

**Environment and Natural Resources Trust Fund
2018 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 123-C

Customized Water Education Combining Stories, Histories, and Science

Category: C. Environmental Education

Total Project Budget: \$ 427,215

Proposed Project Time Period for the Funding Requested: 2 years, July 2018 to June 2020

Summary:

The Humanities Center will work with 160 locally-based organizations in 8 Minnesota communities to develop community-specific activities, events, and exhibits that educate 8,000 Minnesotans about water in Minnesota.

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Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

Water education that connects, engages, and educates residents in 8 Minnesota communities.

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	_____ %



Environment and Natural Resources Trust Fund (ENRTF)

2018 Main Proposal

Project Title: Customized Water Education Combining Stories, Histories, and Science

PROJECT TITLE: The Humanities Center will work with 160 locally-based organizations in 8 Minnesota communities to develop community-specific activities, events, and exhibits that educate 8,000 Minnesotans about water in Minnesota.

I. PROJECT STATEMENT

The Minnesota Humanities Center and its partners will work with 8 communities across the state to develop and host an interactive community engagement and exhibit project about state and local water issues. We Are Water MN will combine personal stories, histories, and science to engage more than 8,000 residents in hands-on learning about water issues and activities that support water-change actions.

We Are Water MN will be conducted in partnership with the Minnesota Pollution Control Agency, Minnesota Department of Health, Minnesota Department of Natural Resources, Minnesota Department of Agriculture, and the Minnesota Historical Society. A cross-sector of at least 160 locally-based organizations will be involved in the project’s planning and implementation.

This project stems from a successful pilot conducted during 2015-2017 with these state agency partners and six host sites in greater Minnesota. The pilot involved 125 locally-based community organizations and engaged more than 7,000 Minnesotans in water education activities. This project draws from the pilot’s successful model of using the humanities to foster broad community engagement in learning about local and state water issues and taking responsibility to protect water.

The Humanities Center will combine a humanities approach to community engagement with the water science and management expertise of its state partners. Over a two-year period the project will engage thousands of Minnesotans in water issues and actions they can take on a local level to improve water.

Discussions are underway with potential host organizations in Crookston, Red Lake, Bemidji, Virginia, Grand Rapids, Alexandria, St. Paul, Upper Sioux Community, Mankato, Northfield, and Austin. After finalizing the 8 host communities, the Humanities Center’s partnership will help each site draw together a broad spectrum of local stakeholders who will work as a network to identify water issues and resources and create highly compelling and fact-based content about local water issues. Each host site will present a six-week-long **We Are Water** exhibit with activities and education components intended for all ages. Each site will engage at least 1,000 residents in actions to promote systemic and behavior change for water stewardship.

II. PROJECT ACTIVITIES AND OUTCOMES

ACTIVITY 1: Cross-sector planning group (20 per site) formed in 8 communities **Budget: \$105,056**
Representatives from 8 host communities become a community of practice, learning from and with each other. This network will participate in a kick-off workshop, map the water stakeholders in their communities, and define community-specific water-change actions.

Outcome	Completion Date
40 Minnesotans (5 per host site) participate in a kick-off workshop	August 2018
The network will map water stakeholders in 8 communities and plan with 20 stakeholders/site	September 2019
Each of the 8 communities determine their project’s water-change actions.	September 2019

ACTIVITY 2: Conduct customized engagement and water action activities. **Budget: \$210,665**



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The state partners will co-design customized community engagement and water action activities in collaboration with host communities. The state partners will help host sites plan supplementary engagement activities such as book reads, lectures, panel discussions, water action/stewardship projects, and theatrical productions. The state partners will administer small grants (up to \$10,000 per site) to help host communities with these costs.

Outcome	Completion Date
8 communities (400 individuals) will participate in a customized engagement activity	November 2019
40 supplementary engagement activities (5/site) will be conducted by host communities	November 2019
8 small grants will be administered to host communities	November 2019

ACTIVITY 3: Sites and partners gather locally-specific content to tell their water stories. **Budget: \$111,494**
 Interviewers collect stories from local residents about why water matters to them and their community. The partnership collects inspiration stories and highlights local water conditions. This content is incorporated into a site-specific exhibit that is a companion to statewide stories and facts about water. The exhibit includes ways that visitors can add their own stories and these stories are collected in a database of stories and made available to the general public on the web.

Outcome	Completion Date
160 interviews (20/site) conducted that share local perspectives on water	September 2019
48 inspiration stories collected of people/organizations doing exceptional work to protect and preserve water in their area	September 2019
Highlight local water conditions, challenges, and opportunities to the general public by collecting 64 examples (8/site) and sharing in the exhibit	September 2019
8,000 visitors (1,000/site) participate in <i>We Are Water MN</i> exhibit activities; 6 weeks per site. At least 800 exhibit participants contribute their own stories.	December 2019

III. PROJECT STRATEGY

A. Project Team/Partners

Project partners receiving funds: Minnesota Humanities Center (program, communications, and contracts/grants staff members); community engagement activity providers; lead host agencies from each community. Project partners contributing resources/funds: Minnesota Pollution Control Agency, Minnesota Historical Society, Minnesota Department of Health, Minnesota Department of Natural Resources, and Minnesota Department of Agriculture.

B. Project Impact and Long-Term Strategy

This project’s success and lasting impact is rooted in its use of the humanities to foster connections and engage community residents in exploring their relationship to and responsibilities for water. The host sites draw together a broad spectrum of locally-based individuals—environmental leaders, farmers, educators, tribal and local government officials, nonprofit leaders, engineers, religious leaders, business owners, journalists, artists, cultural leaders, and more—to learn from and with each other as they work toward the common goal and share a common vision for protecting and affecting water in their areas.

C. Timeline Requirements

A 24-month project schedule allows for working with the 8 communities to develop local content and community engagement activities, implement the *We Are Water* engagement activities, and complete a comprehensive evaluation of the project’s impact. This timeline is based on our experience with the pilot group.

2018 Detailed Project Budget

Project Title: We Are Water MN

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Attach budget, in MS-EXCEL format, to your "2018 LCCMR Proposal Submission Form".

(1-page limit, single-sided, 10 pt. font minimum. Retain bold text and DELETE all instructions typed in italics. ADD OR DELETE ROWS AS NECESSARY. If budget item row is not applicable put "N/A" or delete it. All of "Other Funds" section must be filled out.)

IV. TOTAL ENRTF REQUEST BUDGET 2 years

BUDGET ITEM (See "Guidance on Allowable Expenses", p. 13)	AMOUNT
Personnel:	
Program Officer (.8FTE, 65% salary, 35% benefits, 87 weeks, 1 person)	\$ 97,019
Program Assistant (.25FTE, 65% salary, 35% benefits, 87 weeks, 1 person)	\$ 16,945
Grants and Contracts Administrator (.2FTE, 65% salary, 35% benefits, 87 weeks, 1 person)	\$ 16,171
Communications Director (.2 FTE, 65% salary, 35% benefits, 87 weeks, 1 person)	\$ 24,440
Communications Officer/WebMaster (.15 FTE, 65% salary, 35% benefits, 87 weeks, 1 person)	\$ 14,952
Graphic Designer (.15FTE, 65% salary, 35% benefits, 87 weeks, 1 person)	\$ 10,167
Professional/Technical/Service Contracts:	
Program evaluator(s), determined by competitive process	\$ 42,930
Community engagement activity providers, decided in collaboration with host communities	\$ 80,000
Interviewers and storytelling consultants, determined by competitive process	\$ 22,680
Exhibit movers, determined by competitive process	\$ 9,720
Equipment/Tools/Supplies:	
Exhibit expenses (panels, hardware, consumables like story cards, water drops, etc.)	\$ 5,994
Kick-off workshop supplies	\$ 324
Printing/copying (visitors guides, reports, handouts for community engagement events, meetings, evaluation surveys, and other printing)	\$ 3,078
Travel: Staff expenses to travel to host communities, including meals	\$ 2,795
Additional Budget Items:	
Small grants for host communities to off-set costs of hosting (\$10,000 x 8)	\$ 80,000
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 427,215

V. OTHER FUNDS (This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period:	n/a	Pending
Other State \$ To Be Applied To Project During Project Period:	\$ -	Indicate: Secured or Pending
Minnesota Historical Society (\$8,000 to marketing, recognition activities, postage, subscriptions, food and travel for consultants and program participants, balance supplements above line-items)	\$ 50,000	Pending
Minnesota Pollution Control Agency (\$3,200 to marketing, recognition activities, postage, subscriptions, food and travel for consultants and program participants, balance supplements above line-items)	\$ 20,000	Committed
Minnesota Department of Health (\$3,200 to marketing, recognition activities, postage, subscriptions, food and travel for consultants and program participants, balance supplements above line-items)	\$ 20,000	Committed
Minnesota Department of Natural Resources (\$3,200 to marketing, recognition activities, postage, subscriptions, food and travel for consultants and program participants, balance supplements above line-items)	\$ 20,000	Pending
Minnesota Department of Agriculture (\$3,200 to marketing, recognition activities, postage, subscriptions, food and travel for consultants and program participants, balance supplements above line-items)	\$ 20,000	Committed
In-kind Services To Be Applied To Project During Project Period: Indicate any additional in-kind service(s) secured or applied for to be spent on the project during the funding period. For each type of service, list type of service(s), estimated value, and indicate whether it is secured or pending. In-kind services listed must be specific to the project.	\$ -	Indicate: Secured or Pending
Minnesota Historical Society (exhibit development expertise, programming and promotion, evaluation support, host site fundraising support)	\$ 15,000	Pending
Minnesota Pollution Control Agency (water expertise, communication and outreach support, evaluation support, project management assistance, content development, exhibit fabrication)	\$ 100,000	Committed
Minnesota Department of Health (water expertise, communication and outreach support, evaluation support, project management assistance)	\$ 25,000	Committed
Minnesota Department of Natural Resources (water expertise, communication and outreach support, evaluation support)	\$ 10,000	Pending
Minnesota Department of Agriculture (water expertise, communication and outreach support, evaluation support)	\$ 15,000	Committed
Past and Current ENRTF Appropriation: Specify dollar amount and year of appropriation from any current ENRTF appropriation for any directly related project of the project manager or organization that remains unspent or not yet legally obligated at the time of proposal submission. Be as specific as possible. Indicate the status of the funds.	n/a	Indicate: Unspent? Legally Obligated? Other?
Other Funding History: Indicate funding secured but to be expended prior to July 1, 2018, for activities directly relevant to this specific funding request. State specific source(s) of funds and dollar amount.	\$ -	
Minnesota Pollution Control Agency (includes funds spent during the 2015-2017 pilot)	\$ 10,000	Committed
Minnesota Department of Health (includes funds spent during the 2015-2017 pilot)	\$ 20,000	Committed
Minnesota Department of Agriculture (includes funds spent during the 2015-2017 pilot)	\$ 10,000	Committed
Minnesota Department of Natural Resources (includes funds spent during the 2015-2017 pilot)	\$ 10,000	Committed
Minnesota Historical Society (includes funds spent during the 2015-2017 pilot)	\$ 25,000	Committed
Environmental Protection Agency (includes funds spent during the 2015-2017 pilot)	\$ 91,000	Committed
MN section of the American Water Works Association (includes funds spent during 2015-2017 pilot)	\$ 10,000	Committed
McKnight Foundation (funding sought to bridge activities between pilot and this request)	\$ 20,000	Committed

Customized water education combining stories, histories, and science.



Connect

Identify and support a cross-sector planning group in eight communities.



Engage

Develop and conduct customized engagement and water action activities to help community members come together to examine local water issues.



Educate

Partners and host sites collaborate to tell local water stories so community members learn about state and local water from and with their neighbors.

Water education in eight communities designed by a cross-sector planning group of that teaches 8,000+ people local water issues, and engages them in customized water actions.

By creating relationships around water, We Are Water MN will foster networks, a shared vision for, and participation in water stewardship.



Minnesota
Humanities
Center



MINNESOTA

DEPARTMENT OF AGRICULTURE
DEPARTMENT OF HEALTH
DEPARTMENT OF NATURAL RESOURCES
POLLUTION CONTROL AGENCY



MINNESOTA
HISTORICAL
SOCIETY



Minnesota
Humanities
Center

WE ARE
WATER



ENRTF ID: 123-C



PROJECT MANAGER QUALIFICATIONS

Jennifer Tonko, Humanities Center Program Officer

Jennifer develops partnerships, designs community-wide engagement strategies with program partners, oversees implementation of activities and project adjustments, and manages program evaluation. Her previous work includes coordinating the Humanities Center's Education Strategy in Omaha Public Schools, working with humanities scholars and educators to bridge the relationship gap between teachers and students. She previously worked for the Minnesota State Arts Board, recruiting and training Minnesota artists and arts professionals to serve as peer reviewers for the Arts Board grant programs. Jennifer graduated from St. Olaf College with a Bachelor of Music in Vocal Performance.

ORGANIZATION DESCRIPTION

The Minnesota Humanities Center meets its mission to build a thoughtful, literate, and engaged society by using the humanities to address the challenges and opportunities of our times. Established in 1971, the Humanities Center is a nonprofit state affiliate of the National Endowment for the Humanities.

The Humanities Center offers new ways to think about our future as it collaborates with organizations and individuals to inspire community conversations, forge deep connections, and build civic participation. Programs are designed to illuminate authentic, diverse voices from across Minnesota, especially those that have traditionally been left out or marginalized. Programs are divided among these major areas: K-12 Education, We Are Water, and Veterans' Voices. All programming is conducted with partners who help shape program content, create resources, and conduct activities.

In 2015 the Humanities Center was one of five humanities councils in the country chosen by the Smithsonian Institution to launch a national touring exhibit called *Water/Ways*. The exhibit presents a national story of how Americans use water, how water unites communities, how water affects every element of life, and how Americans can care for our water and protect this valuable resource for the future. The Humanities Center formed a groundbreaking partnership among state agencies charged with managing and interpreting Minnesota's water resources to create a companion exhibit with a statewide focus. Six communities in greater Minnesota were selected through a competitive application process to serve as host sites. Each host site received training and support to develop local exhibit components and community engagement activities.

The network of people working together on this pilot grew to more than 150 people representing five partner organizations, six host sites, dozens of host site partners, and independent professionals. *Water/Ways* engaged more than 1,000 visitors at each site in pilot activities. Improve Group, a Minneapolis-based research and evaluation firm, was retained to evaluate the *Water/Ways* partnership.

We Are Water MN builds on this pilot experience as it continues its partnership with state agencies and forms new partnerships with local communities.