

Green Partners 2022 grant application

Environmental action projects

Project summary

Organization name	Community Really Matters
Project title	Green ambassadors
Number of people you will directly engage in project activities (projects should directly engage at least 150 people)	150
Number of people you will reach through communications like newsletters and social media	500
Brief description of the audience	Adults, primarily Somali, Oromo, Hmong, and Latino residents
Geographic location(s) your project will take place	South Minneapolis in the Cedar-Riverside and Ventura Village neighborhoods
Type of applicant (Double click the check box and select "check")	<input checked="" type="checkbox"/> Returning Green Partners grantee <input type="checkbox"/> New applicant
Length of project: Are you seeking a 1-year or 2-year grant? (returning grantees may qualify for a 2-year grant)	<input checked="" type="checkbox"/> Yes, this could be a 2-year project <input type="checkbox"/> No, this is a 1-year project

Topics: What topics will you address during this project? (Double box to select "check" for each topic that applies.)

Protecting natural resources

- Caring for trees
- Protecting water
- Protecting pollinators
- Exploring nature

Preventing waste and recycling

- Recycling
- Preventing waste
- Organics recycling
- Backyard composting
- Reducing household hazardous waste

Acting on climate change

- Conserving energy
- Improving air quality
- Using renewable energy
- Choosing sustainable transportation

Section 1: Project goals and activities (25 points)

Actions: What one or two specific environmental behaviors/actions will you focus on for this project? (Examples: Participants will reduce their food waste. Participants will clean out storm drains to protect water.)

1. Participants will prevent food packaging waste at home.
2. Participants will use reusable water bottles on-the-go instead of purchasing bottled water.

One paragraph project summary: What environmental topics will your audience learn about and engage in? Include context about why this project is important to do now with your audience. ([Journey map and planning worksheet](#))

Our goal is to influence the behavior of more than 150 community members and motivate the broader community to prevent waste. We will identify and train 15 community members to become Community Really Matters waste ambassadors, who will reach out to the community and educate at least an additional 10 community members (youth, young adults, and adults) each. Additionally, ambassadors will host waste reduction workshops for the community and serve as waste educators for at least two community events, celebrations, or gatherings. During our last community survey, waste was identified as an issue that community members want to learn more about. While recycling has been practiced by community members, waste prevention is new for many. Community Really Matters staff are motivated to engage community members on this issue.

Activities: Tell us which outreach methods you will use from the table below. Describe project activities and a timeline by month, quarter, or season. Delete any outreach methods you will not use. Describe and submit curriculum you plan to use. This grant opportunity aligns with county initiatives to [reduce racial disparities](#) in health and environmental quality. How will this project potentially reduce disparities?

This project will reduce disparities by investing in community-based learning in BIPOC communities. To reduce barriers to participation, we will provide financial support in the form of stipends, Ambassadors will receive free supplies to implement waste prevention at home and meals for participating in workshops, and waste will be reduced by participants taking action which reduces environmental impacts on communities experiencing disproportionate impacts.

Which [behavior change strategies](#) will be incorporated?

- Get commitments
- Change social norms
- Model behavior
- Provide incentives
- Prompts and reminders
- Communication/share information
- Social diffusion/share first person perspectives or experiences
- Let people try an activity
- Make it easy to act with needed infrastructure, tools, or supplies

Outreach methods/activities	How you will implement your outreach methods and activities?	Timeline of activities
Communications campaign	What communication channels will you use? What are your key messages? <ul style="list-style-type: none"> • Monthly social media campaign will share project activities and stories of Ambassadors experiences in the program. 	Monthly
Host workshops or presentations	When, where, and how many workshops or presentations will you hold? Who will present or facilitate? What information will you present? What activities will you do with participants? <ul style="list-style-type: none"> • In fall and winter, we will host a series of four workshops to train 15 ambassadors to become experts in waste prevention so they can conduct education on recycling and household waste reduction strategies and access educational resources to share with community members. Specific topics will include: why it matters, existing cultural values and practices related to waste, reusable items you can use instead, common questions, tips and tricks, waste prevention on-the-go. 	Oct 2022 – Feb 2023

	<ul style="list-style-type: none"> Ambassadors will use the packaging waste trunk from Hennepin County to learn about waste prevention during the first workshop. Ambassadors will conduct waste sorts at the conclusion of each of the four workshops to assess how much waste was produced and review what is recyclable vs trash. 	
Field trip/tour	Host field trip for ambassadors to tour a waste or recycling facility that accepts Hennepin County waste. Hands-on learning activities and the “ability to see for themselves” will be essential to enable participants to implement what they learn.	Mar 2023
Distribute supplies to take action	<p>What will you provide to participants to take action? How will you distribute the supplies and to whom?</p> <ul style="list-style-type: none"> Ambassadors will be provided with reusable water bottles, reusable bags, remember the bag signs, and motivational posters. At events ambassadors attend, the public will be given recycling guides, green disposal guide magnets, and reusable bags or other supplies ambassadors decide to give away. 	Apr-June 2023
Host workshops or presentations	<p>When, where, and how many workshops or presentations will you hold? Who will present or facilitate? What information will you present? What activities will you do with participants?</p> <ul style="list-style-type: none"> In summer, Ambassadors will work together to design and conduct at least two waste prevention workshops with at least 30 community members present at each. Workshops will include recycling education, waste prevention tools, and hands-on learning activities from the Hennepin County reducing waste activity guide and The Story of Stuff. 	June-July 2023
Outreach and education at community events	<p>What events or gatherings will you attend or organize? Will you table or something else? What are your key messages? What education information or activities will you use?</p> <ul style="list-style-type: none"> Ambassadors will seek opportunities to table or distribute recycling guides and green disposal guide magnets at two community events to educate event attendees about what is recyclable and hazardous waste disposal options. Each ambassadors’ will have a conversation with at least 5 people at events. 	July-Aug 2023
Direct outreach and conversations	<p>Who will you talk to? What are your key messages and materials that you will use?</p> <ul style="list-style-type: none"> Community Really Matters waste ambassadors will each follow up with participants of their waste prevention workshop to find out if they are using their water bottles and bags and answer questions. 	July-Aug 2023

Visit hennepin.us/environmentaleducation for Hennepin County environmental education resources.

Outcomes:

Hennepin County requires grantees to track project [outcomes that demonstrate changes in participants behaviors](#).

- What behavior outcomes are you planning to track during this project? We plan to track the number of reusable water bottles and reusable bags given to workshop participants, the number of reusable water containers that participants report using and the number of times they used their reusable bags in the last month of the project. We will also track the number of cups saved from the trash and weigh our waste from each workshop.

- How will you get participants to report their outcomes and changes in behavior? [We will collect outcomes data at meetings and provide a stipend for Ambassadors who report outcomes from the contacts made after the public workshops and their own household.](#)

Returning grantees only:

- If we were to fund this project for two years, provide a summary of activities in year two (if applicable). Will you work with the same participants or on the same topic? Will the project build on the previous project? [Same programming but modified based on what we learn in year 1. We will recruit new ambassadors and reach new people from our community with this education.](#)
- Provide a summary of your previous grant project, what was successful, and why this project is a logical next step for your organization. It is helpful to submit links to photos, a video, or stories from past projects, if available. [Our previous grant project was on the topic of water protection. More than 200 people participated in workshops about diverting stormwater. More than 20 rain barrels were installed on homes and 10 households signed up to meet with a rain garden consultant to take about a potential project in their yard. Visit our \[blog for project stories.\]\(#\)](#)
- Did you successfully complete your previous Green Partners grant projects, including submitting required reports on time? Yes No Other, please explain:

Section 2: Participant information (25 points)

Describe your participants. Who are they and what is their relationship to Hennepin County, do they live, work, or recreate in the county? Do participants face [disparities](#) in relation to education, employment, income, housing, transportation, justice, or health?

[The audience for this project includes immigrants and residents who live in south Minneapolis in the Phillips and Ventura Village neighborhoods. Participants are likely to be low-income and people of color, facing many disparities. A large portion of people served are adults with limited English proficiency.](#)

Describe your relationship and experience working with this audience. *If you do not have an established relationship with this audience, find a project partner who can provide a strong connection to your audience.*

[Community Really Matters is a well-known and respected organization in the community and well-connected to influential community leaders \(faith leaders, business owners, and organizational leaders\). Community Really Matters staff are bilingual/bicultural, well connected to the community, and able to work across generations.](#)

[Community Really Matters staff members have worked extensively during the past 10 years with this community and as a result are very aware of their interests and learning styles. Residents often show more interest and are most responsive to information shared by other residents that they know and trust. Ambassadors will be recruited through existing social networks, word of mouth, announcements at meetings, and posters in the community.](#)

Tell us about your participants’ relationship to this topic. What do you think motivates your participants to take action on this topic, if anything?

[Experience ranges from fairly unaware of waste prevention to some experience with waste prevention. We believe environmental justice is a motivation for some of our participants and many participants care about leaving a healthy planet for their children.](#)

Readiness spectrum: Your project should engage at least 150 people. Where do think your participants fall on the readiness spectrum below?

Audience readiness spectrum	Description	Tell us the approximate number of people you will engage from each group
I want to take action! Show me how!	Early adopters already value the action and are doing it or will do it after preparing and committing to act.	50

I'm interested but I need more information, help, resources, or motivation. Help me!	Hasn't considered it much; may value the outcome but isn't doing it. Needs motivation and support to act.	100
I'm not interested. You would have to make me.	Doesn't value the behavior, isn't doing it. Needs a law or policy to drive their behavior.	0

Barriers:

We are able to host a discussion with a subset of our participants to learn about their barriers and perceived benefits to taking action on this topic. (see [Benefits and barriers discussion guide](#)) Yes No Other, please explain:

Based on what you know now, what barriers/challenges do you expect to address with your project? [Select all that apply]

- Our participants value the action but they lack motivation
- Our participants don't value the action and they lack motivation
- Our participants forget to act and need reminders
- Our participants lack information
- Our participants lack the skills to take the action, have anxiety about trying, or worry about failing
- Our participants face external barriers that are out of their control

Section 3: Organization and project management information (25 points)

Organization information: Organization name, mailing address, and website: [Community Really Matters, 701 South Fourth Avenue, Minneapolis, MN, 55415, www.communityreallymatters.org](#)

List and describe the staff and others who will implement the project, include their role and brief bio.

- Overall project manager/phone/email: [Maggie Rhee, Program manager, oversee all aspects of the project including reporting, data collection and staff supervision. She has been in this role with Community Really Matters for the past 5 years. 612-348-9352 maggie.rhee@community.org](#)
- Back-up project manager/phone/email: [Richard Grimes, Community engagement manager, 612-348-9352 rick.grimes@community.org](#)
- Name, title and email of the person who has authority to sign the grant agreement: [Michonne Hawthorne, Michonne.hawthorne@community.org](#)
- Additional project staff and project partners. Please submit letters of support from all significant organizations and/or experts you will partner with to implement this project.
 - [Rosita Espinosa, Communications manager, project assistance and communications](#)
 - [Carol Peletier, Project assistant, project assistance and education supplies](#)
 - [Daryl Dixon, Administrative assistant, financial reporting](#)
 - [City recycling coordinator, Sasha Williams – letter of support submitted](#)
- Have the staff involved in this project implemented environmental projects in the past? Yes No
- Do you conduct background checks for staff/volunteers working with youth? Yes No Not applicable
- Do you provide training to staff and volunteers working with youth? Yes No Not applicable

County meetings and support:

- The project manager and one other person should attend the grant orientation meeting in September 2022 and periodic check-in meetings. Provide their names and emails so we can follow up if awarded a grant. [Maggie Rhee, Program manager and Richard Grimes, Community engagement manager](#)
- Some projects benefit from county staff support in project planning or implementation, while others simply need funding or troubleshooting support. How can Hennepin County best support your project?

Community Really Matters staff will seek advice from Hennepin County staff regarding the appropriate flyers, brochures, magnets, and other resources that can be used during the project. County staff may be asked to attend one of the ambassador workshops to answer questions and provide additional waste prevention information.

Section 4: Budget (25 points)

Find the Green Partners Budget Form on the Supplier Portal and submit it with your application. If you are seeking funds for staff time, we recommend including at least 10 hours for meetings with county staff and project reporting.

Submit a one-year budget. Describe budget items and be sure all expenses are explained in the application. List and provide details regarding number and cost per item for educational supplies, incentives, and tools for participants to take action, and food. For personnel, list estimated hours and hourly rates, stipend amount, or other relevant pay. Only include items that would be covered by this grant.

Budget narrative: Briefly explain what you use the funds for and why you need this grant. If are seeking a 2-year grant, briefly describe your second-year budget.

Funds will be used for staff time to implement the project, stipends for ambassadors, reusable items that Ambassadors will receive and give away, a bus for a field trip, food and event supplies, and communications to promote our events.

Optional: How did you hear about the Green Partners grant program?

- Coworker/colleague
- Hennepin County commissioner
- Hennepin County e-newsletter
- Hennepin County staff
- Social media
- Newspaper
- Community group email or newsletter
- Student or youth leader
- Other (please list):