

APPLICATION COVER SHEET

ORGANIZATION INFORMATION

Name of Organization: Higher Education Consortium for Urban Affairs (HECUA)		
Legal Name (if different):		
Address: 2233 University Ave. W., Suite 210		
City, State, Zip: St. Paul, MN 55114		
Employer Identification Number: 41-0968262		
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Contact person regarding this application: Julia Frost Nerbonne, Ph.D.		
Title: Program Director	Phone: 651-287-3308	E-mail: jnerbonne@hecua.org

FISCAL AGENT

Name of Fiscal Agent (if different than Organization):		
Address:		
City, State, Zip:		
Fiscal Agent Employer Identification Number:		
Title:	Phone:	E-mail:

PROPOSAL INFORMATION

Project Title: Storm Water Education and Assessment: a pilot assessment in the Longfellow Mississippi River Gorge	
Please give a short summary of your proposal:	
<p>Under the direction of Dr. Julia Nerbonne, undergraduate students in HECUA's environmental sustainability semester program will work with local groups to design and implement a survey that assesses the knowledge, attitudes and behaviors of neighborhood residents about water quality and storm water. This survey will give local environmental groups and the MWMO a richer sense of how the knowledge and actions of the residents living within their watershed are impacting water quality, The analysis of the survey planning, implementation and results will provide MWMO and HECUA with clear recommendations about future research questions, methods and areas of focus.</p>	
Project dates: August 2, 2004 – February 28, 2005	
Dollar amount requested: \$16,024	Total project budget: \$68,062
Geographic Area/Community served: Greater Longfellow Community	Population served: residents of Greater Longfellow Community; organizations and grassroots groups focused on environmental, health, education, and civic engagement issues; and MWMO.

AUTHORIZATION

Signature: _____

7-13-04

Date

Name (Print) Jenny Keyser, Ph.D.Title (Print) Executive Director

APPLICATION EXECUTIVE SUMMARY

Project Title:

Storm water education and monitoring: a pilot assessment in the Longfellow Mississippi river gorge

Narrative Project Description:

The Greater Longfellow community in south Minneapolis has been the site of many progressive programs that stress personal responsibility for the ecology of the neighborhood and the connection between human activity and water quality. This project will use rigorous survey methods and data analysis to determine whether and how these programs are reaching a critical mass of residents, what changes in attitudes and behaviors are evident, what conditions are bringing about or preventing the desired change, and what effect this change has on the watershed. Under the direction of Dr. Julia Nerbonne, students in HECUA's Environmental Sustainability Program will implement the survey as part of the field methods component of the program. The survey questions will be developed through focus group meetings that include stakeholder groups in the Greater Longfellow community. Throughout the project, consultation will be provided by the University of Minnesota Center for Survey Research and faculty advisers from the higher education institutions that belong to HECUA. A summary of project findings and recommendations will be presented to neighborhood residents during an evening session in December 2004, and the local media will be engaged in an effort to disseminate results through the local papers. In Spring of 2005, we will present results at a professional conference (Minnesota Waters 2005).

Project Evaluation:

The project will evaluate the success of the survey tool and survey process, including an analysis of survey bias (e.g. Did the survey respondents accurately represent neighborhood demographics?) We will also evaluate the effectiveness of survey language by compiling reviews from student surveyors and will then recommend ways in which the survey and the survey process could be improved and/or adapted for use in other MWMO neighborhoods. Finally, we will use simple variables to model how an increase in stewardship in the neighborhood could impact water quality in the Mississippi River.

Project Funding/Financial:

The proposal requests funds from MWMO to support the development, implementation, and analysis of the survey, as well as the dissemination of the survey results and project summary and recommendations. A critical component of the funding request is support for a full time intern to assist Dr. Nerbonne and to coordinate the work of the students who will be conducting the survey and preparing the data for analysis. A portion of Dr. Nerbonne's salary is also built into the request and represents her efforts on the project as the primary investigator, faculty adviser, focus group leader, survey developer, and data analyst. The HECUA match covers the costs associated with conducting the semester-long Environmental Sustainability Program of which the survey project is an integral component, recruiting students, and providing necessary support from other HECUA staff in the areas of focus group planning, communications, program oversight, and financial management.

Narrative Project Description

1. **Project Title:** Storm water education and monitoring: a pilot assessment in the Longfellow Mississippi river gorge
2. **Organization:** The Higher Education Consortium for Urban Affairs (HECUA) is a non-profit organization that provides off campus experiential education programs for undergraduate students. Founded in 1971 as a consortium of Midwest colleges and universities, HECUA was designed to bridge the gap between higher education and the urgent social challenges of the surrounding communities. The Environmental Sustainability Program offers students a full time program that gives them the opportunity to become immersed in the environmental community in the Twin Cities (For more details, see www.hecua.org). An essential component of this program is a 2 credit course called Field Methods, in which students work on a community based research project. This proposal describes a project that would be conducted as a class and would comprise the field methods course. All aspects of the proposed project will be directed and evaluated by faculty member and HECUA program director, Julia Nerbonne, who holds a Ph.D. in Conservation Biology from the University of Minnesota. HECUA has established an extensive network of community organizations and resources associated with each of its programs. For this proposed project, we will be partnering with the Longfellow Community Council and the Friends of the Mississippi River.
3. **Project History:** Storm water continues to be one of the key sources of organic and toxic pollutants to the Upper Mississippi River. Due to the efforts of citizen organizations and municipal governments, residents of South Minneapolis are starting to understand the impact of urban land use on river systems. Programs such as the Longfellow Community Council's native plant workshops, in addition to education about storm water run off through groups like Friends of the Mississippi river have made significant efforts to increase citizen awareness and action. Have these programs been successful? What is the level of environmental awareness in the Longfellow Neighborhood, and what kinds of behaviors have been enacted? What are the bridges and the barriers to action?
4. **Project Objective:** Undergraduate students in HECUA's environmental sustainability semester program will work with local groups to design and implement a survey that assesses the knowledge, attitudes and behaviors of neighborhood residents about water quality and storm water. This survey will give local environmental groups and the MWMO a richer sense of how the knowledge and actions of the residents living within their watershed are impacting water quality.
5. **Project Description:** The Greater Longfellow community in south Minneapolis has been the site of many progressive programs that stress personal responsibility for the ecology of the neighborhood and the connection between human activity and water quality (i.e., storm drain stenciling, native plant grants, volunteer planting/clearing events, buckthorn bust).

Are these programs reaching a critical mass of residents? Do people understand the connection between their actions and environmental quality? If they do, do they care? Have they changed their actions? What conditions spur a change in their actions?

During the fall of 2004 HECUA students in the Environmental Sustainability Program will conduct a survey of the residents in the Greater Longfellow community. The class will work with a variety of interested stakeholders (MWMO, River Gorge Committee, the River Gorge Stewards, Friends of the Mississippi River, Longfellow Community Council, and others) to create a survey

that accurately and relevantly measures ecological knowledge, caring, and action in the neighborhood, and to understand more deeply the barriers and bridges integrating sustainable practices into daily life.

We will work with the University of Minnesota Center for Survey Research to design our survey in such a way that can also be used in other neighborhoods in the watershed. Ultimately we hope to survey other neighborhoods and do a comparative study of what programs have been effective at promoting change.

As a final product we will analyze the data to illustrate the connection between demographics, program participation, and the level of stewardship exhibited by neighborhood residents. Next we will attempt to use simple variables to model how an increase in stewardship in the neighborhood could impact water quality in the Mississippi River. We also will evaluate the survey tool and recommend ways that the survey could be adapted to be used in other neighborhoods in the MWMO watershed.

We will present these data and a summary of our thoughts and recommendations to neighborhood residents during an evening session in December, and will deliver a complete final report, as well as an executive summary to MWMO. We will also make every effort to engage the local media to present a summary of our results in the local papers. In Spring of 2005 we will present results at a professional conference (Minnesota Waters 2005).

Month	Activity
August 2004	<ul style="list-style-type: none"> • Conduct background research on neighborhood surveys • Set up meetings with key stakeholders for September • Establish work space for Intern
September 2004	<ul style="list-style-type: none"> • Meet with key stakeholders • Design Survey • Work with Center for Survey Research to modify survey • Compile randomized sample of neighborhood residents • Design database
October 2004	<ul style="list-style-type: none"> • Conduct survey of residents • Begin to enter data
November 2004	<ul style="list-style-type: none"> • Finish conducting survey • Finish data entry • Compile preliminary results • Conduct brief follow-up interviews to clarify barriers and bridges to participation • Student summaries of survey process completed
December 2004	<ul style="list-style-type: none"> • Student presentation to neighborhood group • Analysis continues
January 2005	<ul style="list-style-type: none"> • Final report completed • Analysis of survey tool • Scope of work for future surveys completed

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6. Watershed Goals: Understanding the knowledge, attitudes, and behaviors of neighborhood residents will give MWMO valuable information about how to effectively promote education and stewardship.

7. Additional Benefits: This project will also serve the purpose of developing an innovative component to the HECUA Environmental Sustainability Program and advancing the organization’s goal of providing substantive ways for higher education and communities to be engaged in social and civic issues. In addition, it will raise the visibility of MWMO within higher education institutions in the region, and will provide an opportunity for MWMO and HECUA to build relationships and identify mutual areas of concern, research and action.

Project Evaluation

We will evaluate the success of the survey tool and survey process and include this information in the final report. The evaluation will include an analysis of survey bias (e.g. Did the survey respondents accurately represent neighborhood demographics?) We will also evaluate the effectiveness of survey language by compiling reviews from student surveyors and will then recommend ways in which the survey and the survey process could be improved for use in other MWMO neighborhoods.

Funding/Financial

1. Funding Request to MWMO for direct Project Expenses:

Item	\$ per hour	Hours per week	***Total weeks	Total expense
Salary for Intern (assistant to Dr. Nerbonne & coordinator of student surveyors)	12	40	23	11040
Salary – Julia Nerbonne principal investigator	23.43	5	23	2694
Intern Office Space	10	5	23	1150
Supplies (paper, survey tools, tapes, etc.)				400
Meeting expenses (for 2 meetings with stakeholders)				100
Survey text books and reference materials				300
Statistical software for data analysis				90
Professional meeting presentation				250
			GRAND	\$16,024

			TOTAL	
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2. **Project Budget:** Below is the total project budget that gives a full picture of expenses associated with the survey project and the Fall 04 Environmental Sustainability Program of which the survey project is an integral part. Total project budget is \$68,062, which includes HECUA match of \$52,038 and MWMO request of \$16,024. Source of funds for HECUA match includes tuition and fees from students and higher education institutions. Students will be conducting the survey as part of the HECUA Field Methods course, and as such their participation will be in kind. Local environmental committees and stakeholder groups will be attending one or two focus groups and donating their services to the proposed project. Residents who participate in the survey will receive a small incentive in the form of a donated goods or services from neighborhood organizations.

Project Budget – Storm Water Education and Assessment

Item	MWMO Request	HECUA Match	Total Budget
Intern Salary & Benefits	11,040		11,040
Program Director Salary & Benefits – Julia Nerbonne	2,694	24,357	27,051
Supporting Staff Salary & Benefits		16,147	16,147
Office Space (Rent, Telephone, Utilities, E-mail)	1,150	4,239	5,389
Supplies	400	1,100	1,500
Publications		75	75
Meeting Expenses	100	300	400
Fellows Program		400	400
Postage		50	50
Honoraria (Speakers, Consultants, Presenters)		4,100	4,100
Special Activities (Field Trips)		1,120	1,120
Survey Text Books	300		300
Statistical Software	90		90
Professional Meeting Presentation	250	150	400
Total	16,024	52,038	68,062

3. The funds will be expended from August 2, 2004 to February 28, 2005.

4. No equipment will be purchased with the requested funds.

Site and Construction Information

We will conduct surveys at a stratified random sample of households in each neighborhood that makes up the Greater Longfellow Community.