# City of Minneapolis
# 2007 Climate Change Micro Grants and Innovation Grants Findings

**February 20, 2008**

**Prepared by the**
**Minneapolis City Coordinator's Office**

**Background:**
In 2007, the City of Minneapolis became the first in the country to award small grants to groups interested in promoting concrete actions among residents and business to reduce greenhouse gas emissions. Minneapolis residents already knew about climate change (also called global warming); the focus of these grants was to motivate and teach individuals about effective action. City staff realized the importance of one-to-one contact in stressing the urgency of climate change and the compelling reasons for each of us to take immediate actions. The City awarded 20 grants that were up to $1,000 each and five grants of $10,000 each.

Many others helped make this program a success. Xcel Energy provided more than 1,300 free compact fluorescent light bulbs. The Center for Energy and Environment (CEE) was very generous and resourceful in helping the grantees promote the Minnesota Energy Challenge, and Neely Crane Smith spent countless hours on the phone and at special events promoting not only the Minnesota Energy Challenge but also energy conservation and efficiency options in general.

**Highlights:**
- The City received 55 grant proposals and funded 25 projects. From $70,000 that was originally awarded, $60,245 was actually spent.
- An estimated value of $127,000 was leveraged as a result of the City's grants, equaling an overall 211 percent return on investment. The leverages mainly took the form of monetary support from local groups and businesses, in-kind contributions and donated staff and volunteer time (the hourly rate is estimated from $15 to $20).
- The teams registered 1,418 participants in the Minnesota Energy Challenge, bringing the total number of participating Minneapolis residents and businesses to about 2,500.
- Team members pledged to save more than 8.2 million pounds of carbon dioxide annually for a reduction of $682,340 on their energy use. According to the Center for Energy and Environment, this is equivalent to taking 683 cars off the road or electricity for 478 fewer houses.
- Many things are not quantifiable such as the increased capacity in the community to engage its members on climate change issues and the partnerships built between organizations.
- Many of these grantees made a commitment to continue their efforts after the grant period ends.

**Lessons Learned:**
- It's not easy being the first to tackle any issue, and grants for climate change outreach are no exception.
- There was much overall enthusiasm. Many volunteer hours were used, varying in their capacity, experience and time commitment.
- Grants were awarded in July, and grantees had less than six months to complete them.
- In general it appeared that partnering with existing or broader events such as National Night Out or existing block clubs had more success than special events centered only on energy.
- It takes many different types of outreach – flyers, ads, word of mouth, e-mail – to reach and motivate people.

# 2007 Minneapolis Climate Change Micro Grant Overview

| Organization(s) | Description | Actual Grant Amount** | Ward | Energy Challenge Pledges | Pledged CO2 Reduction (pounds) | Pledged $ Saved | Leveraged monetary support and in-kind contribution | Leveraged staff and volunteer hours and other leverage | Total Leverage |
|---|---|---|---|---|---|---|---|---|---|
| Basilica of St. Mary | A team of 10 people oversaw the Minnesota Energy Challenge commitment at the Basilica, signing up 1,000 parishioners and friends last year. They had a table after Mass on many weekends, providing information about the climate change and at times using compact fluorescent light bulb displays. They also held a major event with speakers to highlight and promote the energy challenge. There were close to 500 attendees, and 100 Minnesota Energy Challenge pledges were collected. Parishioners also encouraged people to take the energy challenge at their law firms, insurance companies and other businesses in Minneapolis. | $1,000 | 7 | 232 | 1,482,051 | $125,511 | | Many volunteer hours from 22 volunteers | **N/A** |
| Linden Hills Recreation Center* | The Linden Hills Good Energy Fair at Linden Hills Park in October 2007 provided residents with simple carbon-reducing ideas. Approximately 28 volunteers hosted workshops from bike commuting to building rain barrels. Information about the Minnesota Energy Challenge and opportunities to sign up were provided at the energy fair. Participants received more than 80 compact fluorescent light bulbs plus coupons for discounts on future purchases, and 43 households registered to participate in the Energy Challenge. | $710.50 | 13 | 162 | 1,088,104 | $91,221 | | $565 worth of donated items and an estimated total of 206 volunteer hours | **$1,222** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Bryn Mawr Neighborhood Association | Neighborhood youths went from door to door talking about energy use, advocating for residents to use compact fluorescent light bulbs and encouraging people to sign up for the Minnesota Energy Challenge. They advertised in the neighborhood newsletter and at neighborhood gatherings and distributed free compact fluorescent light bulbs from Xcel Energy. | $0 | 7 | 67 | 492,331 | $42,802 | | Volunteer hours and a donation of light bulbs from Xcel Energy. | **N/A** |
| St. Anthony West Neighborhood Organization | STAWNO held and publicized two compact fluorescent light bulb giveaways in the fall of 2007: at an information table at the Historic Riverfront 5K Run/Walk for the Minnesota Energy Challenge sign-up and at the STAWNO annual fundraiser. | $322.96 | 3 | 59 | 406,458 | $36,296 | | | **N/A** |
| Kingfield Neighborhood Association | The Pledge to Unplug program promoted energy conservation and the Energy Challenge at the Kingfield Farmers Market, in newsletters and elsewhere. The program distributed free compact fluorescent light bulbs, and 34 households borrowed handheld electricity calculators, charting the electric use of at least 10 electrical appliances for a month and then returning the calculators for others to use. The data was highlighted in the neighborhood newsletter. | $1,000 | 8, 11 | 68 | 337,689 | $125,511 | | The KFNA Green Committee members provided necessary volunteer time to carry out the project. | **N/A** |
| Walker Community Methodist Church | Hired 12 Learn to Work/ Work to Learn youths for the summer to go from door to door educating residents about climate change, make posters for community buildings regarding climate change and water newly planted trees in Powderhorn Park. They hosted a potluck dinner for church members, friends and community residents with a screening of An Inconvenient Truth. | $1,000 | 9 | 52 | 311,818 | $25,956 | | | **N/A** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Standish Ericsson Neighborhood Association | SENA held a “green giveaway” drawing during its annual meeting for energy saving items: home energy audit, compact fluorescent light bulbs, 3M plastic window treatments, low-flow shower heads gift certificates for trees, etc. Before each item was given away, board members gave a brief explanation of each item, how it saves energy and where it can be purchased. Attendance at this annual meeting was one of the highest in SENA’s history with more than 100 attendees. Everyone who signed in received a free compact fluorescent light bulb. | $475 | 12 | 43 | 273,610 | $21,991 | $2,620 | A total of $3,095.04 includes monetary support, in-kind donations and volunteer time. | **$3,095** |
| Bryant Square Bike Club | This youth cycling club encourages kids to be lifelong bike riders. Staff and youth leaders met once a week and led organized bike rides and workshops that promoted grassroots activism, environmental awareness, and bicycle safety and maintenance. Bike rides included a team ride to Global Bike Days at Midtown Global Market and rides on the Midtown Greenway. The bike club members recruited participants to take the Minnesota Energy Challenge at the Bryant Square Park Ice Cream Social and at a public screening of youth-made videos at the park. | $841 | 10 | 15 | 238,123 | $22,260 | 116 | 35 hours of staff and volunteer time, T-shirts and supplies totaling $116 and 11 bikes donated by the community | **$773** |
| University Baptist Church | Volunteers changed the bulbs in the church from incandescent to compact florescent light bulbs, publicized the changes including wattage and carbon savings, and encouraged congregants to follow suit at home. They also maintained a display thermometer in the church to show how many congregants signed up for the Minnesota Energy Challenge and how much carbon they pledged to reduce. | $1,000 | 3 | 25 | 125,646 | $11,196 | $5,816 | A total of 40 volunteer hours estimated at a $600 value ($15 per hour) was spent on the project. Xcel Energy rebated $5,816 out of the $10,072.89 cost to upgrade the lighting in the church building. This upgrade saved the organization 19,000 kilowatt hours and reduced the carbon footprint by 147,952 pounds in the neighborhood. | **$6,567** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Bedlam Theatre | The theater's brand new "How Did You Get Here?" program gave a $2 bill to every patron who arrived at the theater via mass transit, bike or walking. The program distributed 320 $2 bills during the grant period despite a decrease in attendance from the 35W Bridge collapse. Theater organizers also posted a "How Did You Get Here" sign on a bench in front of the building and put up a bike rack. | $1,000 | 2 | 18 | 125,270 | $11,164 | $1,000 | $1,000 in cash or trade not including staff time (water bottles, volunteer time etc.) | **$1,000** |
| Bike On | The grant provided for an expansion of a program called "Women Bike On." Two interns, fluent in Spanish, Somali, Oromo and Amharic, worked with mainly immigrant women to encourage them to learn to bike, gave them free bikes and provided them with information about energy – including transit options, the Minnesota Energy Challenge and the Reuse Center – during eight weeks of classes on Saturday mornings. | $1,000 | 6 | 14 | 122,400 | $11,770 | $4,002 | $2,002 in monetary support was received from various groups, nonprofits and business partners, with another more than $2,000 worth of donations and in-kind contributions. More than 20 volunteers spent a total of approximately 360 volunteer hours assisting in the project. | **$10,759** |
| Grace University Lutheran Church | Held a one-day event called Greening Grace Sunday that included two well-attended Sunday worship services. Following the second service an organic meal was served to about 180 people. Volunteers set up 15 display booths during this time for people to learn about various aspects of caring for the earth. The booths included a Minnesota Energy Challenge sign-up and a drawing for students to win a free bike. An estimated 50 University of Minnesota students were present for that event. | $1,000 | 2 | 17 | 120,782 | $10,234 | $315 | More than $300 worth of monetary and in-kind contributions from Grace University Lutheran Church and musicians | **$315** |
| Corcoran Neighborhood Association | Sponsored five "block talks" in 2007, sending out publicity materials in the neighborhood newspaper and e-mail newsletters to residents, each concentrating on a specific technique or tactic for tackling climate change. 56 residents attended these events. Attendees were eligible for reimbursement on talk-specific improvements to their properties (e.g. planting shade trees) upon proof of taking the Minnesota Energy Challenge. These green rewards were funded through the CNO's Neighborhood Revitalization Program dollars. | $1,000 | 9 | 22 | 104,374 | $8,834 | | Cost of reimbursements for the residents' green improvements | **N/A** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Powderhorn Recreation Center* | The Powderhorn Good Energy Fair was held in October with approximately 50 neighborhood participants. A total of 25 households signed up to take the Minnesota Energy Challenge for which they received two compact fluorescent light bulbs each. Guest speakers covered topics including how to conserve energy at home and work, and ways to build or remodel more energy-efficient homes. Door prize drawings awarded participants with monthly bus passes, bike locks and carbon monoxide detectors. | $784 | 8 | 23 | 97,208 | $7,198 | | 85 hours of donated time | **$1,595** |
| Sheridan Neighborhood Organization | The Lights on Sheridan kickoff event and home environmental fair launched an exterior-lighting rebate program in September. Organizers distributed 120 outdoor compact fluorescent light bulbs and bulb recycling information free to participants. Related outreach activities were also announced at the event. SNO also sent out periodic electronic messages to Sheridan neighborhood residents, providing climate change facts, conservation tips and a link to the Minnesota Energy Challenge web site. | $961.01 | 3 | 16 | 80,128 | $5,239 | $10,650 | $10,650 in SNO Neighborhood Revitalization Program funds for Lights on Sheridan Rebate program, resources or discounts from 13 organizations and businesses and help from 10 neighborhood volunteers. | **$10,650** |
| Cleveland Neighborhood Association | The neighborhood association held a ward-wide climate change presentation at Webber Park. It did a direct mailing campaign to all 1,300 households in the Cleveland neighborhood, encouraging residents to sign up for the Minnesota Energy Challenge. It used its block club networks, the National Night Out event and other local organizations to send flyers to club leaders regarding the presentation and the Minnesota Energy Challenge. | $407.22 | 4 | 13 | 69,528 | $5,898 | $125 | 41 volunteer hours and $125 worth of in-kind contributions (energy audits from the Center for Energy and Environment, and use of space and computers at Webber Park) | **$895** |
| Southeast Como Improvement Association*** | The neighborhood association distributed mini retractable clotheslines to 78 residents, exceeding its goal of 60. This giveaway was promoted through the annual cookout and other SECIA communications. | $975.31 | 2 | 9 | 53,369 | $9,384 | | About 40 hours of staff and volunteer time was spent on the Clothesline Challenge Initiative funded by the City's micro grant. Air drying clothes will save neighborhood residents 53,369 pounds of CO2 and $4,692 in energy costs per year. | **$5,443** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Trinity Lutheran | The congregation implemented a climate change education program for the East African community it serves. The initial meeting centered on climate change and the steps we can take against it with a distribution of compact fluorescent light bulbs to attendees. There will also be follow-up meetings. | $368.18 | 2 | 5 | 32,384 | $2,705 | | Volunteer hours and donated compact fluorescent light bulbs | **N/A** |
| EarthFusion | The EarthFusion Festival 2007 was held at Loring Park with about 500 attendees. One of the major objectives of the festival was to use great music and the arts as a way to bring people together and expose them to positive actions they can take to reduce their impact on the globe. 25 volunteers consisting mainly of young people were recruited to assist with the event. | $1,000 | 7 | 1 | 9,742 | $838 | | Many volunteer hours | **N/A** |
| Luxton Recreation Center* | Held an indoor Good Energy Fair in October. There were 50 participants, 27 of whom received a free compact fluorescent light bulb. A consultant did a demonstration with a miniature hot air balloon that ran on solar heat. Seven information tables centered on the themes of recycling, sustainable agriculture, water, solar power, transportation, wind power and water power. | $416.21 | 2 | 1 | 5,986 | $545 | 20 | Staff and volunteer time that totaled 120 hours, 2 pounds of coffee donated by Peace Coffee and 100 compact fluorescent light bulbs | **$2,272** |
| **Total** | | **$15,261** | | **862** | **5,577,001** | **$576,553** | **$20,151** | **>909 Hours** | **$44,586** |

* These teams did not set up a specific Enteam so the nearby neighborhood organization was used. There may have been some overlap between the various teams.

** $20,000 was budgeted but not all grantees spent the maximum amount awarded.

*** Southeast Como Improvement Association calculated 53,369 lbs of $CO_2$ reduction

Volunteer value is calculated by multiplying donated hours by an hourly rate of $18.77, as set by *Independent Sector* .

Projects are sorted by pledged $CO_2$ reduction.

# 2007 Minneapolis Climate Change Innovation Grant Overview

| Organization(s) | Description | Actual Grant Amount* | Ward | Energy Challenge Pledges | Pledged CO2 Reduction (pounds) | Pledged $ Saved | Leveraged Monetary support and In-Kind | Leveraged volunteer hours and other benefits | Total Leverage |
|---|---|---|---|---|---|---|---|---|---|
| **Total** | | **$44,983.97** | | **0** | **0** | **$0** | **$63,752** | **>190 Hours** | **$82,402** |
| Seward/Longfellow Neighborhoods | The neighborhoods held an Inconvenient Truth kickoff event, distributed free compact fluorescent light bulbs and “One more neighbor taking the energy challenge” lawn signs, launched a program for electric lawn mower sharing and upgrades to programmable thermostats and hosted special events. Partners include Higher Education Consortium for Urban Affairs, Welna II Hardware, Riverview Theater and the Alliance for Sustainability. | $9,632 | 2, 9, 12 | 217 | 1,294,046 | $100,916 | $900 | $900 worth of in-kind contributions from different local businesses ($200 discount from R&D Printing on the production of compact fluorescent light bulb brochures, $300 rebate from Welna II Hardware on compact fluorescent light bulb purchase, and $400 in-kind contribution from the Riverview Theatre). | $900 |
| Bakken Museum | learned about sustainable electricity for the 21st century through the Electrifying Minnesota exhibits and related programs including the Minnesota Energy Map, Minnesota Energy Challenge kiosk, “Talking About My Generation” energy conservation skit , family activities and a | $10,000 | Citywide | 213 | 536,396 | $34,614 | $63, 502 | $63,502 in additional funds were used to support the Electrifying Minnesota exhibit. | $63, 502 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Linden Hills Power and Light | Neighborhood initiatives included volunteers going door to door, neighborhood newsletters, an interactive Web site with a blog, distribution of 1,800 free compact fluorescent light bulbs and a neighborhood event engaging residents about the Minnesota Energy Challenge, energy conservation and organics waste collection. | $7,446.90 | 13 | 68 | 432,092 | $35,730 | $300 | LHP&L matched the City's portion of the cost of six months for its wiki Web site ($300). The staff and volunteer hours are estimated at $8,600. | $8,900 |
| Alliance for Sustainability | 81 block clubs hosted different types of energy conservation block parties (the Alliance provided guest speakers and tool kits for the block club leaders including fact sheets, door hangers, DVDs and free compact fluorescent light bulbs to give away. | $10,000 | Citywide | 41 | 274,656 | $23,164 | $950 | staff time and 260 volunteer hours, plus $900 worth of in-kind contributions from the Center for Energy and Environment and neighborhood block clubs, totaling approximately $6,950 (the donated time is estimated at $20 per hour). | $6,950 |
| Lyndale Neighborhood Association | The neighborhood targeted homeowners, renters and businesses with newspaper articles, ads and workshops about the Energy Challenge and energy conservation. Funding lowered the cost of energy audits and provided matching grants for energy improvements. | $7,885.07 | 10 | 17 | 135,479 | $11,104 | $400 | The organization itself also contributed to the program. The LNA staff contributed about 30 hours ($600) and about $400 of in-kind materials and publication costs. The Environment Committee put about 80 hours into the program. | $2,600 |

*$50,000 budgeted  Projects are sorted by pledged $CO_2$ reduction.

**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 $44,586 was leveraged as a result of the City's micro grants, equaling a 292% Return on Investment rate.
- An estimated value of $82,402 was leveraged as a result of the City's Climate Innovation grants, equaling 183% Return on Investment rate.
- An estimated value of $126,988 was leveraged as a result of the City's total grants ($60,245), equaling an overall 211% Return on Investment rate.