

Environment and Natural Resources Trust Fund 2010 Request for Proposals (RFP)

LCCMR ID: 214-F

Project Title:

Good Neighbor Pledge-- Web Based Environmental Education Program

LCCMR 2010 Funding Priority:

F. Environmental Education

Total Project Budget: \$ \$29,000

Proposed Project Time Period for the Funding Requested: 1 year, 2010 - 2011

Other Non-State Funds: \$ \$0

Summary:

A universal webtool for ANY entities to link to their host website that educates,excites and encourages residents to take action in the areas of Water, Storm, Carbon-footprint, Habitat, and Waste!

Name: Klayton Eckles

Sponsoring Organization: MN Public Works Association

Address: 8301 Valley Creek Rd
Woodbury MN 55125

Telephone Number: (651) 714-3591

Email: keckles@ci.woodbury.mn.us

Fax: _____

Web Address: _____

Location:

Region: Statewide

County Name: Statewide

City / Township:

_____ Knowledge Base	_____ Broad App.	_____ Innovation
_____ Leverage	_____ Outcomes	
_____ Partnerships	_____ Urgency	_____ TOTAL

MAIN PROPOSAL

PROJECT TITLE: Good Neighbor Pledge-- Web Based Environmental Education Program

I. PROJECT STATEMENT

City Web pages are highly used by residents for all forms of information. They are a tremendous opportunity for educating and suggesting desirable resident behavior. Cities and other government entities have not taken full advantage of this tool, and doing so on an entity by entity basis is not cost effective. This proposal is aimed at developing a Web environmental education program for any and all organizations wishing to participate.

This program will provide a universal web link that can be used by all participating organizations to encourage, excite, and educate citizens on how they can make a difference in their own homes. The program would be accessed from the home page of every participating entity (city, watershed, ect). Users would be asked to take a "Pledge" to make changes in their daily life and home activities that will help meet the goals of Water Conservation, Stormwater Management, Solid Waste Reduction, Carbon Footprint, and Habitat Creation.

Cities or other entities using the interface could encourage residents to "take the Pledge". Residents doing so, would be taken to web site that would provide ways for them to score points as a "Good Neighbor" by doing things like adding a rainbarrel, planting a native tree, building a raingarden, installing low flow shower heads, installing a moisture sensor on automatic sprinkler systems, and so on. Residents that score enough points could then earn a certificate or other recognition from the entity.

The program would also include links for residents that want to learn more about "How to install a rainbarrel" for instance. As residents participate, data could be collected and used to gage the success of various programs, as well as citizen interest in the various "Pledge Points". Entities could then use the data to tailor new education programs or incentives to achieve environmental goals.

The program could be updated to add new "Pledge points" to meet new goals or reward the use of new technologies or conservation strategies.

We want everyone to take the Good Neighbor Pledge!

II. DESCRIPTION OF PROJECT RESULTS

Result 1: *Develop new Web based "Good Neighbor Pledge" and have it available to all participating entities in a way that allows a seamless link into individual websites.*

Budget: \$28,000

Deliverable

- 1. Refine Action Plan and Enlist Partners*
- 2. Complete research of other web programs of similar nature*
- 3. Develop specific Pledge Points to be included*

Completion Date

Jan 2010
Feb 2010
May 2010

- | | |
|--|---------------|
| 4. Develop Web interface | July 2010 |
| 5. Develop template for insertion/linking with individual websites | August 2010 |
| 6. Online and operational Web links | November 2010 |
| 7. Finalize partnerships to perpetuate the program | November 2010 |

III. PROJECT STRATEGY

A. Project Team/Partners

The Minnesota Public Works Association Environmental Committee members are the project leaders for this undertaking. But the intent is to find partners that have similar goals wherever possible. The Minnesota Cities Stormwater Coalition has also indicated very high interest in the project and will supply input and support. As the program will ultimately involve individual cities, it is anticipated that a large number of cities would also provide input into the program. Once the web tool is finalized each city will then update their own webpages to provide the necessary links and introductions.

B. Timeline Requirements

It is anticipated that this program will take about 1 year to develop. It will then become a permanent tool, and potentially a model for how cities can partner to use the web in an effective way to educate the public about environmental issues, in an engaging way.

C. Long-Term Strategy

Once developed it is anticipated that users will pay a small annual maintenance fee to keep the program up to date and operational. Thus it will be self-perpetuating once completed. Based on discussions with potential users there appears to be widespread interest in this effort due to the ease of implementation and universal nature of the goals and objectives.

Project Budget

IV. TOTAL PROJECT REQUEST BUDGET

BUDGET ITEM	AMOUNT
Personnel: <i>In this column, list who is getting paid to do what and what is the % of full-time employment for each position. List out by position or position type - one line per position/position type. For each, provide details in this column on the inputs: i.e. % dollars toward salary, % dollars toward benefits, time period for position/position type, and number of people in the position/position type.</i>	\$ -
Contracts: A Web Consultant will be needed to Complete the web page research, design, interface, data storage mechanism, and individual plug-ins	\$ 15,000
Contracts: A Consultant may be needed for facilitation and project management to lead discussions, coordinate with all the entities, finalize project components, and	\$ 10,000
Equipment/Tools/Supplies:	\$ -
Acquisition (Fee Title or Permanent Easements):	\$ -
Travel:	\$ 1,000
Additional Budget Items: <i>Potentially a web licence or software will be required in order to host the web tool and manage data.</i>	\$ 3,000
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$ 29,000

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ Being Applied to Project During Project Period: <i>Individual entities installing the "Good Neighbor Pledge" program will realize expenses in order to adapt it to their own website. This expense will vary depending on whether it is done by internal staff or an outside consultant. It is anticipated that about 50 cities will adopt the web page in the initial year, and more will follow. For each city, there will be no more than \$500 of cost on average.</i>	\$25,000	<i>Pending</i>
Other State \$ Being Applied to Project During Project Period:	na	<i>na</i>
In-kind Services During Project Period: <i>it is esitmated that there will be large amounts of inkind services to complete this project. Entities participating in the development stage of this project will be asked to provide staff for the meetings, worksessions, research, and testing efforts. Also, once the web tool is ready for application, each participating entity will be required to complete some webpage programing to link in the new "Good Neighbor Pledge" program.</i>	\$ 40,000	<i>ongoing</i>
Remaining \$ from Current Trust Fund Appropriation (if applicable): <i>Specify \$</i>	na	<i>na</i>
Funding History: <i>There haven't been any dollars spent directly on this project. However, there have been many staff hours put toward developing an action plan and white paper and completing initial research on this project. The work has been completed by the members of the MPWA Environmental Committee, consisting of city staff and engineering consulting staff..</i>	\$ 10,000	

Qualifications of:

Klayton Eckles

Minnesota Public Works Association Environmental Committee

Klayton will be working with other members of the MPWAEC to co-lead this project. Klayton is currently the Engineering and Public Works Deputy Director and City Engineer for the City of Woodbury. He has 25 years of experience in the field of Municipal Engineering. In that time he has led numerous complex environmental protection projects to successful completion. Also he has been involved in a range of grant programs including LCMR work in other cities, the DNR Neighborhood Wilds Program, and various State and Federal grant programs.

Other members of the MPWAEC include specialists in water resource protection, stormwater management, landscape architecture, city environmental protection programs, public works management, and general municipal engineering.

The Minnesota Public Works Association is committed to delivering vital infrastructure to the municipalities around the state. The Environmental Committee is focused on exploring how to deliver vital service to citizens of Minnesota in a sustainable low impact way.

Good Neighbor Pledge- Web Based Environmental Education Program LCCMR Submittal

Additional description of the Mission of the Minnesota Public Works Association:

The mission and purpose of the Minnesota Chapter is to advance the theory and practice of the design, construction, maintenance, administration and operation of public works facilities and services; exchange information and experiences; promote improved practices in the public works field; expect that all public works association members will adhere to high professional and ethical standards; and improve the professional and social involvement of its members, as set forth in the "Rules Governing Chapters of the American Public Works Association."