged) | Oct 2021 |
| 6. Engage partners in Year 2 (1-4 partners engaged) | Oct 2022 |
| 7. Final evaluation with partners and reporting back/out | June 2023 |

Activity 3: Implement Program: We will engage community members in making environmentally-responsible transportation choices, including building demand and individual capacity to walk, bike, and use transit. A post-engagement survey will help us measure behavior change. We will also use the evaluation to assess project replicability in Greater Minnesota.

ENRTF BUDGET: \$166,947

| Outcome | Completion Date |
|---|-----------------|
| 1. Community Events – Summer 2020 (6-12 events and engagement opportunities) | Oct 2021 |
| 2. Community Events – Summer 2021 (6-12 events and engagement opportunities) | Oct 2022 |
| 3. Distribute Flyers and Materials 2020 (3-6 engagement opportunities) | Oct 2021 |
| 4. Distribute Flyers and Materials 2021 (3-6 engagement opportunities) | Oct 2022 |
| 5. Post-engagement surveys to measure behavior change (1 survey administered) | Oct 2022 |
| 6. Identify potential leaders in communities to ensure longevity of work (2-10 leaders) | Oct 2022 |
| 7. Develop capacity of potential leaders (2-5 leaders' capacity built) | June 2023 |

III. PROJECT PARTNERS AND COLLABORATORS:

Project partners will be determined as outlined in the activities above. If necessary, Move Minnesota will provide documentation as partners are selected regarding their ENRTF funding.

IV. LONG-TERM IMPLEMENTATION AND FUNDING:

As a new program, findings from evaluation efforts will determine how the program is implemented and funded in the future. Organizationally, we are committed to sustainable growth, and are building funding through individual donations (supporters of our nonprofit mission) and earned revenue our employer consulting services. We will also continue to work with foundations and government who have identified this work as critical to our region's sustainability and environmental preservation.

V. SEE ADDITIONAL PROPOSAL COMPONENTS:

- A. Proposal Budget Spreadsheet
- F. Project Manager Qualifications and Organization Description
- G. Resolution
- H. Financial Statements

Attachment A: Project Budget Spreadsheet
 Environment and Natural Resources Trust Fund
 M.L. 2020 Budget Spreadsheet

Legal Citation:

Project Manager: Theresa Nelson

Project Title: Neighborhoods Sustained: Multimodal Education in Metro Suburbs

Organization: Move Minnesota

Project Budget: \$787,787

Project Length and Completion Date: 3 years (June 30, 2023)

Today's Date: April 13, 2019



| ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET | | Budget | Amount Spent | Balance |
|--|---|---------------|--------------|----------------|
| BUDGET ITEM | | | | |
| Personnel (Wages and Benefits) | | | | |
| Personnel: Director: \$139,597 (82% Wages, 18% Benefits), .5 FTE for 3 Years Field Manager: \$110,417 (79% Wages, 21% Benefits), .5 FTE for 3 Years Program Manager: \$115,664 (77% Wages, 23% Benefits), .5 FTE for 3 Years Organizers: \$282,369 (77% Wages, 23% Benefits), 1.5 FTE for 3 Years | | \$ 648,047 | \$ - | \$ 648,047 |
| Professional/Technical/Service Contracts | | | | |
| | | \$ - | \$ - | \$ - |
| Equipment/Tools/Supplies | | | | |
| Community Event and engagement supplies, including food, room rentals. 12 events x \$750 x 2 years = \$12,000 | | \$ 18,000 | \$ - | \$ 18,000 |
| Capital Expenditures Over \$5,000 | | | | |
| | | \$ - | \$ - | \$ - |
| Fee Title Acquisition | | | | |
| | | \$ - | \$ - | \$ - |
| Easement Acquisition | | | | |
| | | \$ - | \$ - | \$ - |
| Professional Services for Acquisition | | | | |
| | | \$ - | \$ - | \$ - |
| Printing | | | | |
| | | \$ - | \$ - | \$ - |
| Travel expenses in Minnesota | | | | |
| Travel to partner locations mileage reimbursements (\$.58 IRS 2019 rate). Average estimate miles traveled per year = 1000. 1000 x 3 years x .58 = \$1,740. When possible, transit and carsharing will be used. | | \$ 1,740 | \$ - | \$ 1,740 |
| Other | | | | |
| Partnerships with organizations. 4 organizations per year, for 2 years. Average \$15,000 x 4 organization x 2 years = \$120,000 (MOU process). Partners will support ensuring work draws on existing centers of trust within suburban communities, advise on strategy, amplify reach through network activation, and/or support event logistics. | | \$ 120,000 | \$ - | \$ 120,000 |
| COLUMN TOTAL | | \$ 787,787 | \$ - | \$ 787,787 |
| SOURCE AND USE OF OTHER FUNDS CONTRIBUTED TO THE PROJECT | | | | |
| | Status (secured or pending) | Budget | Spent | Balance |
| Non-State: | | \$ - | \$ - | \$ - |
| State: | | \$ - | \$ - | \$ - |
| In kind: | | \$ - | \$ - | \$ - |
| Other ENRTF APPROPRIATIONS AWARDED IN THE LAST SIX YEARS | | | | |
| | Amount legally obligated but not yet spent | Budget | Spent | Balance |
| | | \$ - | \$ - | \$ - |

Neighborhoods Sustained: Preserving Ecosystems through Transportation Behavior Change



THE PROBLEM: Transportation accounts for a full quarter of overall emissions in Minnesota, more than any other source. Most vehicle trips are taken by individuals during daily activities such as commuting, errands, and picking up kids.

OUR SOLUTION: Move Minnesota will decrease the environmental impact of suburban residents by using transportation behavior change strategies to increase walking, bicycling, and transit use.



OUR APPROACH: Move Minnesota will accomplish these goals through a combination of **community outreach, education, and organizing**. These strategies work synergistically to not only stimulate individual residents to make choices that preserve and protect our environment, but expand our regional demand for facilities that support walking, bicycling, and transit use. Normalization of walking and bicycling in suburban communities, where infrastructure is often built exclusively for cars, will have generational impacts on the environment, land use, and transportation patterns.

PROJECT MANAGER QUALIFICATIONS & KEY STAFF

Theresa Nelson, Program Manager

Theresa oversees community engagement programming at Move Minnesota. She joined Move Minnesota in March 2017. Theresa has over 15 years of experience with community engagement, coalition-building, and pedestrian and bicycle program implementation in both the nonprofit and the private sector. Theresa is dedicated to planning and programming that leads to healthy communities. She earned her Bachelor of Arts in Political Science and African Studies from the University of Minnesota and began her career in Minneapolis as a community organizer and youth program manager. She enjoys daily walks, biking, yoga, and gardening in the summer.

Theresa Thompson-Nix, Field Manager

Theresa joined Move Minnesota in February 2018. She brings over 10 years of community organizing, project coordination, and campaign management experience to the team. All of her work has centered around building connections in the community and bringing new and diverse voices to the table to engage on important issues, ranging from pedestrian safety, social justice, and civic engagement. Born and raised in Crystal, MN, Theresa is a member of Black Girls Run Twin Cities and loves going on walks with the crew.

Emma Pachuta, Director of Programs

Emma oversees the programming of Move Minnesota. She joined the Move Minnesota team in August 2011 to develop and manage its Neighborhoods Program, which focuses on engaging specific communities in order to encourage walking and bicycling. Since 2011, the program has engaged thousands of St. Paul residents in active transportation. Originally from a small town in Wisconsin, Emma moved to Minneapolis in 2002. After studying urban design in Copenhagen, she returned with a love of all things transportation-related, and went on to receive a masters in Community and Regional Planning from the University of Oregon.

ORGANIZATION DESCRIPTION

Move Minnesota leads the movement for an equitable transportation system that puts people first. As the largest transportation nonprofit in the state, we work to ensure Minnesotans can get around in safe, sustainable, affordable, and healthy ways. We work alongside over 10,000 supporters behind the scenes and on the ground, helping Minnesotans tell the stories of how transportation choices impact their lives and the future of our region. Our work connects people to power in big and small ways — from helping individuals testify at the capitol, to sharing survey results with urban planners.

Our work is critical given the outlook for our region. We are at a fork in the road: our region will crumble under the weight of its own growth if we continue to rely primarily on personal vehicles. 675,000 personal vehicles will overwhelm our region by 2040, generating impassable congestion, accelerating climate change, stifling our region's economic growth, and degrading our environmental and community quality of life. Hundreds of thousands of Minnesotans make this choice not because they want to, but because our region has prioritized cars over people.

Move Minnesota is growing a movement of people ready to make a better choice for themselves, for their neighbors, and for the sustainability of our region. Our efforts are helping to expand transit and bicycle networks, improve pedestrian access, and create demand for shared mobility.