

# Public Survey Plan

## Target Audience

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General public

## Purpose

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Gather broad input on priorities for environment and natural resource funding and preferred methods to address those priorities.

## Preamble

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Thank you for taking the time to share your perspective about Minnesota's environment and natural resources! Your input will help inform funding for future environment and natural resource projects in Minnesota.

The Environment and Natural Resources Trust Fund (ENRTF) was established by Minnesota voters in 1988 through an amendment to the state constitution. It is funded primarily from the Minnesota State Lottery. The trust fund supports activities that protect, conserve, preserve, and enhance Minnesota's air, water, land, fish, wildlife, and other natural resources to benefit current Minnesotans and future generations. Since 1991, the ENRTF has provided roughly \$875 million in funding for 1,800 projects in every county of the state.

The Legislative-Citizen Commission on Minnesota Resources (LCCMR) is a 17-member body made up of state legislators and citizens. Every year, the Commission recommends to the Minnesota legislature projects that should receive money from the trust fund. The Commission is required by law to develop a strategic plan every six years to guide those recommendations. The Commission is currently working on creating a strategic plan for 2025-2031, and your input is needed.

This survey is voluntary and should take 5-10 minutes to complete. Your responses to the following questions will remain anonymous.

Need an accessible version of this survey? Use the link at the top to access a plain text version.

If you have questions about the ENRTF or the LCCMR, please contact [lccmr@lccmr.mn.gov](mailto:lccmr@lccmr.mn.gov) or (651) 296-2406. You can find more information online at <https://www.lccmr.mn.gov>.

If you encounter problems with this survey, please contact [lccmr@lccmr.mn.gov](mailto:lccmr@lccmr.mn.gov).

## Questions

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\* Indicates questions that require a response.

**1. \* Which of the following do you think should be the biggest focus for funding from Minnesota's Environment and Natural Resources Trust Fund (ENRTF)? (Select up to three.)**

- Agricultural Practices
- Air Quality
- Climate Change
- Energy Use and Production (including energy efficiency and renewable energy)
- Environmental Justice<sup>1</sup>
- Invasive Species
- Lakes, Rivers, and Other Aquatic Habitat (including fish and other aquatic species)
- Land and Wildlife Habitat (including birds and pollinators)
- Outdoor Recreation (including hiking or biking trails, boat ramps, and other facilities)
- Recycling, Reuse, and Other Waste Management
- Water Availability (including flooding, drought, and drinking water)
- Water Quality
- Other (Please Specify: \_\_\_\_\_)

**2. \* What is the best way funding could be used to address the focus areas you selected above? (Rank from your top choice to your lowest choice.)**

- Conduct research to better understand issues, measure progress on achieving outcomes, and develop new tools, practices, or solutions.
- Increase education and public awareness.
- Acquire land for preservation, conservation, or outdoor recreation.
- Ensure equitable funding distribution across all communities.
- Restore and enhance land and water.
- Construct facilities and other infrastructure like trails, fishing piers, campgrounds, and solar panels.
- Develop plans and designs for protecting, conserving, preserving, and enhancing natural resources, the environment, and outdoor recreation.
- Other (Please specify: \_\_\_\_\_)

**3. What is your big, bold idea for protecting or enhancing Minnesota's environment, natural resources, and outdoor recreation?**

[Open Text Response]

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<sup>1</sup> Environmental justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. (U.S. Department of Justice)

**4. How old are you?**

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older
- Prefer not to answer

**5. Which of the following best describes your gender identity?**

- Female
- Male
- Non-binary
- Other
- Prefer to self-describe (Please specify: \_\_\_\_\_)
- Prefer not to answer

**6. How do you identify your race or ethnicity? (Select all that apply)**

- White
- Black, African American, or African Descent
- Hispanic or Latino
- Southeast Asian (including Hmong, Cambodian, Laotian, Vietnamese, and Karen)
- Other Asian
- Native American or Alaska Native
- Asian Pacific Islander or Native Hawaiian
- Other (Please specify: \_\_\_\_\_)
- Prefer not to answer

Alternative:

- White
- Black, African American, or African Descent
- Hispanic or LatinoAsian (including Hmong, Cambodian, Laotian, Vietnamese, and Karen)
- Native American or Alaska Native
- Asian Pacific Islander or Native Hawaiian
- Other (Please specify: \_\_\_\_\_)
- Prefer not to answer

**7. In what Minnesota county do you live most of the time?**

County List + "I don't live in Minnesota."

**8. \* Do you work for, or are you affiliated with, an agency, organization, or program that works on issues related to the environment or natural resources?**

- Yes
- No

**9. \* Do you work for, or are you affiliated with, an agency, organization, or program that has received funding from the Environment and Natural Resources Trust Fund (ENRTF)?**

- Yes
- No
- I don't know

**10. \* If you answered "yes" to question 8 or question 9, how would you categorize the agency, organization, or program you work for or are affiliated with?**

- Academic
- Non-Profit
- Private
- Tribal
- Local Government Agency
- State Government Agency
- Federal Government Agency
- Other (Please specify: \_\_\_\_\_)

**11. Have you participated in any of the following ENRTF strategic planning engagements? (Select all that apply)**

- Subject Matter Expert Survey
- Public Listening Session
- I'm not sure if I participated in any of these engagements.
- I did not participate in any of these engagements.

**12. Prior to completing this survey, had you ever heard of the Environment or Natural Resources Trust Fund (ENRTF) or the Legislative-Citizen Commission on Natural Resources (LCCMR) or seen the following logo:**



- Yes
- No

## Platform

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LCCMR staff will evaluate and determine an appropriate platform to distribute the survey to the public.

Staff will work towards translating the survey into one or more of the following languages: Spanish, Hmong, Somali, and Karen. These are the four languages to which the DNR translates the hunting and fishing regulations. Translations will be prioritized in that order if all translations cannot be done. The ability to translate the survey may depend on whether translations can be completed in time to distribute the survey.

## Distribution Strategy

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The survey will be made available online and accessible using a link and QR code. Baseline distribution will include the following:

1. Place link and QR code on LCCMR homepage.
2. Post link and QR code to GovDelivery.
3. Post link and QR code to LCCMR social media accounts (i.e., Facebook, X, Threads, Instagram)
4. Direct email with link and QR code to environmental, natural resources, outdoor recreation, agricultural, community, student, tribal, state and local government, academic, industry/business, and other organizations, agencies, and institutions.
  - LCCMR staff will use the 2019 list as the starting point for distribution. In addition, staff will request names and contacts from LCCMR members and/or legislators, add organizations, agencies, and institutions that were not on the 2019 list, and evaluate the possibility of purchasing a distribution list.
  - The email will request the recipients to share the survey broadly, including in their newsletters.
5. Press Release

In addition, staff will evaluate and proceed where feasible with additional distribution options, with an emphasis on options that help couple the survey with informational content on the ENRTF and LCCMR. These additional options include and will be prioritized as follows:

1. Create short videos for YouTube or social media distribution.
2. Place on TV networks targeting certain communities (e.g., Hmong TV and Somali TV)
3. Purchase advertising (e.g., newspaper, magazine, radio, online ads, including MN Daily, Outdoor News).
4. Direct mailings.
5. Attend community and organization meetings.
6. Direct email to legislators and staff.
7. Record a webinar.
8. Attend events (e.g., home and garden show, sporting events, boat show, etc.)
9. Contract for polling of registered voters or people in certain target markets to help place advertising.
10. Create podcasts.

In distributing the public survey, staff will work to differentiate the public survey from the subject matter expert survey where an individual, organization, agency, or institution may receive notifications for both surveys. There will be some overlap between responses to the two surveys as subject matter experts are also members of the public. The survey questions will provide some data to analyze the extent of that overlap. The two surveys are also designed to collect different information. Options will be pursued that allow only one response per person.

### **Schedule**

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Open for at least 6 weeks.

Close by end of April at the latest.

Compile results by last week of May.

Provide to subcommittee members 1 week prior to June 10 meeting and present at meeting.