



## Environment and Natural Resources Trust Fund

### 2022 Request for Proposal

#### General Information

**Proposal ID:** 2022-259

**Proposal Title:** Partnering for Pollinator Protection

#### Project Manager Information

**Name:** Wendy Caldwell

**Organization:** Monarch Joint Venture

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#### Project Basic Information

**Project Summary:** The Monarch Joint Venture will increase the efficiency and scale of pollinator conservation across the state by fostering an organized network of stakeholders in a multi-sector conservation consortium.

**Funds Requested:** \$123,000

**Proposed Project Completion:** June 30 2024

**LCCMR Funding Category:** Small Projects (H)

**Secondary Category:** Environmental Education (C)

#### Project Location

**What is the best scale for describing where your work will take place?**

Statewide

**What is the best scale to describe the area impacted by your work?**

Statewide

**When will the work impact occur?**

During the Project and In the Future

## Narrative

### **Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.**

A recent decision by USFWS adds monarch butterflies to the Candidate Species list under the Endangered Species Act. Their decline is an indicator for other pollinator declines and broader environmental resource concerns. The familiarity and charisma of the monarch butterfly make it an important tool for pollinator conservation in the state. Many stakeholders across the state are interested and engaged in monarch conservation within the national Monarch Joint Venture partner network, and many additional state stakeholders are working tirelessly on pollinator research, education, and habitat in Minnesota. To ensure the significant resources Minnesota has invested in pollinator conservation have maximum impact, it is necessary to bring efforts and stakeholders together into a coordinated, collaborative statewide effort. Coordination is necessary to leverage each sector's strengths. Each brings unique information needs, strategies for conservation, and community engagement opportunities. Separately, these partners and their respective strategies are making progress on answering research questions, mapping state pollinator resources, educating the broader public, and advocating for pollinator-friendly legislation. To generate even greater momentum, an organized consortium of stakeholders will provide a platform facilitating shared goals and priorities to increase efficiency and will build a diverse, aware and collaborative network to advance those goals.

### **What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.**

As a national, multi-sector partnership, we propose to leverage the leadership and infrastructure of the Monarch Joint Venture to establish a Minnesota Pollinator Conservation Consortium that will increase the cohesiveness and scale of Minnesota's pollinator protection efforts. With state agency pollinator leadership through an Interagency Pollinator Protection Team (IPPT), the state has a strong foundation for pollinator work to build from. The MJV has developed this proposal in consultation with the IPPT to be a broad research and engagement tool that can support their efforts to develop an annual Minnesota State Agency Pollinator Report and to enact their civic engagement framework. Additionally, Minnesota has reported monarch conservation strategies and targets to a regional plan created under the Midwest Association of Fish and Wildlife Agencies. MJV's state partners in Missouri, Iowa, Wisconsin, Ohio, Illinois, Nebraska, Arkansas, and Oklahoma have established similar statewide consortiums to advance their state monarch and pollinator goals, providing many demonstrations of the effectiveness of this approach. The proposed Minnesota consortium presents opportunities to engage current stakeholders and invites an easy entry point for additional stakeholders across the state that are not currently involved.

### **What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?**

- A statewide pollinator conservation plan that complements the work of the Interagency Pollinator Protection Team and has actionable pollinator habitat goals and targets for each land use sector and long-term investment from a broad set of stakeholders (business, NGO, agency, academic).
- Prioritized research questions, standardized habitat and pollinator species monitoring protocols, and coordination among research institutions to help advance these questions.
- Voluntary commitments from consortium members to advance priorities and actions identified in the plan
- A named platform that lends credibility, guidance, and opportunities for partnership with vast stakeholders across the state.

## Activities and Milestones

### Activity 1: Minnesota Pollinator Conservation Consortium Meetings

**Activity Budget:** \$113,000

**Activity Description:**

To build partnerships and stakeholder investment from early stages of this initiative, we will host and facilitate an introductory summit within the first 6-10 months of the project, inviting participation from all relevant stakeholders. The event will share knowledge on the current state of pollinators and relevant initiatives around which to form a broader consortium and shared conservation plan. Meeting objectives include establishing topic or sector based working groups responsible for further development of the plan; setting a timeline for plan development, delivery, and implementation; and beginning to identify potential goals, targets, or remaining information needs that will inform the development of the plan and the consortium's efforts. We will establish a steering committee of consortium members to guide a staff coordinator in organizing network activities. Subsequent meetings of individual working groups or leadership teams will commence to advance the development of the conservation plan. We expect to organize full consortium meetings annually to continue to foster strong partnerships. Meetings of subgroups or committees will likely be conducted virtually, depending on the geographic distribution of members. Additionally, we will leverage stakeholders to plan and organize field demonstration events to demonstrate various practices to consortium members.

**Activity Milestones:**

| Description   | Completion Date   |
|---|-------------------|
| Hire Minnesota Pollinator Conservation Coordinator                            | September 30 2021 |
| Complete early outreach to recruit potential consortium members               | December 31 2021  |
| Host Minnesota Pollinator Summit  | March 31 2022     |
| Organize and Facilitate Working Group Meetings                                | June 30 2022      |
| Host 2nd Annual Consortium Conference or Meeting                              | June 30 2023      |
| Conduct at least two field events showcasing pollinator practices for members | June 30 2023      |

### Activity 2: Minnesota Pollinator Conservation Plan Development

**Activity Budget:** \$10,000

**Activity Description:**

The initial Minnesota Pollinator Consortium meeting will gather information and priorities from stakeholders statewide to initiate the development of a comprehensive statewide pollinator conservation plan. This plan will complement other Minnesota pollinator reports by integrating data collection objectives and focusing on member collaboration and delivery of priority implementation activities. Plan development will be managed by the Minnesota Pollinator Consortium Coordinator, and subgroups identified at the initial meeting and co-led by consortium members will draft sections relevant to their groups. The Coordinator will synthesize the plan for review by consortium members, and a final plan will be released within a year of the initial consortium meeting. Participating consortium members will be asked to detail voluntary commitments to be included in the plan in order to measure expected progress towards goals and identify implementation gaps. Based on similar plans developed by other state consortiums, we have identified a broad suite of possible stakeholders to recruit and have devised a draft outline for the plan. The plan will include brief sections on pollinator biology, threats, and other background information, but will primarily focus on goals, actions, and metrics for measuring success for each section of the plan.

**Activity Milestones:**

| Description  | Completion Date |
|--|-----------------|
| Complete working group drafts of each section for plan synthesis | June 30 2022    |

4/8/2021

|  |                 |
|--|-----------------|
| Complete first fill draft of plan, ready for review                                | October 31 2022 |
| Integrate consortium member comments into plan and release the final plan          | January 31 2023 |
| Review and update plan, and identify timeline for future revisions/plan evaluation | June 30 2023    |

## Project Partners and Collaborators

| Name                    | Organization                              | Role   | Receiving Funds |
|-------------------------|---|--|-----------------|
| Elaine Evans            | University of Minnesota Bee Lab           | Among many other initiatives and research objectives, the Bee Lab maintains a network of Minnesota pollinator educators, who would be instrumental in expanding the consortium's education goals. They would be an important member of the consortium to share information and available programs for the broader community.                         | No              |
| Rebeca Gutierrez-Moreno | Minnesota Environmental Quality Board     | EQB was charged with developing an Interagency Pollinator Protection Team (IPPT) made up of state agency representatives. The IPPT is responsible for developing an annual pollinator report. EQB and the IPPT would be valued collaborators in the consortium, which could support its goals and stakeholder engagement.                            | No              |
| Rob Davis               | Fresh Energy                              | Representing the solar and energy sector, Fresh Energy has been a leading partner at engaging this sector in pollinator conservation in Minnesota. Fresh Energy would recruit and lead participation from the energy sector, share information, and contribute to the consortium's broader goals.  | No              |
| Tanner Bruse            | Pheasants Forever                         | As a valued partner, Pheasants Forever would help to recruit and engage the agricultural sector, and would serve an important role in delivering habitat through direct restoration efforts and technical assistance.  | No              |
| Chris Smith             | Minnesota Department of Transportation    | MnDOT has been a valued partner in MJV's efforts to develop tools for roadside managers to assess and prioritize habitat. MnDOT has also developed targets for pollinator habitat conservation efforts in Minnesota. They would be a valued leader in engaging the ROW sector in the consortium.   | No              |
| Dan Shaw                | Board of Water and Soil Resources         | BWSR's pollinator toolkit, Lawns to Legumes program, and early efforts in advancing pollinator habitat mapping in the state make them an important collaborator in this effort. BWSR will be an important advisor on consortium activities.  | No              |
| Bre Bauerly             | Minnesota Native Landscapes               | MNL is a valued and trusted native plant provider in the state and has been actively involved in the MJV for several years. They, among other native plant producers, would be an important collaborator in supplying consortium members with seeds and plants for restoration projects.   | No              |
| Alan Ritchie            | Minnesota Department of Natural Resources | The DNR engaged MJV as it developed state goals for inclusion in the Mid-America Monarch Conservation Strategy (Midwest Association of Fish and Wildlife Agencies). This early foundation provides a starting point for the consortium to build on and advance implementation of through broader stakeholder engagement.                             | No              |
| Greg Emerick            | Sentera                                   | Sentera is a Minnesota based, global company dedicated to advancing precision agriculture through remote sensing technologies. MJV has been working with Sentera to use this technology to advance biological monitoring (counting stems of milkweed). Sentera would bring innovation and increase agricultural engagement to the consortium effort. | No              |

## Long-Term Implementation and Funding

**Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?**

Similar to the other state consortium models, we expect the MJV to be a fiscal and administrative sponsor for the consortium, including housing a staff coordinator to recruit members, organize network meetings and field events, and facilitate development of the shared state pollinator conservation plan. Once established, consortium members will contribute financially to sustain the basic administrative needs of the program moving forward beyond the initial LCCMR

funding. A steering committee of consortium members will be formed to help identify and articulate the needs of the consortium and establish processes for meeting those needs.

## Project Manager and Organization Qualifications

**Project Manager Name:** Wendy Caldwell

**Job Title:** Executive Director

### **Provide description of the project manager's qualifications to manage the proposed project.**

Caldwell brings fourteen years of professional experience in monarch conservation. While pursuing environmental science and entomology at the University of Minnesota, she worked as a coordinator for several initiatives at the University's Monarch Lab. Through her history there, she managed laboratory activities, aided in graduate student research, coordinated citizen science efforts, supported planning and teaching for professional development opportunities for teachers, and organized local, national, and international meetings. In 2013, she became the coordinator of the national Monarch Joint Venture partnership based at the University. In this role, she successfully grew the partnership from 30 organizations nationwide to over 100 today, and increased staff capacity for the program from one half-time position to 10 full-time employees, and 10 seasonal positions. From 2017-2019, she led the MJV through a period of growth and transition and facilitated the extraction of the program from the University to become a standalone nonprofit. The University fostered the MJV's growth and development for nearly 10 years, but with faculty leadership shifts and the nature of MJV's national, mission-driven work, the partnership saw an opportunity to grow as a nonprofit. Caldwell led the transition from the University while managing staff to maintain program operations as usual, and while simultaneously setting up the 501c3 nonprofit. In directing the efforts of the MJV and its staff, she has a rich history with building relationships and driving collaboration with many different stakeholders in Minnesota and across the country. Growing up on a farm in west central Minnesota, she also brings a history and understanding of Minnesota's landscape and farming culture, an important aspect in building partnerships across the state. A well-balanced career of partnership building, coordination and facilitation, research, education, habitat development, and administration makes Caldwell an ideal manager to lead this effort.

**Organization:** Monarch Joint Venture

### **Organization Description:**

Since 2009, MJV has brought together partners from across the country in a unified effort to conserve the monarch migration. This diverse partnership includes government agencies, NGOs, businesses, and academic institutions that work together to implement science-based conservation actions through education, habitat, and research. As the leading authority for monarch conservation in the U.S., MJV maintains a Monarch Conservation Implementation Plan, which serves as a framework to guide conservation planning for stakeholders nationally. Extending beyond the benefits to monarch butterflies, the MJV's mission includes leveraging the charisma of the monarch butterfly to build collaboration and bring together efforts to address a variety of environmental concerns through grassland restoration. MJV drives conservation planning and implementation efforts by facilitating information sharing, partnership building, and carrying out conservation priorities. Partners look to MJV to lead working groups focusing on things like communications, agriculture, or monitoring. Additionally, MJV is the go-to resource for monarch information. While MJV's coordination activities are national in scope, as a Minnesota based nonprofit, partnerships with Minnesota stakeholders are strong and numerous. Leveraging the organization's expertise, credibility, and organizational infrastructure, MJV sees an opportunity to lead and successfully maintain a Minnesota Pollinator Conservation Consortium.

## Budget Summary

| Category / Name                       | Subcategory or Type | Description  | Purpose  | Gen. Ineligible | % Benefits | # FTE | Classified Staff? | \$ Amount        |
|---------------------------------------|---------------------|--|--|-----------------|------------|-------|-------------------|------------------|
| <b>Personnel</b>                      |                     |  |  |                 |            |       |                   |                  |
| MN Pollinator Consortium Coordinator  |                     | Lead organizer and facilitator for MN Pollinator Conservation Consortium meetings, subgroups, and other events |  |                 | 26%        | 2     |                   | \$120,000        |
|                                       |                     |  |  |                 |            |       | <b>Sub Total</b>  | <b>\$120,000</b> |
| <b>Contracts and Services</b>         |                     |  |  |                 |            |       |                   |                  |
|                                       |                     |  |  |                 |            |       | <b>Sub Total</b>  | -                |
| <b>Equipment, Tools, and Supplies</b> |                     |  |  |                 |            |       |                   |                  |
|                                       |                     |  |  |                 |            |       | <b>Sub Total</b>  | -                |
| <b>Capital Expenditures</b>           |                     |  |  |                 |            |       |                   |                  |
|                                       |                     |  |  |                 |            |       | <b>Sub Total</b>  | -                |
| <b>Acquisitions and Stewardship</b>   |                     |  |  |                 |            |       |                   |                  |
|                                       |                     |  |  |                 |            |       | <b>Sub Total</b>  | -                |
| <b>Travel In Minnesota</b>            |                     |  |  |                 |            |       |                   |                  |
|                                       | Other               | Mileage for staff travel to meetings and other events  | We expect to work with consortium members to keep venue costs low, but will travel to meet with stakeholders for various events or working group meetings. Travel costs are budgeted at the current IRS mileage rate of .56/mile (4000 miles over 2 years, rounded to nearest thousand). |                 |            |       |                   | \$2,000          |

|   |          |  |  |  |  |  |                        |                  |
|---|----------|--|--|--|--|--|------------------------|------------------|
|   |          |  |  |  |  |  | <b>Sub<br/>Total</b>   | <b>\$2,000</b>   |
| <b>Travel<br/>Outside<br/>Minnesota</b> |          |  |  |  |  |  |                        |                  |
|   |          |  |  |  |  |  | <b>Sub<br/>Total</b>   | -                |
| <b>Printing and<br/>Publication</b>     |          |  |  |  |  |  |                        |                  |
|   | Printing | Informational packet for consortium meetings | 100 packets per each of 2 meetings are<br>anticipated at cost of \$5/each. |  |  |  |                        | \$1,000          |
|   |          |  |  |  |  |  | <b>Sub<br/>Total</b>   | <b>\$1,000</b>   |
| <b>Other<br/>Expenses</b>               |          |  |  |  |  |  |                        |                  |
|   |          |  |  |  |  |  | <b>Sub<br/>Total</b>   | -                |
|   |          |  |  |  |  |  | <b>Grand<br/>Total</b> | <b>\$123,000</b> |



Classified Staff or Generally Ineligible Expenses

| Category/Name | Subcategory or Type | Description | Justification Ineligible Expense or Classified Staff Request |
|---------------|---------------------|-------------|--|
|---------------|---------------------|-------------|--|

## Non ENRTF Funds

| Category         | Specific Source                                 | Use   | Status                     | Amount           |
|------------------|---|---|----------------------------|------------------|
| <b>State</b>     |   |   |                            |                  |
|                  |   |   | <b>State Sub Total</b>     | -                |
| <b>Non-State</b> |   |   |                            |                  |
| In-Kind          | U.S. Forest Service cooperative agreement funds | Existing program staff would also advise and participate in the Minnesota Consortium's working group activities and full consortium meetings (\$10,000). Indirect costs to support the project (non-fringe benefits) including office space, computer and associated electronic equipment, office supplies, internet, phone, insurance, services, and other utilities are assumed at 10% of direct costs (\$13,000), the de minimis rate. | Secured                    | \$23,000         |
| In-Kind          | National Fish and Wildlife Foundation           | A full-time pollinator habitat technical assistance specialist will work with landowners across the state to advance private working lands projects and partnerships. This grant was awarded (March 2021) and will be leveraged in part to directly support consortium activities, both planning and implementation.  | Secured                    | \$100,000        |
| In-Kind          | Monarch Joint Venture unrestricted donations    | The MJV Executive Director will supervise the consortium coordinator and Development Director's time will be leveraged to support fundraising efforts for the consortium next phases and implementation of identified priority initiatives. Grant administrative tasks will be conducted by the Executive Director and Communications and Operations Manager.   | Secured                    | \$13,000         |
|                  |   |   | <b>Non State Sub Total</b> | <b>\$136,000</b> |
|                  |   |   | <b>Funds Total</b>         | <b>\$136,000</b> |

## Attachments

### Required Attachments

#### *Visual Component*

File: [dada5095-09f.pdf](#)

#### *Alternate Text for Visual Component*

The graphic illustrates a cycle of planning and synthesizing of information for state pollinator efforts to then engage broad stakeholders in priority actions, deliver on-the ground habitat restoration and public engagement, and to ultimately track and report progress towards our community goals for pollinator conservation in the state of Minnesota to support the Interagency Pollinator Protection Team....

#### *Financial Capacity*

File: [ebeade8a-afe.pdf](#)

#### *Board Resolution or Letter*

| Title   | File                             |
|---|----------------------------------|
| MJV Board Resolution for Application Submission | <a href="#">4d9c76b9-521.pdf</a> |

## Administrative Use

**Does your project include restoration or acquisition of land rights?**

No

**Does your project have potential for royalties, copyrights, patents, or sale of products and assets?**

No

**Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?**

N/A

**Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?**

N/A

**Does your project include original, hypothesis-driven research?**

No

**Does the organization have a fiscal agent for this project?**

No



# Minnesota Pollinator Conservation Consortium

*An active and organized network of stakeholders who are sharing information, collaborating, and engaging diverse audiences across the state will result in a critical increase in the scale and effectiveness of pollinator conservation in Minnesota.*

