

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

Project Title:

ENRTF ID: 251-FH

Lake Minnetonka Comprehensive Plan and Civic Governance Model

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

Sub-Category: F. Methods to Protect, Restore, and Enhance Land, Water, and Habitat

Total Project Budget: \$ 195,000

Proposed Project Time Period for the Funding Requested: June 30, 2022 (2 yrs)

Summary:

Our project will create a one-of-a-kind, large-lake, unified management plan linking together water quality, fisheries, vegetation, land-use, recreation, AIS, climate change, and economic development using the "Civic-Governance" planning model

Name: Eric Evenson

Sponsoring Organization: Lake Minnetonka Association

Job Title:

Department:

Address: Po Box 248

Excelsior MN 55331

Telephone Number: (952) 470-4449

Email evensoneric@comcast.net

Web Address: www.LMAssociation.org

Location:

Region: Metro

County Name: Carver, Hennepin

City / Township: Victoria, Minnetrista, Mound, Orono, Spring Park, Minnetonka Beach, Wayzata, Minnetonka

Alternate Text for Visual:

The graphic shows Lake Minnetonka information, the current situation, defines the civic governance process, which leads to the comprehensive lake plan and statewide model

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



PROJECT TITLE: Lake Minnetonka Comprehensive Management Plan and Civic Governance Model

I. PROJECT STATEMENT

A unified, long-term, sustainable management strategy is needed for Lake Minnetonka that links together ecology, fisheries, economics, water quality, recreation, and community values. Currently, the lake is managed in silos with little coordination among agencies and whose programs wax and wane with changes in leadership and funding. The existing water management model is simply not working and has cost the public millions of dollars with little measureable benefit to Lake Minnetonka. Very little effort is put into inter agency coordination or understanding the economic impacts of existing programs, or ecological effects from AIS and climate change.

The proposed project will develop a holistic Lake Minnetonka Comprehensive Management Plan based on sound science, collaborative governance, and active and ongoing public engagement. Lake Minnetonka is a large, political diverse, and ecologically complex lake. As such, the proposed plan and planning process will provide and excellent model for sustainable, holistic, large-lake management throughout the state and in the nation.

The plan will be created using the “Civic Governance” model developed by the Midwest Active Citizenship Initiative and tested in Ramsey and Cass Counties in Minnesota and the St. Croix, Chippewa, and Red Cedar River Basins in Wisconsin. This approach builds on the relationships needed between government and community and develops the citizen leadership capacities needed to address the challenges facing Lake Minnetonka by moving away from an expert-based, government-agency-driven system, to a partnership-based system made up of citizens throughout the area. The greatest challenge to effective management of the lake is not the lack of scientific expertise or the availability of funding, it is the lack the civic mindset and political skills of our communities (government and residents alike) necessary to work cooperatively, navigate the complex regulatory maze, and to leverage the resources needed to restore and effectively manage Lake Minnetonka.

Lake Minnetonka is one of heaviest used lakes in Minnesota and estimated to contribute well over \$100 million annually to the region’s economy. For well over 100 years, it has been a national known fishing and recreation destination. Today, aquatic invasive species, climate change, development, and boating trends are changing the lake’s ecology and leading to conflicts among lake users and managers. A single, comprehensive, long-term plan, based on active and informed public and local leadership, is needed to maintain the legacy of Lake Minnetonka.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1 Title: Build Civic Governance Awareness, Capacity and Leadership

Description: The civic governance approach is the keystone in the development of all aspects of the Lake Minnetonka Comprehensive plan and its implementation. This involves considerable one-on-one meetings and other outreach by the Lake Minnetonka Association (LMA) and Minnesota Lakes and River Advocates (MLRA) to the governing bodies (there are 14 cities, two counties, and several local and state water management agencies; lake residents and users; and other stakeholders (businesses, civic organizations, sportsmen’s groups, lake shore owners, boating groups, etc.). It also will involve working closely with civic groups such as chambers of commerce, Rotaries, League of Women Voters, and other organizations active in the Lake Minnetonka area. A media relations professional will be contracted to assist with this effort.

Part of this outreach will result in finding individuals to participate in what is called a “civic organizing agency.” This group will consist of a cross section of individuals in a leadership capacity (within government, community, profit and non-profit organizations) trained and committed to the civic policy making process (including problem definition, strategic planning, leveraging the resources to advance solutions, working with stakeholders, and insisting and contributing to transparent, accountable decision-making). Participants integrate Civic Governance



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

into what they are already doing to improve the management of Lake Minnetonka in their existing organizational roles. Ongoing training and coaching are an integral part of this process.

ENRTF BUDGET: Build Civic Governance Awareness, Capacity and Leadership: \$54,000

Outcome	Completion Date
1. <u>Create an awareness and understanding of Civic Governance.</u> Project leaders will use social media, web-based public engagement programs, local news media, and meet with officials and community leaders to organize civic capacity and build a civic governance infrastructure as a new approach to policy making. It is estimated to take approximately 420 hours and about 72 meetings over a six month period.	10/1/2020
2. <u>Civic Organizing Agency is formed, trained, and coached on civic governance (420 hrs.)</u>	12/31/2021

Activity 2 Title: Development of a Lake Minnetonka Comprehensive Management Plan

Description: A unified, long-term, sustainable management strategy will be developed for Lake Minnetonka that links together ecology, fisheries, economics, water quality, recreation, and community values. The development of the plan will be contracted to a planning professional knowledgeable in civic governance. The Organizing Agency will serve as the steering committee to oversee the development of the plan.

ENRTF BUDGET: Development of a Lake Minnetonka Comprehensive Management Plan: \$141,000

Outcome	Completion Date
1. <u>Assemble a technical committee:</u> A technical committee comprised of city and agency representatives, business community, recreation/tourism, academia, and sporting groups will be formed. The Technical Committee will be trained in Civic Governance.	10/1/2020
2. <u>Educate the steering committee on technical issues:</u> This will be an ongoing activity during the planning process and will involve presentations from the technical committee and industry professionals.	12/31/2020
3. <u>Gather, analyze and summarize information:</u> The plan will use existing information as possible; however, some new studies and updates will be needed.	7/1/21
4. <u>Governance Analysis and recommendations:</u> Existing plans and data will be analyzed to identify what is working well and where increased coordination and prioritization is needed to effectively manage Lake Minnetonka. Planning, economic analysis, and data analysis will be contracted using a quality based selection process.	11/30/2021
5. <u>Identify and set common priorities and develop goals, objectives and actions.</u> All goals, objectives and actions will be based on the civic governance model.	11/30/2021
6. Publish Plan	1/1/2022
7. <u>Acquire implementing agencies commitments and monitor progress:</u> Ongoing.	6/30/2022

III. PROJECT PARTNERS AND COLLABORATORS:

This project will be done as partnership between the LMA and Minnesota Lakes and Rivers Advocates. A result of the project will be a collaborative of the 14 Lake Minnetonka cities, Hennepin and Carver Counties, and local and regional water management organizations.

IV. LONG-TERM IMPLEMENTATION AND FUNDING: The proposed plan will provide the strategy for long-term management of Lake Minnetonka and the proposed “Civic Governance” approach will build the relationships needed among government and community to support and fund its long term implementation.

V. SEE ADDITIONAL PROPOSAL COMPONENTS: Attached

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

Legal Citation:

Project Manager: Eric Evenson

Project Title: Lake Minnetonka Comprehensive Plan and Civic Governance Model

Organization: Lake Minnetonka Association

Project Budget: \$195,000

Project Length and Completion Date: Approx. 2 yrs. Completed by 7/1/2022

Today's Date: April 15, 2019



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET		Budget	Amount Spent	Balance
BUDGET ITEM				
Personnel (Wages and Benefits)		\$ 76,000	\$ -	\$ 76,000
Activity 1. Build Civic Governance Capacity and Leadership				
Create a Climate for Civic Organizing				
MLRA staff \$75/hr for 300 hours (.14 FE) - 0 benefits	\$ 22,500			
LMA staff @\$50/hr for 120 hours (.05 FTE) - 0 benefits	\$ 3,000			
Organizing group is formed and trained on the principles of civic governance				
MLRA staff \$75/hr for 300 hours (.14 FTE)	\$ 22,500			
LMA staff @\$50/hr for 120 hours (.05 FTE)	\$ 3,000			
Activity 2. Lake Minnetonka Comprehensive Management Plan				
MLRA staff \$75/hr for 200 hours (.10 FTE) - 0 benefits	\$ 15,000			
LMA staff @\$50/hr for 200 hours (.10 FTE) - 0 benefits	\$ 10,000			
Professional/Technical/Service Contracts				
Contract with a professional planning consultant to facilitate, gather and analyze data, and develop the Lake Minnesota Comprehensive Management Plan		\$ 75,000	\$ -	\$ 75,000
Contract with a professional limnologist to assist with data analysis and data collection		\$ 36,000	\$ -	\$ 36,000
Contract with a professional economist to assess the economic impact of lake management decisions		\$ 5,000	\$ -	\$ 5,000
Equipment/Tools/Supplies				
		\$ -	\$ -	\$ -
Capital Expenditures Over \$5,000				
		\$ -	\$ -	\$ -
Fee Title Acquisition				
		\$ -	\$ -	\$ -
Easement Acquisition				
		\$ -	\$ -	\$ -
Professional Services for Acquisition				
		\$ -	\$ -	\$ -
Printing				
Meeting materials and planning documents	\$ 500	\$ -	\$ 500	
Travel expenses in Minnesota				
In state travel only in accordance with the Commissioner's Plan.	\$ 500	\$ -	\$ 500	
Other				
Web based and social media tools	\$ 2,000	\$ -	\$ 2,000	
COLUMN TOTAL		\$ 195,000	\$ -	\$ 195,000
SOURCE AND USE OF OTHER FUNDS CONTRIBUTED TO THE PROJECT				
	Status (secured or pending)	Budget	Spent	Balance
Non-State:		\$ -	\$ -	\$ -
State:		\$ -	\$ -	\$ -
In kind: LMA staff	secured	\$ 18,000	\$ -	\$ 18,000
City and government agency staff (\$50/hr.)	pending	\$ 24,000		\$ 24,000
Other ENRTF APPROPRIATIONS AWARDED IN THE LAST SIX YEARS				
	Amount legally obligated but not yet spent	Budget	Spent	Balance
		\$ -	\$ -	\$ -

Lake Minnetonka: 14,000 acres, complex ecology, heavily used recreational lake, regional economic engine, 62,000+ boat launches each year at public accesses, diverse population, diverse uses, historically important, 4000+ shore land properties.

No management plan or vision exists for one of the most valued part of Minnesota's natural legacy

Current situation

- ✓ Confusing & conflicting regulation and management goals with no unified approach or vision.
- ✓ Conflicting lake uses.
- ✓ High risk of new AIS and spreading AIS
Ecological changes related to climate change & AIS.
- ✓ Multiple agencies with "silo-based" regulations & programs: 14 cities, MCWD, LMCD, DNR, MPCA, Hennepin County, Carver County, BWSR, Met Council, Three Rivers Park District.
- ✓ Watershed approach has little impact.
- ✓ Wasted public funds.
- ✓ Disengaged public.

Civic Governance Process

- ✓ Analyze & develop goals/programs that consider lake and community needs rather than agency authorities.
- ✓ Elevate the role & capacity of individuals to care for the "commons."
- ✓ Build commitment of government agencies to civic governance.
- ✓ Build on existing information as much as possible.

Lake Minnetonka Plan

Results

- ✓ Agencies and local government are trained & using civic government.
- ✓ A unified plan for the management of Lake Minnetonka linking fisheries, ecology, water quality, recreation, economics, and community values.
- ✓ Agencies/cities/counties goals & programs complement each other.
- ✓ Public funds focused on lake and community priorities.

Statewide model for large lake planning & management

The complex ecologic and political nature of Lake Minnetonka makes it an ideal model for civic governance and large lake management planning

LAKE MINNETONKA ASSOCIATION OVERVIEW:

The Lake Minnetonka Association (LMA) was formed in 1989 and is a 501(c)(3) nonprofit organization. The LMA is dedicated to the betterment and preservation of Lake Minnetonka. We accomplish this by focusing on the areas of lake preservation and protection that benefit the entire lake community. The LMA works to build partnerships among residents, businesses, government agencies, and other non-profit organizations interested in preserving the natural resource legacy of Lake Minnetonka for everybody who enjoys the lake today and for the generations to follow.

PROJECT MANAGER QUALIFICATIONS

Organizational leadership with over 25 years executive level experience in high-profile, regional government including considerable experience working with boards and elected officials on management planning and policy development

Financial management and budgeting responsible for the development and management of an annual budget of approximately \$13 million; established financial policies and budgeting practices to assure transparency and legal compliance; and provided oversight of investments, vendor payments, contracts, and financial reporting. Monitored work plans to ensure that activities were completed on time and within budget.

Planning and program development experience in the research, analysis, and implementation of plans, policies, positions, regulations, and programs on a variety of resource management issues. Evaluated and reorganized programs and processes as needed to increase their effectiveness and responsiveness.

PROJECT MANAGER EXPERIENCE

Executive Director, Lake Minnetonka Conservation District

Oversee all aspects of operating a non-profit organization, including community relations, communications, budget and finances, membership development, government filings, consultant management, and board support and development. Writes quarterly newsletters and works with local elected officials and community leaders to advance the goals of the organization.

Director, Winona County Planning and Environmental Services

Oversee all planning and environmental services functions for Winona County Minnesota. Including, land use planning and zoning, economic development, solid waste management, strategic planning, community outreach and consensus building, interdepartmental coordination.

Supervisor, Becker County Planning and Zoning

This position oversaw all aspects of managing the County's Office of Planning and Zoning and served on the County's management team.

Administrator, Minnehaha Creek Watershed District

Provided leadership to the Board and guided the development of the District's strategic goals. Hired, managed, and motivated a team of high quality professional staff and consultants to implement the District's programs. Anticipated issues affecting the District, formulated strategic initiatives, and implemented programs to promote its interests. Directed and evaluated projects, programs, activities, and consultants. Managed all fiduciary responsibilities of the District.

Senior Planner, Dakota County Office of Planning, Apple Valley, MN

Responsible for environment and natural resource planning and program management, issue analysis, and policy and program development for natural resources, land use, parks, and drainage. Developed requests for proposals, supervised consultants, and organized multi-stake holder coalitions and partnerships, and served as the liaison to various local, regional, and state boards and commissions. Established the framework for the award winning Dakota County Farmland and Natural Areas Protection Program.