

City of Minneapolis 2009 Climate Change Micro Grant Findings

February 23, 2010



Prepared by
Minneapolis Sustainability

Introduction:

The City of Minneapolis has awarded grants to residents and businesses with concrete plans to combat prevent climate change at a local level for three years. Since the inception of the Climate Change Grants in 2007, the focus has been immediate action by residents. Everyone can take simple steps in their day-to-day lives to cut down their energy use, reduce waste and stop global warming. With just a small incentive, local business and property owners can also be motivated to change. The 2009 grants (please see Appendix 1 for more information on each grant project) encompassed a variety of project topics, ranging from innovative websites to congregation-wide alternative transportation campaigns to low-carbon theater performances. Several grant recipients focused on local food and community gardening, a new direction for the City of Minneapolis Climate Change grants. One common element to all the grants was the use of Minnesota Energy Challenge as a tool to engage Minneapolis residents and measure energy savings. More than ever, this year's grants focused on partnering with groups that are active and vibrant parts of the community but may not be tapped into "green" causes. The 2009 City of Minneapolis Climate Change grants saved Minneapolis residents thousands of dollars, prevented tons of carbon dioxide emissions and built lasting community connections.

Highlights:

- The city funded 15 projects. \$76,020 was budgeted and \$64,729 was actually spent (see Appendix 2).
- An estimated value of \$171,286 total was invested in the Climate Change grants, with \$106,557 leveraged from a variety of sources including local groups and businesses, in-kind contributions, and donated staff and volunteer time.
- These leverages equaled an overall 165% Return on Investment rate.
- The teams registered 948 participants in the Minnesota Energy Challenge bringing the total number of Minneapolis residents and businesses to around 8,448 (see Appendix 3).
- Team members pledged to save over 6.6 million pounds of carbon dioxide annually and for a savings of \$215,061 on their energy use. According to the US EPA¹, this is equivalent to removing 2,113 cars from the road or the equivalent of the emissions from the annual electricity use of 1,435 houses.
- 1,969 compact fluorescent lightbulbs distributed.
- Other energy-saving and earth-friendly materials distributed included:
 - 330 reusable tote bags
 - 102 weather stripping kits
 - 100 LED night lights
 - 100 packages of outlet insulators
 - 100 refrigerator thermometers
 - 100 window insulation kits
 - 100 low flow showerheads
 - 100 faucet aerators
 - 100 clay rope caulk kits
 - 65 bundles of vegetables and flowers
 - 13 outdoor clotheslines
 - 6 packages paper leaf bags
 - And other materials including: solar motion detector lights, solar/crank radios, carbon monoxide detectors, packages metal door gaskets, power strips, water heater jackets, wall switch insulators, pipe wrap, air conditioner covers, programmable thermostats, and LED lights
- Over 10,200 people attended events related to the grant projects²
- 217 volunteers contributed 1,764 hours of their time. These volunteer hours, combined with staff hours for each project, equal over 4,500 hours dedicated to the successful execution of the grant projects.
- Several grantees built directly on their projects from previous City of Minneapolis Climate Change grants to reach specific populations they had not focused on in past years. For example, Phillips Community Energy Co-op/Metro CERT focused their efforts on renters because reaching renters was a difficult part of their 2008 grant, and Eureka Recycling took the lessons they learned from working with restaurants and applied these ideas to Farmers Markets.
- Multiple grant recipients created educational materials or reports that will be useful to other Minnesotans hoping to re-create these successful projects.

¹ <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>

² Some attendees may have attended multiple grant-related events.

- As with the 2007 and 2008 grants, many of the grantees made a commitment to continue their efforts after the grant period ends. Several have incorporated the climate change prevention actions from the grant into the ongoing operations of their organizations.

Challenges / Lessons Learned:

- Listen to what the community wants. For example, not every neighborhood needs a large community garden; perhaps a number of smaller gardens would work instead.
- When conducting outreach about a climate-change related topic, try to engage people in a setting that is fun and conducive to learning – for example, if you are having a local foods event, consider hosting it at a Farmers Market or community garden, where education on the subject can be interactive.
- Procuring a large-scale community garden site, planning and promoting the garden, and planting and harvesting the garden all in one year is a very ambitious goal! Unless the site has already been procured, it is not recommended that future grant recipients try to establish large-scale community gardens in only one grant period.
- Face-to-face outreach is by far the most effective way to sign up new participants for the Minnesota Energy Challenge.
- Many teams that were successful in signing up participants for the Minnesota Energy Challenge offered incentives such as free CFLs, raffle tickets, or food to bring traffic to the table.
- In some communities, many attendees to grant-related events have already taken the MN Energy Challenge. In these cases, offering an incentive to update their actions and revisit their commitments can be a useful strategy.
- Recognize that some changes cannot be made immediately – for example, potential participants in a car-sharing program may be excited about the program but unready to give up their vehicles without making other lifestyle changes first. Factor these delays into your plans.
- Be sure to have an informed back-up contact on your grant project committee – some changes in staff or your organization’s situation are to be expected over a grant period.
- Knowing the population you are trying to reach, understanding their priorities, and tailoring your message to suit their needs (for example, offering translators or bilingual resources) is critical to success.
- When promoting energy efficiency and other climate change-related actions in an unfamiliar community, keep in mind that members of that community are an excellent resource for understanding what the community needs. Recruit support from within the community.
- Some grant recipients suggested that projects would be more successful if they could be completed within a longer time frame, i.e. extend the grant period for future grant projects.
- Some grant recipients expressed frustration at the lack of media attention and requested help with this on future projects.
- While holding a community event or workshop can be very effective, consider following up with participants to keep them engaged.
- Be flexible if your current strategy to achieve energy-saving actions in the community is not working.
- When promoting energy-saving actions, offer people easy, achievable steps to make the new action a reality.
- Consider the amount of time spent on outreach – if your campaign is too long, people may become bored; too short, and you may not reach all the people you could reach.

Appendix 1 Grant Summaries

Eight Micro Grants (up to \$1,500 each):

10th/11th Ave Block Club (Ward 9)

Provided high quality clotheslines to 12 households to reduce carbon emissions from clothes dryers, and went door-to-door in the block club area to have one-on-one energy discussions with residents and build neighborhood relationships. Residents using the new clotheslines hung heavy duty banners in their yards as part of a public education initiative about climate change.

Leveraged: \$60 in matching monetary support, plus a 10% discount from Welna hardware store valued at approximately \$100, A total of 65 hours invested in the project, and 10 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 28,838 pounds of carbon dioxide emissions each year and save \$2,285.

Bedlam Theatre (Ward 2) <http://bedlamtheater.org/>

Presented an environmentally friendly outdoor production of King Lear with four other theater groups from around the country. The theater employed low-waste promotional strategies, capitalized on natural lighting, and encouraged audience members to arrive by alternative transportation by continuing the successful \$2 bill program from Bedlam's 2007 Minneapolis Climate Change grant. On opening night 50 of the 80 audience arrived by alternative transportation, primarily by bicycle. Approximately ten audience members used public transportation or walked. Another component of the project was a push to make the theater facility more energy efficient. A compost program was researched with help from Eureka Recycling and is close to implementation at the time of the writing of this report.

Leveraged: \$3,288 in matching monetary and in-kind support. A total of 160 hours invested in the project (90 staff hours and 60 volunteer hours), and 42 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 313,815 pounds of carbon dioxide emissions each year and save \$14,822.

Bike On (Ward 6)

Created a zero-emission Family Riding Program. Over 8 summer and fall sessions, 9 women and their older children learned to ride bicycles and took rides throughout the Minneapolis Grand Rounds trail system to improve their cycling skills. Each family learned about energy efficiency and received a bicycle, helmet, and lock. In addition, seven girls and 5 boys became Bike On interns, running a community-oriented Summer Bicycle Shop in the diverse South Whittier neighborhood. The interns gained skills in bicycle maintenance while running a real shop with bicycle sales and tune-ups. Interns also helped prepare a fleet of bicycles for the family riding program.

Leveraged: \$7,266 in matching monetary and in-kind support. A total of 464 hours invested in the project (28 staff hours, 140 intern hours and 296 volunteer hours), and 17 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 255,962 pounds of carbon dioxide emissions each year and save \$10,920.

Hennepin County Medical Center (Ward 7) <http://www.hcmc.org/index.asp>

Planted a successful rooftop garden at the Hennepin County Medical Center. The HCMC Food and Nutrition Services Department partnered with a volunteer from the Hennepin County Master Gardener program to develop a successful plan. Following a gardening class by Master Gardener Veronica Malone, volunteers planted the six raised beds of the garden. HCMC held a ribbon cutting ceremony to celebrate the Grand Opening of the garden. Approximately 75 people (Mayor R.T. Rybak, the HCMC leadership team, 5-7 media representatives, and hospital staff and visitors) attended the gathering, which included refreshments made with ingredients from the garden, a composting display/table from the Hennepin County Environmental Services Department, and a Minnesota Energy Challenge kiosk to enroll new team members. Veronica Malone also led two additional courses for HCMC staff to encourage planting gardens at home. The rooftop garden flourished, and the herbs were used in patient and cafeteria recipes throughout the summer. The garden will continue next year and hopefully will expand!

Leveraged: \$1,772 in matching monetary and in-kind support. A total of 55 hours invested in the project (40 staff hours and 15 volunteer hours), and 21 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 116,603 pounds of carbon dioxide emissions each year and save \$2,727.

Judson Memorial Baptist Church (Ward 8) <http://www.judsonchurch.org/>

Promoted energy efficiency throughout the church through a variety of activities including an “Alternate Transportation to Church” campaign, two Minnesota Energy Challenge promotions, one in May and one in October, a low-waste festival, and energy improvements to the church building. Fifteen families participated in the Alternate Transportation campaign, and some church members tried biking, busing, and light rail for the first time as a result of the grant project. The 96 church members who took the Minnesota Energy Challenge received tote bags, compact fluorescent lightbulbs, and paper leaf bags. Judson added 9 recycle bins throughout the church as a visual reminder of the church’s commitment to recycling. The church also replaced exit light fixtures and old fluorescent light fixtures with more efficient models and encouraged church members to make similar changes at home. In total, over 147 church members participated in climate change events.

Leveraged: \$5,210 in matching monetary and in-kind support. A total of 86 hours invested in the project (11 staff hours and 75 volunteer hours), and 25 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 456,140 pounds of carbon dioxide emissions each year.

Kingfield Neighborhood Association (Wards 8 & 11) <http://kingfield.org/>

Began the process of establishing community gardens in the neighborhood. They are moving forward on two full-lot sites concurrently and will break ground in both gardens in the spring of 2010. KFNA also held the 1st Annual Kingfield Garden Tour in early September and had over 50 neighbors attend the tour, which went to 10 sites, including the two community garden sites. The tour successfully ended at dusk in one of the sites with a party of music, lights, and door prizes for participants. They also held a viewing of the movie *Fresh*, which 30 people attended, and sold Blue Sky Guides to fund the garden project this summer. At these events, they signed up people for the Minnesota Energy Challenge, took name suggestions for the garden, and added people to a garden-specific email list that currently has 40 active members! KFNA Staff is serving as the liaison between the neighbors wants and the property owners needs for each group, allowing the property owners to act as more of a “client” rather than a “neighbor” at these meetings. KFNA has made the ongoing commitment to the gardens in oversight and administration for the duration of the first lease period, expected to be three years.

Leveraged: \$6,230 in matching monetary and in-kind support. A total of 300 hours invested in the project (80 staff hours and 220 volunteer hours), and 31 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant, in combination with KFNA’s Climate Change Initiative grant, are expected to prevent 332,927 pounds of carbon dioxide emissions each year and save \$13,519.

Westminster Presbyterian Church (Ward 7) <http://www.ewestminster.org/>

Focused on reducing WPC members’ carbon footprints by implementing emission reduction activities associated with the Minnesota Energy Challenge, including several transportation-oriented events. 45 people participated in a bike/walk to church event in August, which featured two bicycle technicians to perform safety inspections on participants’ bikes during the service. Participants also received gift certificates for bicycle gear. WPC held a successful carpooling campaign, which they expect to grow even more successful with the introduction of the upcoming Member Access link on the church website. Carpool drivers received gas certificates as incentives. Examples of large-scale carpool expeditions during the grant period include the annual men’s and women’s retreats. For the men’s retreat this year, 20 of the 32 carpooled. For the women’s retreat, a bus was hired to transport 35 of the participants, and the other 5 carpooled. This will be expanded to the Middle School and High School retreats next year.

Leveraged: \$1,108 in matching monetary and in-kind support. A total of 45 hours invested in the project, and 59 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 381,758 pounds of carbon dioxide emissions each year and save \$11,126.

Yards to Gardens (Ward 12) <http://www.y2g.org/>

Created a website called Yards to Gardens (<http://www.y2g.org/>), an online tool designed to connect people who want to garden with people who have available space. The website was successfully launched on June 13th, 2009. As of mid-December, a total of 19 people have signed up on the website, offering their yards or posting themselves as gardeners. Of those, at least 4 people have been connected to a space or found a gardener to work in their yard. It should be noted that the website does not require a gardener to sign up before connecting with a person with available space, thus, more people could have been using the site. Yards to Gardens worked both independently and in partnership with Gardening Matters to creatively promote the Minnesota Energy Challenge at neighborhood events, Gardening Matters' events, a green fair, movie screenings, and a peace celebration.

Leveraged: \$9,302 in matching monetary and in-kind support. A total of 214 hours invested in the project (190 staff hours and 24 volunteer hours), and 159 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 1,218,889 pounds of carbon dioxide emissions each year and save \$44,181.

Seven Climate Change Innovation Grants (up to \$10,000 each)

Corcoran Neighborhood Organization (Wards 8, 9, & 12) <http://corcoranneighborhood.org/>

Focused on locally grown food by organizing a new community gardening group, educating at an all-local Farmers' Market, and conducting outreach to immigrants.

A space was researched and identified for a large community garden, and 3 smaller community gardens were established on residential properties. Corcoran Neighborhood Organization (CNO) convened two garden tours and potluck events at two of the communal garden sites. Attendees brought garden-fresh dishes to share in a potluck meal, talked about successes and frustrations from the gardening season, and toured the thriving gardens of the event hosts as well as other nearby gardens of participants in the community gardening group.

CNO continued working with the Midtown Farmers' Market to show patrons how to use more locally grown food in their meals. These included 2 cooking demos by Chef Ron Huff, a cooking demo by Chef Theresa Marone, and 2 cooking/canning demos by Star Tribune food writer Beth Dooley. In order to help publicize the Minnesota Energy Challenge at the Midtown Farmers' Market, CNO put the names of people who'd taken the MN Energy Challenge at the market in a box and drew one name to give away a \$40 voucher for use on produce at the market. This market "shopping spree" was based on a suggestion from Phillips Community Energy Co-op. CNO and the Midtown Farmers' Market also co-hosted a special Minnesota Energy Challenge day along with Metro CERTs and others and co-hosted, with Gardening Matters and Land Stewardship Project, a film series exploring the local food movement and community garden spaces at the Riverview Theater.

CNO reached out to immigrants in South Minneapolis by inviting newcomers to the Midtown Farmers' Market to demonstrate the Market's accessibility. Midtown Farmers' Market is conveniently located, accepts EBT/food stamps, and prides itself on its diverse, welcoming atmosphere. This outreach was conducted by Latina volunteers and also at meetings of an emerging Latina women's empowerment group that began meeting at Corcoran Park this year. As an incentive, CNO offered 50 prospective patrons a \$4 coupon for use at the Farmers' Market.

Leveraged: \$3,225 in matching monetary and in-kind support. A total of 310 hours invested in the project (260 staff hours and 50 volunteer hours), and 22 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 218,983 pounds of carbon dioxide emissions each year and save \$11,767.

Do It Green! Minnesota (all Wards) <http://www.doitgreen.org/>

Hosted a series of low carbon cook offs as part of the Food Print Project. The Food Print Project's mission is to educate residents about how the foods we choose impact climate change. Do It Green's low carbon cook offs featured local chefs who were challenged to create the lowest carbon dish and judges who awarded one of the chefs the Low Carbon Chef Award. At the cook off, local residents taste tested the chefs' creations and learned how their food choices can affect the environment. The cook offs offered low carbon recipes and a Food Print wallet card guide to

take home; a display of local foods and a wide variety of resources to get residents started; a chance to play Eco Wiggle, a fun new version of Twister for kids and adults; and the opportunity to take the Minnesota Energy Challenge. The cook offs can be found online at youtube.com – look for the link on Do It Green! Minnesota’s website. Do it Green! held three cook offs in different parts of Minneapolis. The first cook off, at Camden Farmers Market, featured Chef Jim Malinowski and Chef Mike Longville from Edinburgh U.S.A. The second cook off was held at Northeast Minneapolis Farmers Market and featured Chef Heather Hartman at SpoonRiver and Chef Philip Dorwart with CREATE Catering and Dining Studio. The final cook off was held at the Green Gifts Fair at Midwest Global Market and featured Chef Paul Lynch with Firelake and Chef Molly Herrmann with Tastebud Tart. In addition, Do It Green! staffed educational tables at 6 community events, where their displays, games, wallet cards, and other educational materials reached hundreds of Minneapolis residents.

Leveraged: \$7,970 in matching monetary and in-kind support. A total of 345 hours invested in the project (120 staff hours and 225 volunteer hours), and 20 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 335,757 pounds of carbon dioxide emissions each year.

Eureka Recycling (all Wards) <http://www.eurekarecycling.org/>

Worked with the Mill City Farmers Market and all its vendors to reduce their waste by an average of 90% for the last 6 weeks of the 2009 market season. Through direct messaging, education, and volunteers, the Market’s customers made the important connection between the food they eat and the food scraps they compost. Recommendations for other Farmers Markets based on this pilot were compiled into a *Zero-Waste Farmers Market Best Practices* document that will be shared locally and nationally.

Eureka Recycling also worked with the Mill City Owners Association, the group of organizations and businesses that own the mixed use Mill Ruins Building adjacent to the Farmers Market to gain valuable learning about sustainability for mixed use commercial buildings in the Twin Cities. After several consultations, Eureka Recycling was able to set the Mill Ruins Building up with commercial composting and recycling services to help them reach maximum elimination of their waste. Eureka Recycling then worked with the Green Institute to present two energy efficiency trainings – one for the Mill City Museum, and one for the McKnight Foundation.

At a joint press event with the Mill City Farmer Market and the City of Minneapolis at the Market, Eureka Recycling announced the launch of the project and encouraged people to take the Minnesota Energy Challenge. Councilmember Scott Benson attended and spoke on behalf of the City. Other outreach events during the grant period included a backyard composting workshop by Eureka Recycling staff at the Mill City Farmers Market and an educational table at the Farmers Market (which has 3,500 – 5,500 visitors every Saturday) in the fall to highlight the waste reduction efforts of the Market and talk to market shoppers about ways they can reduce waste at home.

Using the U.S. Environmental Protection Agency’s WARM model, Eureka Recycling calculated greenhouse gas reductions from waste diversion efforts for the Mill City Farmer Market and the Mill Ruins mixed-use commercial building to measure the impacts of waste reduction. (This is the same model on which that the calculations for the Minnesota Energy Challenge are based.) Results from this pilot informed a best practices report that can be shared widely with Farmers Markets in the Twin Cities and around the country. The report is a practical guide that includes recommendations around planning, volunteers, hauling contracts, working with vendors, education and logistics.

Leveraged: \$26,159 in matching monetary and in-kind support. A total of 550 hours invested in the project (450 staff hours and 100 volunteer hours), and 63 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 468,165 pounds of carbon dioxide emissions each year and save \$6,783.

Kingfield Neighborhood Association (Wards 8 & 11) <http://kingfield.org/>

Established a new HOURCAR hub at 38th and Nicollet in partnership with Michael Lander of The Lander Group and HOURCAR, a car-sharing program in the Twin Cities. The car was moved into Kingfield in July 2009 and drew new membership to HOURCAR as well as serving current members who live in Kingfield or close to this hub. Extensive outreach was performed from June through September and took the forms of e-mail notices, newsletter articles, event publicity including National Night Out and Celebrate 38!, and direct outreach at the Kingfield Farmers’ Market. One

of the most effective means of outreach KFNA employed was to bring the Kingfield car to community events. On National Night Out, the car visited 12 block parties with over 250 participants, and was promoted at the other 40 block parties in Kingfield. On Celebrate 38! The car visited numerous other neighborhood events along the 38th corridor and an estimated 350 people were involved in the event. When community members could see the car and discuss car sharing with their neighbors who were already happily using the program, they were more likely to consider the possibility of living without a vehicle of their own or giving up a second vehicle. KFNA exceeded their expectations by signing up 15 new HOURCAR members in Kingfield in only six months of promotion. Additionally, the Kingfield car has had 33 different members use it and is utilized almost 4 hours a day.

Leveraged: \$20,360 in matching monetary and in-kind support. A total of 206 hours invested in the project (120 staff hours and 86 volunteer hours), and 31 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant, in combination with KFNA's Climate Change Micro grant, are expected to prevent 334,927 pounds of carbon dioxide emissions each year and save \$13,519.

Phillips Community Energy Co-op³/Metro Clean Energy Resource Team (Wards 6 & 9)

<http://www.cleanenergyresourceteams.org/>

Promoted energy conservation in the Phillips neighborhoods through outreach activities and educational workshops. Over the summer, PCEC/ Metro CERT tabled at four different community events: the Waite House Health and Resource Fair, a block party at St Paul Lutheran Church, National Night Out (at 4 different block parties) and the Midtown Farmers Market, signing up over 200 people for the Phillips Community team on the Minnesota Energy Challenge and distributing over 350 compact florescent lightbulbs. In the fall, they continued their outreach efforts by participating in the annual Phillips Clean Sweep and hosting the Midtown Farmers Market on October 24th in partnership with Do It Green! MN as part of the 350.org International Day of Climate Change Awareness. With the help of three volunteers, we signed up another 230 people to the Metro CERT MN Energy Challenge team and distributed 230 reusable tote bags and 690 CFLs.

In the fall, PCEC/ Metro CERT held a series of home energy conservation workshops in the community primarily targeting low-income renters. They utilized existing community networks and established new relationships within Phillips to partner with organizations to host the workshops. A total of six workshops were held at African Community Services, Little Earth of United Tribes, St. Paul Lutheran Church, the Banyan Community and in a rental unit at Ventura Flats. Three of the workshops were bi-lingual (in English and Somali or Spanish) to reach the diversity of cultural communities in Phillips. PCEC/ Metro CERT distributed home energy saving kits to those who attended the workshops. Home energy saving kits included a reusable grocery bag, 4 Compact Fluorescent Lightbulbs (CFLs), an LED nightlight, a refrigerator thermometer, weather stripping, outlet insulators, window insulation kits, a low-flow showerhead, a faucet aerator and clay rope caulk. Each workshop consisted of a PowerPoint presentation explaining the causes of energy inefficiency in the home and how home weatherization is important both as a money-saving technique and an energy-saving practice. A material installation demonstration followed by a Q&A session ensured that all attendants felt capable of properly weatherizing their homes by the end of the workshops. PCEC/ Metro CERT also hosted two workshops at the Phillips Eco Enterprise Center building in cooperation with the Green Institute and the ReUse center. One workshop focused on energy and water conservation; the other focused on winterization.

In total, PCEC/ Metro CERT distributed nearly 1,500 CFLs and over 100 home energy savings kits during the grant period.

Leveraged: \$10,303 in matching monetary and in-kind support. A total of 980 hours invested in the project (200 staff hours, 700 intern hours and 80 volunteer hours), and 423 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 2,026,723 pounds of carbon dioxide emissions each year and save \$71,156.

³ While the grant was originally awarded to the Phillips Community Energy Cooperative, the organization was due to dissolve before the end of the grant schedule. PCEC transferred the grant to the Green Institute as a fiscal agent, with Julia Eagles maintaining a lead staff role in her new position as a Metro CERT Organizer. Throughout this report, the grant recipient will be referred to as "Phillips Community Energy Cooperative/ Metro Clean Energy Resource Team" or "PCEC/Metro CERT," to most accurately describe organizational changes midway through the grant period.

Powderhorn Park Neighborhood Association (Ward 8 & 9) <http://ppna.org/>

Developed and expanded existing community-based environmental urban sustainability practices in the neighborhood through educational community gatherings, organization of “sustainability clusters” and recruitment of neighbors to the Minnesota Energy Challenge.

PPNA organized eight sustainability-based community gatherings, which were led by volunteer leaders within the Powderhorn Park neighborhood. These gatherings included: bicycle commuting, decreasing energy consumption at home and in the community, urban bee-keeping, composting, building indoor worm-composting bins (vermiculture), tapping maple trees to make syrup, sustainable sourcing of food; buying directly from your local farmer, as well as less formally organized conversations around urban sustainability issues.

PPNA developed sustainability clusters within the neighborhood. A sustainability cluster can be identified as a group of neighbors and/or friends within the community who have an agreement to share resources with the goal of decreasing their overall carbon footprint. These clusters were generally identified geographically, and dovetailed with the existing block-club model. At least five distinct identified clusters formed over the summer and plan on continuing their skill and asset sharing after the grant period ends.

Leveraged: A total of over 123 hours invested in the project (70+ staff hours and 53 volunteer hours), and 14 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 133,148 pounds of carbon dioxide emissions each year and save \$6,247.

Seward Neighborhood Group (Ward 2) <http://www.sng.org/>

Launched a Bike/Walk campaign in conjunction with many neighborhood partners and hosted a series of home energy efficiency workshops and other sustainability-themed community events.

As part of their Bike/Walk Campaign, SNG worked with the Seward Co-op to connect with residents of Seward Towers East and West, two subsidized housing buildings in the neighborhood with large elderly and East African immigrant populations who haven't historically shopped at the Co-op. In preparation for the August “Eat Local America” challenge, Seward Co-op staff gave two presentations at Towers Resident Discussion Groups. The presenters discussed shopper assistance, food stamps, EBT, and membership benefits. SNG's Towers organizer coordinated the presentations and provided Somali translation. Twenty-five plus residents attended each meeting.

The “Roll Out the Wagons” event encouraged people to bike and walk when shopping in the neighborhood. Welna II Hardware hosted the event and provided free root beer floats to attendees. Despite severe rain during the first hour of the event, approximately 75 people attended. 11 red radio flyer wagons (5 smaller ones and 6 larger ones) and 15 folding carts were raffled off. In addition, two sturdier green wagons debuted – they are available for check-out at Welna II Hardware and the Seward Co-op. Two volunteer bike mechanics from The Hub Bike Co-op did bike repairs, and the Bike Walk Ambassadors provided attendees with pedestrian and bike safety information.

SNG helped Augsburg College modify their student orientation to incorporate ideas about alternative transportation. All freshmen participated in walking tours (in one form or another) of the communities surrounding Augsburg (Seward, Cedar-Riverside, and East Phillips). Students were shown routes to walk/bike to the neighborhood and transit connections were also highlighted. Through the "Engaging Minneapolis" effort, Augsburg freshman had direct contact with neighborhoods around the school and a real sense of the proximity of resources. They learned that they can easily walk or bike to stores to meet a variety of needs, and having the resource directory in the hands of residence hall directors and floor leaders makes it more likely that the information will be shared among the students.

At the King's Fair, Seward's bustling bi-annual neighborhood celebration, SNG focused on sustainability: 6 volunteer “Compost Captains” monitored the garbage/compost/recycling bins to educate fairgoers about the proper disposal of their waste, the remaining 5 carts from the Roll Out the Wagons event were raffled off, and many environmental organizations staffed informational tables and signed participants up for the Minnesota Energy Challenge.

In the fall, SNG held a series of home energy efficiency workshops. The workshops were free for Minneapolis residents and held in the Seward Co-op's classroom. Topics for the workshops were "Funding for Home Improvements that Save Money and Reduce Energy Use," "Home Energy Audits," "Your House as a System – Understanding How Your house Works," and "Do-It-Yourself vs. Working with a Contractor." They were presented by staff from the Center for Energy and Environment, MN Office of Energy Security, Affordable Energy Solutions, and Neighborhood Energy Connection. The 50 workshop attendees were entered into a raffle for energy conservation prizes, which included solar motion detector lights, carbon monoxide detectors, solar/crank radios, wall-switch insulation, water heater jackets, and more. Each workshop was recorded and scheduled for broadcast on Cable Channel 16 (MTN).

Leveraged: \$3,130 in matching monetary and in-kind support. A total of 694 hours invested in the project (177 staff hours and 440 volunteer hours), and 42 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 354,258 pounds of carbon dioxide emissions each year and save \$19,528.

Appendix 2 Financial Overview

2009 Micro Grant Financial Overview

Organizations	Actual Grant Amount*	Monetary support	In-kind contribution (time)	Staff hours	Volunteer hours	Total
10 th /11 th Ave Block Club	\$1,271	\$160		65		\$1,431
Bedlam Theatre	\$1,457	\$1,020	\$2,267	90 ⁴	70	\$4,744
Bike On	\$1,500	\$1,273	\$5,994	168 ⁵	296	\$8,767
Hennepin County Medical Center	\$1,500	\$218	\$1,554	40 ⁶	15	\$3,272
Judson Memorial Baptist Church	\$1,316	\$3,692	\$1,519	11	75	\$6,527
Kingfield Neighborhood Association	\$1,500	\$3,105	\$3,125	80	220 ⁷	\$7,730
Westminster Presbyterian Church	\$725	\$200	\$908	15	30	\$1,833
Yards to Gardens/Gardening Matters	\$1,500	\$951	\$8,351	190 ⁸	24	\$10,802
Total	\$10,769	\$10,619	\$23,718	659	730	\$45,106

Note: Volunteer hourly rate (20.25) is based on the hourly value of volunteer time in 2008 by *Independent Sector*

* \$11,770 was budgeted but not all grantees spent the maximum amount awarded.

⁴ Staff hrs at \$15/hr

⁵ 28 staff hrs + approx. 140 intern hrs

⁶ Staff hrs at \$31.25/hr

⁷ Volunteer hrs at \$10/hr

⁸ 181 web and graphic design staff hrs at \$50/hr, 9 staff hrs at \$35/hr

2009 Climate Change Grant Financial Overview

Organizations	Actual Grant Amount*	Monetary support	In-kind contribution (time)	Staff hours	Volunteer hours	Total
Corcoran Neighborhood Organization	\$5,115	\$200	\$3,025	260 ⁹	50 ¹⁰	\$8,340
Do It Green! Minnesota	\$10,000	\$3,470	\$4,500	120 ¹¹	225 ¹²	\$17,970
Eureka Recycling	\$10,000	\$10,000	\$16,159	450	100	\$36,159
Kingfield Neighborhood Association	\$9,000	\$18,300	\$2,060	120 ¹³	86 ¹⁴	\$29,360
Phillips Community Energy Co-op/Metro CERT	\$10,000	\$7,183	\$3,120	900 ¹⁵	80	\$20,303
Powderhorn Park Neighborhood Association	\$2,115		\$1,073	70 ¹⁶	53	\$3,188
Seward Neighborhood Group	\$7,730	\$1,200	\$1,930	177	440	\$10,860
Total	\$53,960	\$40,353	\$31,867	2,097	1,034	\$126,180

*\$64,250 budgeted

Financial Summary:

In kind or cash matches were not required but grantees were requested to provide information in their final reports (See Appendix 2: Financial overview).

- An estimated value of **\$45,106** was leveraged as a result of the City's micro grants, equaling a 319% Return on Investment rate.
- An estimated value of **\$126,180** was leveraged as a result of the City's Climate Innovation grants, equaling a 134% Return on Investment rate.
- An estimated value of **\$171,286** was leveraged as a result of the City's total grants (\$64,729), equaling an overall 165% Return on Investment rate.

⁹ Staff hrs at \$25/hr

¹⁰ Volunteer hrs at \$8/hr

¹¹ Staff hrs at \$20/hr

¹² Volunteer hrs at \$20/hr

¹³ 80 hrs KFNA staff at \$30/hr, 40 hrs HOURCAR staff at \$30/hr

¹⁴ Volunteer hrs at \$10/hr

¹⁵ 200 staff hrs at \$16/hr, 700 intern hrs at \$4,500 in stipends

¹⁶ Staff hrs at \$30/hr

Appendix 3 Minnesota Energy Challenge Results¹⁷

Organization	CO ₂ savings, lbs/yr	New Energy Challenge Members	\$ savings/yr ¹⁸
10 th /11 th Ave Block Club	28,838	10	\$2,285
Bedlam Theatre	313,815	42	\$14,822
Bike On	255,962 ¹⁹	17	\$10,920
Hennepin County Medical Center	116,603	21	\$2,727
Judson Memorial Baptist Church	456,140 ²⁰	25	N/A
Kingfield Neighborhood Association (Garden Project)	332,927	31 ²¹	\$13,519
Westminster Presbyterian Church	381,758	59	\$11,126
Yards to Gardens/Gardening Matters	1,218,889	159	\$44,181
Corcoran Neighborhood Organization	218,983 ²²	22	\$11,767
Do It Green! Minnesota	335,757	20	N/A
Eureka Recycling	468,165 ²³	63	\$6,783
Kingfield Neighborhood Association (HOURCAR Project)	334,927 ²⁴	31 ²⁵	\$13,519
Phillips Community Energy Co-op/ Metro CERT	2,026,723	423	\$71,156
Powderhorn Park Neighborhood Association	133,148	14	\$6,247
Seward Neighborhood Group	354,258 ²⁶	42	\$19,528
TOTAL	6,643,966	948	\$215,061

¹⁷ All Energy Challenge statistics in this report are taken from the Energy Challenge website during January, 2010 (during the writing of this report). There is a possibility that accurate totals from the grant period could be slightly less than the totals reflected in Appendix 3 if new participants joined grant recipient teams between the end of the grant period (December 1, 2009) and the writing of this report (January, 2010).

¹⁸ Halfway through the grant period, the Minnesota Energy Challenge removed the carbon footprint calculator feature, replacing it with “average Minnesotan” energy data. While the Center for Energy and Environment feels that this will lead to more accurate savings estimates overall, it caused some discrepancy in the pre- and post-grant savings measurements.

¹⁹ 121,650 lbs from each participant replacing one car trip per week a bicycle, 134,312 lbs from Energy Challenge actions

²⁰ 155 lbs from alternate transport, 455,985 from Energy Challenge actions

²¹ In conjunction with the Kingfield HOURCAR project

²² approx. 76,500 lbs from increased consumption of local foods, 142,483 lbs from Energy Challenge actions

²³ approx. 19,800 lbs from the pilot project, 448,365 lbs from Energy Challenge actions – NOTE: approx 160,000 lbs expected savings as a result of this project over the course of the next year

²⁴ 1 ton from HOURCAR use/avg. reduction in Vehicle Miles Traveled (VMT), 332, 927 lbs from Energy Challenge actions

²⁵ In conjunction with the Kingfield Community Garden project

²⁶ 25,884 lbs from conservation materials distributed (assuming best use of materials), 328,374 lbs from Energy Challenge actions