



Environment and Natural Resources Trust Fund

2023 Request for Proposal

General Information

Proposal ID: 2023-246

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: \$125,000

Proposed Project Completion: June 30, 2025

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 December 2020 decision by USFWS added 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 monarchs make them an important tool for pollinator conservation in Minnesota. Stakeholders across 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 across the state. 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, and each stakeholder brings unique information needs, strategies for conservation, and community engagement opportunities. To grow momentum, an organized and engaged consortium will provide a platform that facilitates efficiency through shared goals and priorities and builds a diverse, aware and collaborative network to advance those goals. Coordination is necessary to leverage each sector's strengths, and to ensure the significant resources Minnesota has invested in pollinator conservation have maximum impact. Bringing current efforts and stakeholders together into a coordinated, collaborative statewide network would efficiently strengthen these efforts.

What is your proposed solution to the problem or opportunity discussed above? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & 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. Minnesota has committed 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. 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 so that the consortium can extend as a broad research and community engagement tool which supports state efforts to develop an annual Minnesota State Agency Pollinator Report and to enact the civic engagement framework. 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 and advances the goals of the Interagency Pollinator Protection Team and has actionable priorities 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 statewide plan
- A recognizable and trusted network of collaborators that lends credibility, guidance, and opportunities for partnership with vast stakeholders across the state.

Activities and Milestones

Activity 1: Convening and Coordinating the Minnesota Pollinator Conservation Consortium

Activity Budget: \$115,000

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, 2023
Complete early outreach to recruit potential consortium members	December 31, 2023
Host Minnesota Pollinator Summit	March 31, 2024
Organize and Facilitate Working Group Meetings	June 30, 2024
Host 2nd Annual Consortium Conference or Meeting	June 30, 2025
Conduct at least two field events showcasing pollinator practices for members	June 30, 2025

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 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, 2023

Complete first fill draft of plan, ready for review	October 31, 2023
Integrate consortium member comments into plan and release the final plan	January 31, 2024
Review and update plan, and identify timeline for future revisions/plan evaluation	June 30, 2024

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	Connexus Energy	Representing the solar and energy sector, Rob has been a leading partner at engaging the solar industry in pollinator conservation in Minnesota. Rob would serve as a connector and innovator to help recruit and lead participation from the energy sector, share information, and contribute to the collaboration.	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
Christina Locke	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

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 work be funded?

Modeled after other state consortiums, we plan for the MJV to be a fiscal and administrative host for consortium staff and resources, 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 nearly fifteen 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
Personnel								
MN Pollinator Consortium Coordinator		Lead organizer and facilitator for MN Pollinator Conservation Consortium meetings, subgroups, and other events			26%	2		\$122,000
							Sub Total	\$122,000
Contracts and Services								
							Sub Total	-
Equipment, Tools, and Supplies								
							Sub Total	-
Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
	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
							Sub Total	\$2,000

Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								
	Printing	Informational packet for consortium meetings	100 packets per each of 2 meetings are anticipated at cost of \$5/each.					\$1,000
							Sub Total	\$1,000
Other Expenses								
							Sub Total	-
							Grand Total	\$125,000

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
State				
			State Sub Total	-
Non-State				
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 (\$15,000), the de minimis rate.	Secured	\$25,000
In-Kind	Monarch Joint Venture unrestricted donations	The MJV executive staff and board of directors time will be leveraged to support fundraising efforts for the consortium next phases and implementation of identified priority initiatives.	Secured	\$10,000
			Non State Sub Total	\$35,000
			Funds Total	\$35,000

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
Board resolution for proposal submission	b124a837-b6b.pdf

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.



Plan



Engage



Deliver



MINNESOTA STATE AGENCY
POLLINATOR REPORT

2020 | Annual Report



Report

