

**2006 MWMO STEWARDSHIP FUND APPLICATION**

**ORGANIZATION INFORMATION**

Name of Organization: Friends of CUE/Minneapolis Blooms Program		
Legal Name (if different): Friends of CUE		
Address: City Hall, 350 - 5 <sup>th</sup> St. S., Room 210		
City, State, Zip: Minneapolis, MN 55415		
Employer Identification Number: 105133		
Primary Phone: 612-623-0157		
Secondary Phone: 612-588-2060 (Laura Wieland, Program Assistant)		
Fax: 612-623-7823		
E-mail Address: <a href="mailto:joycevincent@mn.rr.com">joycevincent@mn.rr.com</a>		
Name of top staff or board chair: John Uban		
Title: Chair	Phone: 612-312-2124	E-mail: <a href="mailto:juban@dsuplan.com">juban@dsuplan.com</a>
Contact person regarding this application: Joyce Vincent		
Title: Co-Chair, Minneapolis Blooms	Phone: 612-623-0157	E-mail: <a href="mailto:joycevincent@mn.rr.com">joycevincent@mn.rr.com</a>

Next board meeting date:

Is your organization an IRS 501(c)(3) not-for-profit?        X   YES             NO

IF NO, is your organization a public agency or local government unit?        YES             NO

IF NO, check with MWMO for details on using fiscal agents, and list name and address of fiscal agent below.

**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**

<b>Minneapolis Blooms Program Educational Project.</b> This project will provide education and incentives to all Minneapolis residents and businesses to install watershed-friendly landscaping and rain gardens to protect the health of the Mississippi Watershed Area. Methods include 38 rain garden workshops with hands-on design, affordable on-site consultation for rain garden installation, \$100 grants for rain garden installation/native plants, Blooms Day Recognition and Educational event, utility bill educational inserts, and other educational materials.	
Project dates: January 1, 2006 – January 31, 2007	
Dollar amount requested: \$40,000	Total project budget: \$62,185
Geographic Area/Community served: Entire City of Mpls.	Population served: 350,000-400,000 All Minneapolis residents and businesses

**AUTHORIZATION**

Name of top staff or board chair: John Uban, Chair, Friends of CUE

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## FRIENDS OF CUE/MINNEAPOLIS BLOOMS EDUCATIONAL PROJECT

### 1. ORGANIZATION NARRATIVE:

#### A) Describe your mission, whom you serve and your track record of achievement.

The Minneapolis Blooms Program is part of the Minneapolis Committee on Urban Environment (CUE). Established by the Minneapolis City Council, CUE has been active for 37 years conducting many greening projects to improve the quality and livability of Minneapolis. Friends of CUE is a non-profit 501(c)3 organization supporting the work of CUE.

Since 1987, the Minneapolis Blooms Program has promoted and recognized publicly visible gardens. Through workshops, brochures and educational events, we provide information on the importance of water run-off mitigation, preferred plants (natives and perennials) and city ordinances to help gardeners make informed choices. At our annual Blooms Day Recognition and Educational event in April, we provide information on watershed-friendly gardening techniques and present awards for the Best Watershed-Friendly Garden, as well as other awards for outstanding gardens. **In 2005, we conducted 18 rain garden workshops for 516 people (had planned for 320) and have a waiting list of 400 people who want to attend our workshops.**

#### B) List other key participants and their roles. Our partners include:

1. Minneapolis Blooms Committee members who plan and implement the activities of our program: Joyce Vincent and Pat Gill (co-chairs), Susan Nelson, Laura Wieland, Kelly Mahoney, Stephanie Brody, Gayle Gallagher, Gretchen Haase, Julie Ollila, Nancy Rice, Anita Sapp, Carol White, Lorrie Stromme and others. Many are Master Gardeners and members of area garden clubs, which extends our outreach.
2. Friends of CUE committee members who support our efforts including John Uban, Roger Martin, Kathleen Anderson, Ed Kodet, Sue Jahn, Annie Young, Scott Benson, Antonio Rosell, Tom Daniel, Joyce Vincent, Virginia Holte and Judith James.
3. Minneapolis Park and Recreation Board, members of the Minneapolis City Council, and Hennepin County Master Gardeners, who contribute their expertise and resources for Minneapolis Blooms Day.
4. Minnehaha Creek Watershed District and Middle Mississippi/Shingle Creek Watershed Districts provided \$50 native plant grants for rain garden workshop participants who installed rain gardens in 2005.
5. The City of Minneapolis provides office space when needed. Because of city budget cuts, our program operates mainly with volunteers.
6. We partner with the University of Minnesota's College of Architecture and Landscape Architecture (CALA) and the Minneapolis College of Art and Design (MCAD) to obtain interns to provide one-on-one advice at our rain garden workshops and to document new rain garden installations.
7. Our Workshop Coordinator is Kelly Mahoney. She is a Master Gardener, has a B.A. in Urban Studies, and is completing her M.A.Ed. in Environmental Education and Natural Science at Hamline University.
8. The Minnesota State Horticultural Society's Minnesota Green Program provides free seeds for distribution to gardeners at our Blooms Day Recognition and Educational event.
9. Supportive business partners include Northeast Bank, Coldwell Banker Burnet, United Properties, Pracna Restaurant, Prairie Moon Nursery, 3M, and others, which have made donations to our program.

### 2. PROJECT NARRATIVE:

#### A. Describe the problem or issue to be addressed.

The health of the Mississippi River is negatively impacted by uninformed landscaping and gardening practices and incorrect downspout positioning on structures. Every Minneapolis resident and business owner needs to learn how they can improve the water quality of the Mississippi River, rather than degrade it. There is a need for hands-on training, incentives and affordable on-site consultation so property owners can develop sound watershed-friendly landscape design and gardens.

#### B. Describe clearly the project objectives and expected outcomes.

We will educate citizens to make positive and powerful changes in their landscaping choices. We have developed several innovative ways to involve more Minneapolis residents and to deliver the message that it is important to properly landscape in order to increase stormwater infiltration and decrease run-off into the stormwater system. We provide citizens with alternatives that are easy, cost-effective and environmentally sound, encourage the elimination of the use of harmful fertilizers, pesticides and herbicides, and provide incentives and assistance so that implementation of these practices is increased.

#### Components of the Friends of CUE/Minneapolis Blooms Educational Project include:

**1. Rain Garden Educational Workshops.** From March 6-May 27, 2006 we will present 38 two-hour workshops on protecting the local watershed by installing properly designed rain gardens, redirecting downspouts and using native

plants. In response to last year's demand, we have doubled the number of workshops with expected capacity of 40 persons in each. These workshops will be held in park facilities in the four quadrants of Minneapolis (North, Northeast, Southeast, Southwest). The **two-part** workshops will include an updated PowerPoint presentation, showing local rain gardens installed in 2005. The Part A workshop will focus on watershed education, various types of rain garden design and native plant choices. Two weeks after Part A, the Part B workshops will offer practical, hands-on design sessions where participants bring pictures, measurements and sketches of their sites and receive plant and one-on-one design advice from our Workshop Coordinator and CALA interns. In 2005 people REALLY wanted and liked the personalized advice, but we were short of interns for our 2005 workshops. In 2006 interns will be paid \$15/hour for the two-hour Part B workshops. Interns will not be paid for the 40 hours of training they will be required to attend. We feel that by paying the interns rather than asking them to volunteer all their time, we will obtain a larger pool of qualified assistants to provide the landscape advice needed: one intern for every four participants. We will also provide practical training to property owners in our Part B workshop on how to apply for a credit on the Minneapolis utility bill stormwater fee, since the forms and process have been difficult for many homeowners to complete. We are working with the Minneapolis Dept. of Public Works to coordinate our efforts in runoff-mitigation education and application assistance for stormwater fee reduction.

**2. Affordable On-Site Consultation.** In response to requests from many homeowners, we will provide low-cost **on-site** consultation by our landscape architect interns, perhaps for a small \$10 fee, because people value what they pay something for. We found many homeowners had challenging situations. They were not sure how to proceed with their rain garden installation, but could not afford to hire a full-priced landscape architect for advice.

**3. Rain Garden/Native Plant Grants.** We will provide one hundred twenty \$100 grants to reimburse residents for the costs associated with rain garden installation **and** native plants. This is an increase in the grant amount from 2005 to make it a more attractive incentive for residents to do all the work required to implement the rain garden design they developed in our workshops. To date we have received only about 50 requests for the 140 \$50 grants available for 2005, which may indicate that \$50 does not cover a high enough percentage of costs to be attractive to most residents.

**4. Utility Bill Educational Inserts.** Although we do not receive city funding, we are a city-sponsored program and are able to use the city's utility bill mailing for information distribution, saving an estimated \$50,000 in mailing costs to reach 100,000 households. The Minneapolis Communications Department has approved our request to include an educational insert in the March 2006 and August 2006 utility bill mailings:

- a. The March 2006 insert will tell about the values of rain garden design and the importance of protecting our watershed, and will list the dates, times and locations of our rain garden workshops on the reverse side.
- b. The August 2006 insert will have a Minneapolis Blooms Nomination Form on one side and will provide tips about correct boulevard garden design on the reverse side. It will invite nominations of gardens, especially those using watershed-friendly techniques for the Best Watershed-Friendly Garden Award. It will also offer our new Boulevard Design brochure.

**5. Minneapolis Blooms Day Recognition and Educational Event.** In April 2006, this annual event will include:

- a. Speakers to talk about watershed protection through good garden and landscape design.
- b. Rebecca Kohl, of national TV's "Rebecca's Garden," has been invited to be our keynote speaker. She will be able to confirm her attendance by early 2006.
- c. Award to the Best Watershed-Friendly Garden to recognize and promote watershed-friendly techniques.
- d. Tables staffed by watershed organizations, plant societies, master gardeners and green-related organizations.

**6. Boulevard and Front Yard Gardens Brochure.** Because we see many improperly designed boulevard gardens and because they are often the "front line of defense" against water runoff, we will develop and print 10,000 brochures focusing on the correct design for boulevard gardens. The brochure will emphasize water-runoff mitigation techniques, proper consideration for nearby trees, preferred native plants and the correct height of plants to conform to city ordinance.

**7. Expos and Greening Events.** Our Program Assistant, Workshop Coordinator and/or volunteers will attend events to distribute educational material about watershed-friendly landscape design and gardening.

**C. Describe how the project objective supports one or more of the Stewardship Fund purposes.**

This educational project supports **seven** Stewardship Fund purposes:

1. Improve water quality and increase capacity of the watershed to store water.
2. Restore native plants to the urban landscape.
3. Protect and preserve groundwater quality and quantity.
4. Treat the natural environment as intrinsically valuable in land use decisions.
5. Develop educational programs and informational materials.
6. Work with other watershed-related organizations to improve surface water resources.
7. Educate the watershed community about impact of land use on water within the MWMO.

**Impacts of this educational project will be:**

1. Thousands of citizens will be educated on how their landscaping and gardening choices can improve the water quality of the Mississippi River and lakes.
2. More rain gardens will be installed and downspouts redirected to them, so that rainwater is retained on the site where it falls, thereby improving groundwater quality and the health of our river and lakes.

**3. PROJECT DETAILS:**

**A. A project work plan and timeline is attached.**

**B. A project budget is attached, showing the Total Project Amount of \$62,185 and how the \$40,000 requested from the MWMO Stewardship Fund would be used.**

**4. PROJECT EVALUATION:**

**A. Describe how the project will be monitored and evaluated.**

- Through our 38 Rain Garden Educational Workshops, we expect to teach more than nearly 800 resident gardeners how to install rain gardens so they will improve the watershed by keeping rainwater in their own yards.
- We will survey workshop participants' water quality knowledge before and after workshop attendance.
- We will survey participants to determine how many people installed rain gardens, redirected their downspouts to them, and added native plants to the landscape.
- On our garden nomination forms, we will ask if the garden utilizes watershed-friendly techniques, so we can compare the percentage of such gardens with previous years to determine the increase in gardens with watershed-friendly design. In 2006 we will seek to increase the number of nominations of watershed-friendly gardens by 10%, which will indicate that Minneapolis has more garden space keeping rainwater on site.
- We seek to increase the attendance at the Minneapolis Blooms Day Event by 5%.
- We will record how many expos and events our volunteers and staff attend, as well as the number of educational materials that are distributed.
- Hours worked by volunteers and staff will be recorded.
- The results of our educational program should also be apparent in the increased number of beautiful, visible, watershed-friendly gardens in our neighborhoods.

**B. How will the results be distributed and to whom?**

Progress reports and an annual report of accomplishments will be prepared for the MWMO. The annual report will also be distributed to CUE, the Mayor, Minneapolis City Council Members, Minneapolis Park and Recreation Board Members, MSHS Minnesota Green, other partners and local media.

**C. What additional project(s) could be initiated from the result of this project?**

- We will encourage the community cable access program "On CUE" to produce a video about the Minneapolis Blooms Program and the promotion of watershed-friendly gardens, using the documentary efforts of our MCAD interns.
- We hope to work with KARE-11 TV's Belinda Jensen, who is a Master Gardener, to produce a program on rain gardens on her "Grow with KARE" TV show to provide greater visibility for watershed protection. (In April 2005, Belinda Jensen included on her Saturday morning TV show the Minneapolis Blooms Co-Chair and our Nate Siegel Award winner to promote the Minneapolis Blooms Day Event).
- We hope to develop a partnership with Rebecca Kohl to create a rain garden segment on her nationwide TV program "Rebecca's Garden."
- A curriculum about rain garden installation could be developed to be included in both public and private schools.

<b>3A. Project Work Plan and Timeline: Jan.1, 2006, to Jan. 31, 2007</b>		
<b>Activity</b>	<b>Start Date</b>	<b>End Date</b>
<b>Rain Garden Workshops:</b>		
Complete work agreement with instructor for Workshops	1/1/06	1/15/06
Update Rain Garden Workshop content and PowerPoint presentation	1/1/06	3/1/06
Purchase laptop computer, projector, copier	1/15/06	2/28/06
Organize, recruit, train and schedule CALA interns for Workshops	1/1/06	2/28/06
Design and mail postcard to invite gardeners to Workshop and Blooms Day	1/15/06	2/15/06
Write and mail news release to announce Workshops and Blooms Day	1/15/06	2/1/06
Produce and assemble Workshop packets	1/1/06	3/1/06
Arrange for Workshop training sites	1/1/06	1/5/06
Design/print/deliver 100,000 March 2006 water bill inserts	1/1/06	2/20/06
Conduct 38 Rain Garden Workshops	3/6/06	5/27/06
Arrange and conduct on-site rain garden consultations by CALA interns	3/20/06	6/30/06
Prepare and mail checks for native plant/rain garden installation grants	4/15/06	10/31/06
Recruit, train, schedule 3 MCAD interns to monitor progress on 6 rain gardens	4/15/06	10/15/06
Survey re rain gardens installed, downspouts redirected, natives planted	9/1/06	11/15/06
<b>Blooms Day Recognition and Educational Event:</b>		
Arrange for Blooms Day location	1/1/06	1/5/06
Arrange Blooms Day presenters, plant societies, watershed area reps	1/1/06	3/1/06
Print and personalize gardeners' awards	2/1/06	3/15/06
Mail awards and invitations to 1,200 gardeners	4/1/06	4/5/06
Prepare signage for Blooms Day event	4/1/06	4/20/06
Set up & conduct Blooms Day Recognition and Educational event	4/28/06	4/29/06
Send thank you's and honoraria to Blooms Day presenters	5/1/06	5/15/06
Send news release regarding award winners to local media	5/1/06	5/15/06
Prepare & mail double postcard to verify 2006 awardee name spelling	11/1/06	11/16/06
<b>Garden Judge Training:</b>		
Schedule locations for garden judge training	1/1/06	1/15/06
Hire judge training workshop instructor	1/1/06	1/15/06
Update PowerPoint for judge training, enhancing rain garden portion	4/1/06	5/15/06
Develop & assemble judge training packets	4/1/06	5/15/06
Mail information to judges regarding gardens to be judged	6/15/06	6/20/06
Deliver to judges information on gardens for second judging & "Best of" awards	7/15/06	7/31/06
Mail invitations to judges, interns, volunteers for Appreciation Potluck Supper	8/15/06	8/20/06
<b>Boulevard Gardens Brochure, Nominations and Program Assistant:</b>		
Renew work agreement with Program Assistant who will handle workshop reservations and questions, answer phone calls, input garden nominations, coordinate recruitment and training of judges and the judging process, prepare awards and mailings, secure workshop facilities, help organize Blooms Day Event, maintain computer records, write checks for grants, coordinate evaluation of all projects, prepare reports and distribute educational materials.	1/1/06	1/15/06
Write, design & print 10,000 Boulevard Gardens brochures	2/1/06	5/31/06
Mail to 2,500 gardeners the new Boulevard Gardens brochure, nomination form and donation envelope	6/1/06	6/15/06
Design, print & deliver 100,000 water bill educational inserts for August mailing	5/1/06	7/20/06
Prepare and send final report to MWMO and partners	1/1/07	1/31/07

<b>3B. Project Budget, Jan. 1, 2006 – January 31, 2007</b>		<b>Total Amount</b>	<b>MWMO Request Amount</b>
	<b>Item</b>		
	<b>Rain Garden Workshops:</b>		
1	Update PowerPoint presentation for gardener training on watershed-friendly gardening techniques and native plants, 50 hours @ \$25.	\$ 1,250	\$ 835
2	Organize, recruit, and schedule CALA interns' training, 40 hours @ \$25.	\$ 1,000	\$ 665
3	Intern training in rain garden design/native plant specifics. Instructor: 40 hrs @ \$25	\$ 1,000	\$ 665
4	Postcard mailing to invite 2,500 gardeners to 2006 Workshops and Blooms Day	\$ 850	\$ 565
5	Mail media news release announcing 2006 Workshops & Blooms Day (200X\$.50)	\$ 100	\$ 65
6	Instructor fee for 38 Workshops @ \$100, 3/week, 3/6-5/27/05, and Blooms Day	\$ 3,800	\$2,530
7	Produce and assemble 960 Workshop packets with rain garden & plant info. @ \$5.	\$ 4,800	\$3,200
8	Print/deliver 100M March 2006 water bill inserts (\$1,900), insertion cost (\$1,000)	\$ 2,900	\$1,930
9	Facility usage fees for 2006 Workshops (38 X \$25 avg.)	\$ 950	\$ 630
10	Mailing costs for requested Workshop packets and new Boulevards brochure	\$ 500	\$ 330
11	10 landscape architect interns as workshop assistants, 44 hrs. @ \$15 = \$660 X 10	\$ 6,600	\$4,400
12	100 CALA intern on-site rain-garden consultations @ \$20 net (\$30 less \$10 fee)	\$ 2,000	\$1,330
13	\$100 native plant/rain garden installation grants to gardeners (120)	\$12,000	\$8,000
14	Recruit/train/schedule 3 MCAD interns to monitor 6 rain gardens, 40 hours @ \$25	\$ 1,000	\$ 665
15	Stipend/mileage for 3 MCAD interns @ \$400 to record 6 rain garden installations	\$ 1,200	\$ 800
16A	Survey of 800 wkshp participants re rain garden installation, downspout redirection	\$ 250	\$ 180
16B	Workshop Equipment: Copier, \$300; Laptop, \$1,100; PowerPoint Projector, \$950	\$ 2,350	\$1,565
	<b>Blooms Day Recognition and Educational Event:</b>		
17	Print and personalize 1,200 gardener awards for 2005 gardens @ \$.40	\$ 480	\$ 320
18	Mail 2005 awards & Blooms Day invitation to 1,000 gardeners, in 9X12 envelopes	\$ 800	\$ 530
19	Mail 1,300 Blooms Day Invitations to donors, volunteers, non-awardees	\$ 520	\$ 345
20	Mail 250 Blooms Day Invitations to First-Place and F.P. Exceptional Winners	\$ 125	\$ 80
21	Honoraria for Blooms Day presenters	\$ 200	\$ 130
22	Riser & equipment rental for Blooms Day event	\$ 500	\$ 330
23	Signage for Blooms Day Event	\$ 150	\$ 100
24	Send news release of award winners to local media	\$ 100	\$ 65
25	Nov. 2006 mailing to verify spelling of names of est. 1,300 2006 awardees @\$.35	\$ 455	\$ 300
	<b>Garden Judge Training:</b>		
26	Update judge training PowerPoint with more info.on rain gardens, 40 hrs. @\$25	\$ 1,000	\$ 665
27	Mailing cost to invite 200 prospective judges to training workshops	\$ 100	\$ 65
28	Instructor fee for 3 judge training workshops @ \$100	\$ 300	\$ 200
29	Develop and assemble judge training packets, 50 @ \$5	\$ 250	\$ 160
30	June-August mailing to judges of gardens to be judged, in 9X12 envelopes	\$ 300	\$ 200
31	July/August delivery of second-judging gardens to judges for "Best of " Awards	\$ 75	\$ 50
32	Sep. '06 mailing to 100 judges/interns/volunteers for Appreciation Potluck Supper	\$ 50	\$ 30
	<b>Boulevard Gardens Brochure, Nominations, and Program Assistant:</b>		
33	Write, design and print 10,000 Boulevard Gardens brochures	\$ 3,000	\$2,000
34	June '06 mailing to 2,500 gardeners of Blvd. Gardens brochure & nomination form	\$ 900	\$ 600
35	Print/deliver 100M Aug. 2006 water bill inserts re: blvd. gardening and nominations	\$ 2,900	\$1,930
36	Postage for correspondence and mailing checks, etc.	\$ 150	\$ 100
37	Program Assistant: 10 hours/week X 52 wks., 520 X \$14/hour	\$ 7,280	\$3,445
	<b>Total</b>	<b>\$62,185</b>	<b>\$40,000</b>

September 22, 2005

Dan Kalmon, Program Manager  
Mississippi Watershed Management Organization  
2520 Larpenteur Avenue West  
Lauderdale, MN 55113

Dear Dan,

Here is our 2006 Stewardship Fund application for \$40,000 for the Minneapolis Blooms Program Educational Project to help protect the health of the Mississippi River and other water resources. We are trying to find funds from other sources to fund the balance of the \$62,185 needed.

A brief preliminary report on our 2005 Stewardship Fund Grant:

Our Rain Garden Workshops were very well-attended and highly rated by the participants for the materials, presentation content and the instructor. We had budgeted for 320 attendees, but ended up serving 516 participants. We tried to squeeze in more people because of the high demand and some people came without registering. We have a waiting list of 400 people who want to attend our 2006 workshops. The following are typical of comments we received on the evaluation form passed out at the end of the Part B Workshops:

“I learned so much valuable information that I have shared with my neighbors already! Ms. Mahoney really knows her stuff and presents in a very interesting, understandable way! Bravo! After the questions were asked in Part B, I realized I learned a lot. It was great to have the interns to have a hands-on question/problem time – very well planned.” —Jan Porten

“Hands-on mentoring/tutoring is great because I had doubts and questions re: my calculations. They were answered clearly. Excellent materials. Loved the pictures of native plants.” —Nancy Smith

“Absolutely fabulous! I get so much for my tax dollar! I am so impressed with Minneapolis. Part B was very good. I wished there were more consultants to help. Next year, at the second session, there needs to be more consultants/advisors. We had many questions that we couldn't answer and there weren't enough people to go around.” —Valerie Stedmen

We want to double the number of rain garden workshops in 2006, because the demand is so great and the topic is so timely: People want to learn how to reduce their stormwater fee and they want to learn how to protect our water resources. In order to meet the expressed need for more landscape architecture interns, we propose to pay them a modest amount so we can recruit more of them.

Thank you for consideration of our proposal. We look forward to continuing our partnership with you on behalf of improving our watershed area.

Cordially,

Joyce Vincent, Co-Chair  
Minneapolis Blooms Program