



Environment and Natural Resources Trust Fund

2024 Request for Proposal

General Information

Proposal ID: 2024-217

Proposal Title: Carbon Goods are Woods!

Project Manager Information

Name: Brian Huberty

Organization: Minnesota Forestry Association

Office Telephone: (651) 829-9119

Email: president@minnesotaforestry.org

Project Basic Information

Project Summary: Forest carbon storage outreach and education with woodland owners and the public. Capacity Building.

Funds Requested: \$1,087,000

Proposed Project Completion: July 31, 2026

LCCMR Funding 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.

This concept: Carbon Goods Are Woods! (CGAW) needs to grow. Managed forests increase carbon storage. Harvested trees store carbon in forest products such as lumber. With the increased demand for carbon storage to mitigate climate change, forestry is the most significant land use sector that can store measurable carbon. This project is designed to expand outreach and education solutions for both Minnesota citizens and private woodland owners to improve the health of our forests. With over 1/3 of the state forests as private woodlands and with over 200,000 woodland owners, this project will invest in more education and outreach with our partners to change the way we think about our forests in order to use forests for storing carbon while we improve private woodland management. Finally, we need to expand the Future Forest Stewardship (FFS) network where high school students can learn more about careers in the forestry community and how to store more carbon.

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.

Working with the MN Forest Resources Council, DNR, BWSR, University of Minnesota Forestry Extension, and consulting foresters (MACF), we are seeking to create:

- audio and video media (radio, podcasts, TV, Youtube, etc) public service announcements for use by media outlets across the state to advertise and get people thinking about the CGAW approach and programs.
- collaborative websites and social media resources to deliver information about CGAW.
- a secure, shared, collaborative, cloud based, integrated geospatial database of woodland owners, GIS based stewardship plans, forestry consultants, forestry professionals, loggers, and wood using industries to directly communicate with unified and focused messages about the CGAW approach to where private woodland owners and the public can take action.
- and expand the Future Forest Steward (FFS) network statewide to teach high school students about career opportunities in the forestry community. FFS began through a partnership with the Grand Rapids Chamber of Commerce's Forestry Affairs Committee.

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?

Net increase in woodland stewardship plans, Call Before You Cut visits, Woodland Watershed Walks and PBI plot measurements across the state.

Net increase in acres of woodland stewardship plans and CBYC parcels.

Net increase in the number of Future Forest Stewards (students) participating in our forestry communities across the state.

Activities and Milestones

Activity 1: Sound and Media Creation

Activity Budget: \$120,000

Activity Description:

Public Service audio and visual media creation by Pixel Farm

Activity Milestones:

Description	Approximate Completion Date
Pixel Farm Audio and visual media creation drafts	December 31, 2024
Pixel Farm audio and visual media broadcasting	April 30, 2025

Activity 2: Inter-organization Cloud Database Creation

Activity Budget: \$120,000

Activity Description:

Meeting with SharedGeo to start building the database. Evaluate which portions of partner's databases can be linked via the cloud for this integrated program.

Activity Milestones:

Description	Approximate Completion Date
CGAW Cloud Database first review	January 31, 2024
Meeting with SharedGeo to discuss Database creation	July 31, 2024
Partner's database review to determine which features can be linked to in the CGAW cloud	August 31, 2024

Activity 3: Integrated, Interorganization Geospatial Database System

Activity Budget: \$130,000

Activity Description:

Create the CGAW cloud geospatial database

Activity Milestones:

Description	Approximate Completion Date
Same time meet with the SharedGeo database team to construct the geospatial database.	July 31, 2024
Meet with Geospatial Database Partners (MNGEO, DNR, NRRI) to link to essential datasets	August 31, 2024
First Geospatial Database review and implementation	January 31, 2025

Activity 4: Outreach and education forester

Activity Budget: \$50,000

Activity Description:

Organize forestry field day events for the coming years, organize publications, develop a forest carbon curriculum and expand the Future Forest Stewardship network to other high schools.

Activity Milestones:

Description	Approximate Completion Date
Publish on Cooperator's websites and social media, calendar of forestry field events and related meetings	July 31, 2024
Meet with interested high schools to explain the FFS concept	August 31, 2024
Develop and online and ordering system for printed forestry education materials with partners.	February 28, 2025

Activity 5: Development of a geospatial Woodland Stewardship Plan template for all parcels across the state**Activity Budget:** \$120,000**Activity Description:**

MCAF to plan with DNR , BWSR (SWCD), and MFA to develop a geospatial based woodland stewardship plan template for all woodland owners with SharedGeo.

Activity Milestones:

Description	Approximate Completion Date
MACF meets with DNR PFM, BWSR, MFA to layout a geospatial woodland stewardship plan template.	July 31, 2024
MACF meets with Sharedgeo to start building geospatial woodland stewardship plan template	August 31, 2024
MACF, DNR, BWSR plan for template access and delivery	August 31, 2024
Draft geospatial woodland stewardship plan template review with SharedGeo	February 28, 2025

Activity 6: Call Before You Cut and Woodland Watershed Walks by MFA and partners**Activity Budget:** \$120,000**Activity Description:**

Manage telephone and written requests for forest landowner visits with partners.

Activity Milestones:

Description	Approximate Completion Date
Implement woodland owner visits as the request come in.	July 31, 2024

Activity 7: Social Media**Activity Budget:** \$80,000**Activity Description:**

Expand social media for MFA MACF which includes creating Facebook, Instagram and Youtube channel accounts.

Activity Milestones:

Description	Approximate Completion Date
Define roles and responsibilities for maintaining social media functions	August 31, 2024
Review Social Media content and adjust	February 28, 2025

Activity 8: CGAW Financial Oversight

Activity Budget: \$20,000

Activity Description:

LCCMR Financial Management

Activity Milestones:

Description	Approximate Completion Date
Review LCCMR financial reporting requirements	May 31, 2024
Review with LCCMR project funding and reporting dates	July 31, 2024
Audit LCCMR project	December 31, 2024
2nd Audit	December 31, 2025
3rd Audit	June 30, 2026

Activity 9: Carbon Forest Measurement and Modelling

Activity Budget: \$120,000

Activity Description:

With Arbor Analytics, develop measurement and modelling tools for carbon accounting of standing and harvested trees for woodland owners and the public.

Activity Milestones:

Description	Approximate Completion Date
First review of methods and tools developed	November 30, 2024
Review of new tools and methods.	April 30, 2025

Activity 10: Forest Inventory Tools capital equipment purchase

Activity Budget: \$30,000

Activity Description:

With our partners, evaluate and purchase initial sets of forest inventory tools equipment (spencer tapes, cruising prisms, field tablets, clinometers, drones, etc.) to be used by consulting foresters to measure and visualize our carbon forests for woodland owners, FFS students and the public.

Activity Milestones:

Description	Approximate Completion Date
evaluate forest carbon inventory equipment needs	July 31, 2024
purchase forest carbon inventory equipment	September 30, 2024

Activity 11: Forest Carbon Meetings & Workshops

Activity Budget: \$22,000

Activity Description:

Forest carbon woodland meetings and workshops as needed.

Activity Milestones:

Description	Approximate Completion Date
Forest Carbon woodland meetings and workshops related to forestry and wood products.	July 31, 2024

Activity 12: CGAW brochures and mailers

Activity Budget: \$150,000

Activity Description:

Bulk mailings to all woodland parcel owners in counties describing all woodland stewardship, CBYC, Woodland Watershed Walks, PBI plots, FFS programs. The program will start with woodland owners 20 acres or larger to encourage woodland stewardship plan development.

Activity Milestones:

Description	Approximate Completion Date
start sending mailers out, 3 counties per month	August 31, 2024
Develop woodland mailers	September 30, 2024

Activity 13: cloud compute

Activity Budget: \$5,000

Activity Description:

set up cloud compute platform to provide the inter-organization sharing of the geospatial datasets throughout the project.

Activity Milestones:

Description	Approximate Completion Date
set up cloud compute	August 31, 2024

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Eric Schenck	Minnesota Forest Resources Council	Collaborator and outreach with our forest partners across the state.	No
Dr. Eli Sagor	University of Minnesota, Forestry Extension	Academic Education and Outreach Collaborator	No
Paul Dickson	MN Association of Consulting Foresters	Private Forest Consultant	Yes
Dr. Jennifer Corcoran	MN DNR	Plot Based Inventory, Remote Sensing of Private Woodlands, Geospatial Datasets	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?

After implementation, MFA with our partners plan to continue funding and supporting the goals of the Carbon Goods Are Woods! program through our websites, social media, and newsletters. All TV, radio recordings and publications will be made available through our websites. Future funding support from corporations and businesses wishing to reduce their carbon impact through measurable forest carbon stocks is expected to grow and potentially fund future phases. FFS will need additional grants, local school districts and chambers of commerce to step up and keep this program rolling.

Project Manager and Organization Qualifications

Project Manager Name: Brian Huberty

Job Title: President

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

The project manager has international, multi-million dollar project management experience, leadership skills, technical knowledge, communication skills, organizational skills, time management and problem solving skills. The Minnesota Forestry Association has been supporting healthy Minnesota Forests since 1876.

Organization: Minnesota Forestry Association

Organization Description:

To inform, educate, and advocate for woodland owners, and others, on issues related to good woodland stewardship .Founded in 1876, we are the oldest conservation organization in Minnesota

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
Personnel								
							Sub Total	-
Contracts and Services								
Pixel Farm	Professional or Technical Service Contract	Outreach Education Media Design and Engineering				1		\$120,000
SharedGeo	Sub award	Interagency open source cloud PostGresQL database build with statewide parcels, contacts, and directories from collaborators to target education and outreach programs.				1		\$120,000
SharedGeo	Sub award	Build and maintain woodland parcels open source geospatial system similar to the Gopher State One Call project.				1		\$130,000
MNWNN	Sub award	Outreach and education forester to work with MFRC, DNR, BWSR and UMN to coordinate field days with chapters, counties, landscape regions, and watersheds throughout the state. Create and support additional outreach printed materials, county fair exhibits and manage the Future Forest Stewards expansion program for high school students.				0.5		\$50,000
MACF Foresters	Sub award	Forester to primarily coordinate Woodland Stewardship Plans with woodland owners.				1		\$120,000
MFA Foresters	Sub award	MFA foresters will be the POC for phone calls and internet applications for the overall CGAW program which includes Woodland Watershed Walks, Call Before You Cut, PBI plots and Woodland Stewardship inquiries in addition to public inquiries about the CGAW program.				1		\$120,000
Social Media Administrator	Professional or Technical Service Contract	MFA / MACF Facebook, Instagram, Youtube channels management in collaboration with DNR, BWSR, UMN to reduce overlap of information and programs.				1		\$80,000

CGAW Financial Administration	Professional or Technical Service Contract	ENRTF grant administration				0.2		\$20,000
Arbor Custom Analytics	Professional or Technical Service Contract	Carbon Inventory Forester to develop the forest carbon metrics and outreach materials for the CGAW program to educate both the woodland owners and the public in collaboration with the rest of the team.				1		\$120,000
							Sub Total	\$880,000
Equipment, Tools, and Supplies								
	Tools and Supplies	forest inventory measurement tools - 4 sets	measurement and visualization of carbon in woodland properties					\$30,000
							Sub Total	\$30,000
Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
	Conference Registration Miles/ Meals/ Lodging	UMN, MFRC, DNR and related forest carbon workshops, 8 trips per year, 200 miles, 2 people	CGAW collaborative workshops and meetings					\$10,000
							Sub Total	\$10,000
Travel Outside Minnesota								
	Conference Registration Miles/ Meals/ Lodging	1 trip per year, 2000 miles ave, 1 person	Network and learn approaches at forestry carbon themed workshops					\$12,000

							Sub Total	\$12,000
Printing and Publication								
	Printing	mailers to woodland owners and educational materials for schools, woodland owners and the public.	Direct mail to all woodland owners across the state to ensure notification of CGAW programs. Education and Outreach for readers to learn woods are good for storing carbon both as forests and as wood products.					\$150,000
							Sub Total	\$150,000
Other Expenses								
		Cloud Compute	Geospatial cloud storage, analysis, processing and data distribution to serve the CGAW project.					\$5,000
							Sub Total	\$5,000
							Grand Total	\$1,087,000

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	MFA	Website Mgmt	Secured	\$30,000
In-Kind	MFA Exec Director	In-kind Salary	Potential	\$200,000
In-Kind	MFA budget	Insurance and legal oversight	Secured	\$40,000
			Non State Sub Total	\$270,000
			Funds Total	\$270,000

Attachments

Required Attachments

Visual Component

File: [97f5fec8-c4b.pdf](#)

Alternate Text for Visual Component

Carbon Emissions by sector graph showing forestry as the only component which can store carbon....

Financial Capacity

File: [0f4659e5-842.pdf](#)

Board Resolution or Letter

Title	File
SDS Accounting support letter	8f696985-897.pdf

Optional Attachments

Support Letter, Photos, Media, Other

Title	File
Tree carbon storage illustration	57e82c5e-e30.jpeg

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?

Yes, Sheri Serfling

Does your project include the design, construction, or renovation of a building, trail, campground, or other capital asset costing \$10,000 or more?

No

Do you propose using an appropriation from the Environment and Natural Resources Trust Fund to conduct a project that provides children's services, as defined in Minnesota Statutes section 299C.61 Subd.7?

No

