**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**

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

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| **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* |

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| **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**