

City of Minneapolis 2008 Climate Change Grants Findings



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Prepared by Minneapolis City Coordinators Office

Background:

The City of Minneapolis first awarded grants to residents and businesses with concrete plans to combat prevent climate change at a local level in 2007. The grants were a success, but many grantees had ideas on how to improve the grant program. In 2008, the City awarded even more Climate Change grant money to twenty-five grant recipients. Eighteen grants were up to \$1,500 and seven grants were up to \$10,000 each (see Appendix 1). Once again, the focus of the grants was immediate action by ordinary citizens. Everyone can take simple steps in their day-to-day lives to cut down their energy use, reduce waste, and stop global warming. The 2008 grants reaffirmed the idea that residents in Minneapolis are willing to reduce their energy use and embrace new environmentally-friendly lifestyle choices, especially when they see that their neighbors are similarly invested. With even a small incentive, local business and property owners can also be motivated to change. In many cases, the actions inspired by the Climate Change Grants served to bring the community together in addition to helping stop global warming. The Center for Energy and Environment was a critical partner in providing technical assistance and outreach.

Highlights:

- The city funded 25 projects. \$95,956 was budgeted and \$88,392 was actually spent (see Appendix 2).
- An estimated value of \$178,515 total was invested in the Climate Change grants, with \$90,123 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 102% Return on Investment rate.
- The teams registered 1,954 participants in the Minnesota Energy Challenge bringing the total number of Minneapolis residents and businesses to around 6,750 (see Appendix 3).
- Team members pledged to save over 2.7 million pounds of carbon dioxide annually and for a savings of \$647,220 on their energy use. According to the US EPA¹, this is equivalent to removing 230 cars from the road or turning off the electricity to 166 houses for a year.
- 2,444 compact fluorescent light bulbs distributed. Xcel Energy also donated 6 cases (288 bulbs) of energy star CFLs specifically for the City of Minneapolis Climate Change grants.
- 299 volunteers and over 4,000 hours dedicated to the successful execution of the grant projects; most grant recipients added to their grant funds with volunteer hours and additional funds.
- Several grantees used the lessons learned from the 2007 Climate Change grants to make their projects even more successful, including incorporating energy-focused events into existing successful community events. Future Climate Change projects will benefit from the grantees' experiences with the 2008 grants.
- Increased partnerships between organizations resulted from the grants, especially organizations that work in close proximity to each other.
- As with the 2007 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:

- Teams that were most successful in signing up participants for the Minnesota Energy Challenge offered incentives such as free CFLs, raffle tickets, or even food to bring traffic to the table.
- In general, people will not be motivated to read informational brochures or sign up for the Energy Challenge unless there is a staff person or volunteer to engage with them.
- Because of the multiple parties involved, grant recipients hoping to get energy audits or convince other community members to get energy audits should start this process well in advance.
- Communication and collaboration between grant recipients made both parties more successful as a result of increased resources.
- Some grantees had difficulty creating reasonable timelines; more frequent or formal check-ins with a grant administrator could possibly alleviate this problem
- Research, design, marketing, development, and successful execution for a large-scale project is a time-consuming process. The feasibility of projects and should be carefully considered.
- Knowing the population you are trying to reach, and catering to their needs (for example, offering translators or bilingual resources) is critical to success.

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

Appendix 1 Grant Summaries

18 Micro Grant (up to \$1,500):

Annunciation School (Ward 11)

Implemented and promoted an “Anti-idling” campaign during drop-off and pick-up, and promoted walking, biking and carpooling between school families. As part of this campaign, the school distributed 75 donated compact fluorescent lightbulbs (CFLs) to families who participated in the MN Energy Challenge. In addition, they worked with teachers to incorporate energy and climate change curriculum into the middle school science program through, among other things, the purchase of 9 watt meters. Students used the meters to conduct “mini” energy audits in their homes to become more aware of their everyday energy use. Annunciation also hosted an “addressing climate change” theme booth at their 2008 Septemberfest/Walk/Ride Marathon event. An estimated 2,000 to 2,500 people in South Minneapolis attended the 3-day Septemberfest event.

Leveraged: \$1,658 in matching monetary support and in-kind contributions, 25 volunteers, a total of 92 hours invested in the project, and 108 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 280,368 pounds of carbon dioxide emissions each year and save \$33,588.

Armatage Neighborhood Association (Ward 13)

Hosted an “Energy Saving” table at the 2008 Armatage Summer Festival. ANA worked with a local hardware store to provide opportunities for residents who signed up for the Minnesota Energy Challenge to win a raffle of various carbon reducing products. Over 500 people attended the festival. New Energy Challenge members received a free CFL and were entered into a drawing for 23 energy saving products from Settergren Hardware store including reel lawn mowers, water heater blankets, programmable thermostats, and motion sensor switches. 200 CFLs were given away at the festival and 100 bulbs were distributed to Armatage block leaders to distribute on National Night Out. The ANA also actively promoted CFLs and other energy saving devices on its website (armatage.org) and with articles in its quarterly newsletter.

Leveraged: \$1,263 in matching monetary support and in-kind contributions, a total of 13 hours invested in the project, and 86 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 223,256 pounds of carbon dioxide emissions each year and save \$26,746.

Bike On (Ward 6)

Hosted the first ever Women Bike On course, where 15 participants learned how to ride bicycles, use the Midtown Greenway, understand energy use, gain transportation options, and build community. The second year courses were scheduled for eight Saturday mornings and eight Monday evenings and supported by many generous community partners. Bike On also presented the Global Bike Day, a multi-lingual celebration at Midtown Global Market that embraced diversity while supporting and promoting the beneficial effects of bicycling, community, and sustainability.

Leveraged: \$1,502 in matching monetary support and in-kind contributions, 38 volunteers, a total of 401 hours invested in the project, and 50 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 129,800 pounds of carbon dioxide emissions each year and save \$15,550.

The Cedar Cultural Center (Ward 2)

Encouraged patrons and community members to take actions to reduce their climate change impact by decreasing the number of disposable products used in The Cedar’s operations and implementing a program to encourage Cedar patrons to participate in the Minnesota Energy Challenge. The program focused primarily on the climate change impact of bottled water production and consumption. The Cedar encouraged patrons to drink tap water instead of bottled water by fixing their lobby drinking fountain and selling non-leaching, aluminum water bottles that advertised the Energy Challenge. Bottles were available for purchase at a 50% discount if patrons took the Energy Challenge at the time of purchase. The program allowed The Cedar to set an example as an organization that uses and encourages environmentally responsible practices, took advantage of an investment that the city has already made in its public water filtration system, and reduced waste created and resources used by the organization and its community members. The Cedar advertised the project and the MN Energy Challenge at events, in their monthly e-newsletter, and in their paper newsletter.

Leveraged: \$1,950 in matching monetary support and in-kind contributions, a total of 10 hours invested in the project, and 14 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 36,344 pounds of carbon dioxide emissions each year and save \$60,956.

Diamond Lake Lutheran Church (Ward 11)

Hosted an environmental-themed community event called Caring for Creation. The festival featured locally grown foods, presentations by environmental groups, local musicians performing on a solar-powered sound stage, and eco-friendly activities. 100 low-flow showerheads were given away. Between 250 and 300 people attended. Since the festival in August, the congregation has shown continued enthusiasm for stewardship! The planning committee is working with pastors to plan an environmentally-themed worship service close to Earth Day; a garage sale is set for May to promote recycling and reuse; environmental tidbits continue in newsletter; the recycling bins have been upgraded, and the congregation now uses ceramic cups instead of Styrofoam.

Leveraged: \$22,487 in matching monetary support and in-kind contributions, 70 volunteers, a total of 600 hours invested in the project, and 53 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 137,588 pounds of carbon dioxide emissions each year and save \$16,483.

Field Regina Northrop Neighborhood Group (Ward 8 & 11)

Launched their Green Committee and held several successful green events. FRNNG held an Earth Day event in April, in which they offered earth-friendly art projects and coordinated a clean-up site during the annual Minnehaha Creek Watershed Clean Up event. There were over 30 volunteers to pick up trash along the creek. In addition, the committee organized the Green Giveaway and MN Energy Challenge at the Annual Neighborhood Celebration (ANC) in June. Energy conscious household items and transportation items were given away in a raffle to participating community members. Over 4000 community members attended! Over 4,300 received information about the Energy Challenge. Finally, the Green Committee used these events to judge community interest in greening initiatives in order to establish a program focus for future activities.

Leveraged: \$1,173 in matching monetary support and in-kind contributions, 30 volunteers, a total of 40 hours invested in the project, and 100 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 259,600 pounds of carbon dioxide emissions each year and save \$31,100.

Kingfield Neighborhood Association (Wards 8 & 11)

Launched a “green products and practices” campaign by promoting organic-waste recycling and demonstrating biodegradable eco-friendly products at ten community events throughout the summer including: the March Community Art Show, the Walldogs on Nicollet Block Party, the KFNA Summer Festival, five Kingfield Farmers’ Market Bake-Off’s, National Night Out, and the Harvest Hoedown. KFNA also presented the project at an 8th Ward morning coffee at the invitation of Councilperson Elizabeth Glidden; approximately 20 representatives from various neighborhood and environmental organizations were in attendance. KFNA contracted with the City of Minneapolis for on-site organics pick-up, and demonstrated eco-friendly products at these events including bagasse products, corn based PLA plastics, potato-ware, and recycled-content paper options. KFNA explained the products to neighbors and gave direction as to where they might be able to purchase them for either home or work-related use. KFNA estimates that over 2000 people participated in the events over the course of the summer. The majority of these were educated on the benefits and high quality of biodegradable products as they entered the food line.

Leveraged: \$1,606 in matching monetary support and in-kind contributions, a total of 100 hours invested in the project, and 29 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 75,284 pounds of carbon dioxide emissions each year and save \$9,019.

Linden Hills Recreation Center (Ward 13)

Celebrated solutions to global warming at the Linden Hills Park Good Energy Fair 2008. The fair was a Zero Waste and Carbon Neutral event with 20+ local experts sharing information through fun exhibits, presentations and activities. The Southwest High School Green Team passed out free energy-saving items, explained how they saved energy and signed up people for the MN Energy Challenge. Event attendees sampled free local, organic and Free Trade food and listened to live music. Approximately 150 neighborhood residents participated in the day’s activities.

Leveraged: \$5,573 in matching monetary support and in-kind contributions, 29 volunteers, a total of 232 hours invested in the project, and 44 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 136,000 pounds of carbon dioxide emissions each year and save \$12,726.

Lowry Hill Neighborhood Association (Ward 7)

Educated approximately 25 neighborhood residents about the Minnesota Energy Challenge and provided these residents with compact fluorescent lightbulbs at the annual meeting for the Lowry Hill Neighborhood Association. The CFLs were provided to LHNA at no cost.

Leveraged: \$133 in monetary support and in-kind contributions, and 25 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 64,900 pounds of carbon dioxide emissions each year and save \$7,775. They did not request any City funding for reimbursements.

Lynnhurst Congregational United Church of Christ (Ward 13)

Debuted the church's new year-long theme, "Environmental Justice" at a church-wide event. 24 households signed up to take the Minnesota Energy Challenge, entered a drawing for a free energy audit, and received a free CFL. On additional Sundays, the opportunity to sign-up was offered after church for those households unable to attend the event.

Leveraged: \$374 in matching monetary support and in-kind contributions, 6 volunteers, a total of 15 hours invested in the project, and 24 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 62,304 pounds of carbon dioxide emissions each year and save \$7,464. They did not request any City funding for reimbursements.

Our Neighborhood Works (Ward 4)

Coordinated efforts in North Minneapolis neighborhoods to replace traditional light switches that control exterior light fixtures (often left on 24 hours a day for safety reasons) with programmable switches that turn the lights on with the setting of the sun and off with the sunrise. In order to receive the switch, participating households took the Minnesota Energy Challenge and pledged to replace at least one light with a CFL. Our Neighborhood Works distributed 43 switches to residents of North Minneapolis. Most were delivered by bicycle.

Leveraged: \$879 in matching monetary support and in-kind contributions, a total of 45 hours invested in the project, and 43 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 111,628 pounds of carbon dioxide emissions each year and save \$13,373.

Powderhorn Park Neighborhood Association (Ward 8 & 9)

Hosted Green Day at Powderhorn Art Fair. The day celebrated the idea of "healthy earth" through entertainment and information with an emphasis on recycling, which was happening for the first time at this event. The Powderhorn Park theatre group directed by Kayte Norini performed a scene from Kayte's original script entitled: "The Litterbug Rap." They performed four times throughout the day, inviting attention to the show with a parade -- costumes and noisemakers made from recycled materials. About 15 children participated in the play, with about 40-50 audience members watching each time. The event included information tables set up by several green resource groups. As an incentive to take the Minnesota Energy Challenge, PPNA distributed U.S. made cotton tote bags decorated with the art fair image.

Leveraged: \$1,366 in matching monetary support and in-kind contributions, 10 volunteers, a total of 110 hours invested in the project, and 139 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 360,844 pounds of carbon dioxide emissions each year and save \$43,229.

Southwest Community Education (Ward 13)

Implemented new climate-friendly practices into the Super Summer Program (SSP). Southwest Community Ed eliminated Styrofoam from all SSP activities, purchased biodegradable dishes and flatware for all of the enrichment classes, and encouraged parents to pack lunches exclusively in re-usable containers. Members of the Southwest High Green Team provided training and information to all of the cooking classes and the Trek program. The Green Team

also educated the lunch attendees and assisted them in sorting their lunch waste into compost and trash. Green Team members also volunteered at the Linden Hills Good Energy Fair.

Leveraged: \$1,951 in matching monetary support and in-kind contributions, 6 volunteers, a total of 260 hours invested in the project, and 44 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 136,000 pounds of carbon dioxide emissions each year and save \$12,726.

Spirit of the Lakes United Church of Christ (Ward 9)

Developed a “Baseline Survey” to determine environmental consciousness among Spirit of the Lakes members and used the information collected to effectively incorporate a message of grassroots climate change action into all the church’s activities and reach out to the neighborhood as well. Spirit of the Lakes members distributed over 500 pieces of literature about the Energy Challenge and Climate Change along the May Day parade route. Spirit of the Lakes also held quarterly Worship Services focusing on Climate Change and Environmental issues. In addition, a six-month series of weekly Sunday morning Adult Sunday School classes focused on sustainability-related issues. The classes were attended by an average of 14 individuals. Educational bulletin inserts were circulated in Sunday worship bulletins for 6 months during the project time frame. These inserts would reach approximately 60 individuals each week. Spirit of the Lakes continued to promote stewardship and the Energy Challenge at many church events including a neighborhood rummage sale, National Night Out, and a “Sustainability and the Natural Step Framework” Conference. Spirit of the Lakes distributed over 150 CFLs.

Leveraged: \$3,853 in matching monetary support and in-kind contributions, 12 volunteers, a total of 255 hours invested in the project, and 15 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 38,940 pounds of carbon dioxide emissions each year and save \$4,665.

Standish Ericsson Neighborhood Association (Wards 9 & 12)

Repositioned the annual Neighborhood Garage Sale as a “Reduce, Reuse, and Recycle event,” with a new Climate Change Education component and promotion of the Minnesota Energy Challenge. The 6th Annual Standish, Ericsson, and Corcoran Neighborhood Garage Sale involved more than a thousand people including hosts, shoppers, and volunteers from many local businesses and organizations. SENA created maps and signs (all with the Energy Challenge logo) for the sale, which is the largest in Minneapolis. 2008’s sale, which was composed of 131 individual sales, was the most profitable annual Neighborhood Garage Sale to date.

Leveraged: \$1,575 in matching monetary support and in-kind contributions and a total of 90 hours invested in the project. The sale brought in brought in \$26,000, and thousands of items were kept out of the landfill.

Ventura Village Neighborhood (Ward 6)

Organized a tent at the annual Village Arts Festival devoted to neighborhood greening advocacy. Ventura Village also had an informational cart, which they moved around the fair to reach people who did not visit the tent. Ventura Village partnered with the Phillips Community Energy Co-op and other environmental agencies to motivate Festival-goers to take simple steps to reduce energy use. Festival-goers took the MN Energy Challenge and received a CFL. Residents also received coupons to swap out old, inefficient appliances for appliances with an Energy Star rating at a modest price. All energy tips were available in Spanish as well as English.

Leveraged: \$994 in matching monetary support and in-kind contributions, a total of 46 hours invested in the project, and 65 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 168,740 pounds of carbon dioxide emissions each year and save \$20,215.

Minnesota Waste Wise (all Wards)

Targeted businesses to sign up for an on-site waste assessment to show how they can more efficiently reduce, reuse and recycle their solid waste and also provided energy conservation information. Minnesota Waste Wise (MWW) offered a grant to Minneapolis businesses which subsidized \$200 of the \$250 membership, requiring the businesses to pay \$50 for the annual membership. After businesses joined, MWW performed a voluntary, on-site assessment at each business to determine areas where they can reduce, reuse, and recycle their solid waste, improve or create programs to accomplish related goals, and reduce energy usage. Following each site assessment, MWW provided written proposal, along with follow-up contact to assist the businesses with any resource reduction/recycling/purchasing/energy efficiency issues and to ensure that they signed up for the Minnesota Energy Challenge.

Leveraged: \$331 in matching monetary support and in-kind contributions and a total of 17 hours invested in the project. The two participants implemented, or are still in the process of implementing, MWW's recommendations regarding sustainable business practices, which correlates with reduced impact on climate change. Interscapes began working with a recycler that is able to take significant volumes of previously discarded materials. The Malt Shop is still in the process of exploring organics composting and has switched all incandescent bulbs that remained in the restaurant to CFLs.

West Bank Community Coalition (Ward 2)

Coordinated and implemented a community tree and shrub planting project as well as developed an educational brochure to teach people the value of trees in reducing climate change. The brochure also provided practical advice on planting and caring for trees and was translated into Amharic for distribution to community members. WBCC also developed a tree and shrub planting plan with a local master gardener, who worked with neighborhood residents and the property management company to identify planting sites, have the area marked by Gopher One State, and plan the planting event. The trees and shrubs were ordered at very low cost through the City of Plymouth and picked up by community volunteers on the day of the planting. Nineteen adults and seven children participated in the community planting event at which 14 trees and 67 shrubs were planted. In addition, volunteers were signed up for the Energy Challenge. Volunteers continued to monitor the condition of the plantings and do additional watering and mulching as necessary.

Leveraged: \$2,926 in matching monetary support and in-kind contributions, 25 volunteers, a total of 150 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 25,960 pounds of carbon dioxide emissions each year and save \$3,110.

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

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

Marketed climate change actions to specific communities in South Minneapolis including Midtown Farmer's Market customers, the Latino community, absentee landlords, and businesses. A more general campaign focused on simple energy-saving steps for the Corcoran neighborhood.

At the seasonal outdoor Midtown Farmers' Market at 22nd and Lake Street, CNO incorporated an energy conservation theme into a number of Saturday markets. These were co-hosted by a partner and usually involved sharing a skill or incentive with attendees. These markets included an Energy Fair Day (co-hosted by Phillips Community Energy Co-op), Choose To ReUse, Preserve the Harvest Day, Bike Day, Permaculture Day, and a Summer Solstice Celebration. In addition, 4 markets included demos by local chefs showing how to cook with local produce. One of these utilized a solar oven. Over 50 shoppers took the Energy Challenge at the Saturday markets.

CNO reached out to immigrant and renter populations by partnering with Latinos en Acción. Volunteers focused on Latino families in nearby apartment buildings, raising awareness of the farmers' market and related household habits that contribute to lowering carbon footprint. One Latinos en Acción volunteer distributed vouchers to 50 families. Each voucher was worth \$4 in produce and food at the market, which drew almost 50 new customers to the market. CNO contacted the owners of all 227 rental housing properties in the Corcoran neighborhood to inform them about energy audits and the benefits of high efficiency lighting. They followed up by phone with 17 key property owners in the neighborhood. Four owners took advantage of the small reimbursement CNO offered to help with the cost of lighting upgrades or an energy audit.

CNO identified 20 businesses and churches that own their own buildings, and educated them about energy audits and the One Stop lighting upgrade program offered by Xcel Energy. This was accomplished through an initial letter and a then a personal visit to each business by neighborhood staff. One business is going through the program, and 4 others expressed interest.

Leveraged: \$1,710 in matching monetary support and in-kind contributions, a total of 447 hours invested in the project, and 98 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 254,408 pounds of carbon dioxide emissions each year and save \$30,478.

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

Created an “Eco Party Kit” tool-kit that can now be either downloaded online or checked out from the Do It Green! Resource Center. Do It Green! reached a total of 13,000 individuals with climate change and energy efficiency information. They reached 350 Minneapolis residents through 15 Eco Parties, which were conducted in North Minneapolis, Uptown, and South Minneapolis, partnering with organizations already conducting outreach in those areas. Each participant at the energy parties and workshops was asked to take the MN Energy Challenge. 200 tracked people signed up for the Minnesota Energy Challenge, including 103 who also joined the Do It Green! Minnesota Team. Those 200 who completed the Challenge received a CFL. At the time of this writing (12/2008), 1,560 people had accessed the Eco Party Kit page online at www.doitgreen.org/ecoparty.

Additionally, Do It Green! held an Eco Party celebration in combination with their annual Green Gifts Fair at the Midtown Global Market on November 15th, 2008, reaching 4,500 people. They reached an additional 8,500 individuals with climate change and MN Energy Challenge information through the Do It Green! e-newsletter and energy-related articles that were published in the 2009 Do It Green! Magazine.

Leveraged: \$7,800 in matching monetary support and in-kind contributions, 6 volunteers, a total of 380 hours invested in the project, and 200 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 519,200 pounds of carbon dioxide emissions each year and save \$62,200.

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

Researched and calculated how recycling and composting reduce climate change, worked with the Center for Energy and Environment (CEE) to add recycling and composting to the Minnesota Energy Challenge, and helped the owners of five local Minneapolis restaurants and their employees eliminate the maximum amount of their waste through recycling and commercial composting services. They were also able to measure the impact of the composting and recycling efforts of their partner restaurants, which include Red Stag Supperclub, Bryant Lake Bowl, Barbette, Birchwood Café, and Common Roots Café. For each restaurant, Eureka provided an internal assessment and hands-on training. The trainings focused on best practices of recycling and composting, the benefits of their actions, and how to institutionalize practices across the entire restaurant including; kitchen staff, wait staff, custodial, marketing, purchasing and management. Through recycling, composting, and changes in purchasing practices, these restaurants are now composting and recycling over 90% of their waste. Since beginning composting the restaurants have composted 99.72 tons of compostable materials.

Eureka Recycling developed signage, educational workshops, and other outreach efforts to educate Minneapolis residents about the actions taken by the restaurants and the significance of their participation as customers in the same sustainable choices at home and away, while also encouraging them to take the Minnesota Energy Challenge. Joint promotions with local restaurants, the Wedge Co-op, and other organizations—email blasts, website, the restaurants, the workshops, and the media coverage—reached well over 4,000 residents in Minneapolis and beyond. The December 15, 2008 press event was well-attended by media and generated many stories.

Leveraged: \$10,000 in matching monetary support and in-kind contributions, a total of 650 hours invested in the project, and 96 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 249,216 pounds of carbon dioxide emissions each year and save \$29,856.

Linden Hills Power and Light (all Wards) <http://www.lhpowerandlight.org/>

Linden Hills Power & Light solicited entries from the community for a “YouTube” type film competition, culminating in a screening/Green Carpet Film Festival. Entrants were asked to make short films - between 30 seconds and 2 minutes long - outlining ways to combat climate change, promoting the Minnesota Energy Challenge or encouraging waste reduction/conservation and composting. Regardless of the chosen topic, all entrants were required to take the MN Energy Challenge and state at the end of their movie how many pounds of carbon and how many dollars they had saved by taking the Challenge.

LHP&L received 25 entries in the competition from all areas of the city. A diverse mix of ages, races, families, singles, couples and students - around 100 people in all - attended the Green Carpet Festival. The entries were screened in an hour long presentation before the prizes were awarded. In a nod to the Oscars and Golden Globes, LHP&L had golden trash cart “statues” for decoration and “Golden Garby” statuettes were presented along with the cash prizes. After the

film festival, winners were posted on YouTube, the Southwest Journal and LHP&L websites, as well as screened upwards of 20 times on Cable Channel 6.

Leveraged: \$5,876 in matching monetary support and in-kind contributions, a total of 244 hours invested in the project, and 28 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 72,688 pounds of carbon dioxide emissions each year and save \$8,708.

Longfellow Community Council (Wards 2,9 &12) <http://www.longfellow.org/>

Addressed climate change impacts from rental properties by educating renters on energy efficiency and incentivizing energy improvements for landlords.

To address renters' specific concerns, LCC organized a workshop that was tailored for renters and landlords. This included a presentation by Neely Crane-Smith from the Center for Energy and the Environment on simple steps tenants can take to save energy, followed by a presentation by Dave Johnson of Community Action Minneapolis on low-income energy and weatherization programs, and concluded with a presentation by Joanna Solotaroff on tenants' rights in relation to heating and energy issues. Compact Fluorescent Light Bulbs (CFLs) were distributed to all attendees along with educational literature about climate change and tenant's rights manuals. Spanish Translation, dinner, and childcare were also available. The meeting was attended by approximately 30 people.

LCC provided landlords with the financial incentive of a matching grant that would reimburse property owners up to \$500 for energy saving improvements made on their rental properties. LCC sent out a postcard describing the grant to all the landlords in Greater Longfellow, offering it to landlords on a first-come, first-serve basis. The response was overwhelming with approximately 40 landlords expressing interest in the program. The first 14 applicants got into the program and successfully completed projects. There were approximately 2 renters in each property, so not only did this benefit 14 landlords, it also benefited approximately 28 renters, extending financial savings to 42 people in total.

In addition, LCC promoted the MN Energy Challenge to the larger neighborhood community through a number of existing events including the Longfellow Corn Feed, the Midtown Farmers' Market and the LCC General Membership meeting.

Leveraged: \$2,285 in matching monetary support and in-kind contributions, 11 volunteers, a total of 172 hours invested in the project, and 151 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 915,996 pounds of carbon dioxide emissions each year and save \$100,579. In addition, the 14 landlords spent \$19,420 for energy efficiency improvements that they would not have undertaken without the incentive of grant money (\$5,081 total).

Phillips Community Energy Coop (Wards 6 & 9) <http://www.phillipsenergycoop.com/>

Conducted community outreach to address climate change through home energy conservation classes and workshops, 10 community events, and door-knocking.

PCEC completed a series of 6 classes over the summer on home energy efficiency with 15 participants. The classes helped them develop a curriculum for classes in the fall, and helped them to develop a volunteer base that was familiar with PCEC's work. 4 home energy conservation workshops in the neighborhood attracted over 100 participants, and over 100 weatherization kits were distributed. The workshops, 3 of which were offered in English and Spanish, provided a partnership opportunity with other organizations in the neighborhood to be a much-needed resource for their constituents and also offered a forum for offering basic low-cost and no-cost ideas for saving money and energy in the home. By explaining in more detail how the distributed weatherization materials should be used, it was more likely that people would install them.

PCEC signed up 725 people for the MN Energy Challenge at 10 different community outreach events in the Phillips community and through door-knocking. They used a bilingual version of the MN Energy Challenge as a tool to sign up new members and share ideas about energy conservation at the following events: PCEC Appliance Trade-in Kick-off Event, A Day of Hope on Chicago Avenue, Phillips West Annual Meeting, Chalchiutlicue Environmental Justice Summit, Waite House Health & Resource Fair, Phillips Environmental Justice Forum, National Night Out (at 6

different block parties), Ventura Village Art Fair, Midtown Farmers Market Energy Fair, PCEC Annual Meeting and the Phillips Clean Sweep.

Leveraged: \$11,151 in matching monetary support and in-kind contributions, 20 volunteers, a total of 506 hours invested in the project, and 725 new members signed on to the MN Energy Challenge. Energy-saving actions resulting from this grant are expected to prevent 1,504,860 pounds of carbon dioxide emissions each year and save \$131,778.

West Bank Business Association (Ward 2) <http://www.cedarriverside.com/crba.html>

Offered reimbursements to participating area businesses to alleviate the cost of replacing and retrofitting commercial lighting. WBBA distributed an informational flyer to West Bank businesses and invited Kristen Funk of the Center for Energy and Environment to present at the monthly meeting of the West Bank Business association on the One-Stop Efficiency Shop small business lighting program. WBBA partnered with CEE to recruit for and serve businesses whose owners chose to utilize the program. A total of 15 businesses received free energy audits and were given \$500.00 grant rebates. An additional \$500.00 in matching grants was provided to 3 businesses due to the size and scope of their projects. This project was successful not only in reducing the carbon footprint of the West Bank, but also in generating interest in the WBBA and creating a sense of united purpose and community for the WBBA.

Leveraged: \$98 in matching monetary support and in-kind contributions and a total of 70 hours invested in the project. 152,523 pounds of carbon dioxide emissions will be prevented each year as a result of lighting retrofits to 15 businesses. The businesses will have reduced ongoing operating and maintenance costs and attain a one-year to five-year payback for most retrofits. They are estimated to have total energy savings of 95,700 kWh.

Appendix 2 Financial Overview

2008 Micro Grant Financial Overview

Organizations	Actual Grant Amount*	Monetary support	In-kind contribution	Staff and volunteer hours	Total
Annunciation School	\$694.42		\$1,658.35	92	\$2,352.77
Armatage Neighborhood Association	\$1,397.01	\$300	\$963.15	13	\$2,660.16
Bike On	\$1,500.00	\$1,502.00		401	\$3,002.00
The Cedar Cultural Center	\$1,500.00	\$1,950		10	\$3,450.00
Diamond Lake Lutheran Church	\$1,488.00	\$10,781.43	\$11,706.00	600	\$23,975.43
Field Regina Northrop Neighborhood Group	\$1,476.33		\$780.40	40	\$2,256.73
Kingfield Neighborhood Association	\$1,500.00	\$6.50	\$1,599.82	100	\$3,106.32
Linden Hills Recreation Center	\$1,500.00	\$1.75	\$5,571.32	232	\$7,073.07
Lowry Hill Neighborhood Association	N/A		\$132.79	4	\$132.79
Lynnhurst Congregational United Church of Christ	N/A		\$373.65	15	\$373.65
Our Neighborhood Works	\$1,500.00	\$1.00	\$877.95	45	\$2,378.95
Powderhorn Park Neighborhood Association	\$1,500.00		\$1,365.70	110	\$2,865.70
Southwest Community Education	\$1,500.00		\$1,951.00	260	\$3,451.00
Spirit of the Lakes United Church of Christ	\$1,300.00	\$500	\$3,352.55	255	\$5,152.55
Standish Ericsson Neighborhood Association	\$1,452.61	\$50.00	\$1,525.50	90	\$3,028.11

Ventura Village Neighborhood	\$1,500.00	\$96.15	\$897.46	46	\$2,493.61
Minnesota Waste Wise	\$400.00		\$331.67	17	\$731.67
West Bank Community Coalition	\$989.03		\$2,926.50	150	\$3,915.53
Total	\$21,197.40	\$15,188.83	\$36,013.81	1,622	\$72,400.04

Note: Volunteer hourly rate (19.51) is based on the hourly value of volunteer time in 2007 by *Independent Sector*

* \$26,220.00 was budgeted but not all grantees spent the maximum amount awarded.

2008 Climate Change Grant Financial Overview

Organizations	Actual Grant Amount*	Monetary support	In-kind contribution	Staff and volunteer hours	Total
Corcoran Neighborhood Organization	\$8,940.21		\$1,710.00	447	\$10,650.21
Do It Green! Minnesota	\$10,000.00		\$7,800.00	380	\$17,800.00
Eureka Recycling	\$10,000.00	\$10,000.00		650	\$20,000.00
Linden Hills Power and Light	\$9,736.98	\$4,676.18	\$1,200.00	244	\$15,613.16
Longfellow	\$8,542.63	\$1,260.00	\$1,025.50	172	\$10,828.13
Phillips Community Energy Co-op	\$9,975.00	\$500.00	\$10,651.00	506	\$21,126.00
West Bank Business Association	\$10,000.00		\$97.55	70	\$10,097.55
Total	\$67,194.82	\$16,436.18	\$22,484.05	2,469	\$106,115.05

*\$69,736.18 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 \$72,400 was leveraged as a result of the City's micro grants, equaling a 242% Return on Investment rate.
- An estimated value of \$106,115 was leveraged as a result of the City's Climate Innovation grants, equaling a 58% Return on Investment rate.
- An estimated value of \$178,515 was leveraged as a result of the City's total grants (\$88,392), equaling an overall 102% Return on Investment rate.

Appendix 3 Minnesota Energy Challenge Results

Organization	CO ₂ savings, lbs/yr	New Energy Challenge Members	\$ savings/yr
Phillips Community Energy Co-op	1,504,860	725	\$131,778
Longfellow Community Council	915,996	151	\$100,579
Do It Green! Minnesota	519,200	200	\$62,200
Powderhorn Park Neighborhood Association	360,844	139	\$43,229
Annunciation School	280,368	108	\$33,588
Field Regina Northrop Neighborhood Group	259,600	100	\$31,100
Corcoran Neighborhood Organization	254,408	98	\$30,478
Eureka Recycling	249,216	96	\$29,856
Armatage Neighborhood Association	223,256	86	\$26,746
Ventura Village Neighborhood	168,740	65*	\$20,215
West Bank Business Association	152,523**		
Diamond Lake Lutheran Church	137,588	53	\$16,483
Bike On	129,800	50	\$15,550
Southwest Community Education	136,000	44***	\$12,726
Linden Hills Recreation Center	136,000	44***	\$12,726
Our Neighborhood Works	111,628	43	\$13,373
Kingfield Neighborhood Association	75,284	29	\$9,019
Linden Hills Power and Light	72,688	28	\$8,708
Lowry Hill Neighborhood Association	64,900	25	\$7,775
Lynnhurst Congregational United Church of Christ	62,304	24	\$7,464
Spirit of the Lakes United Church of Christ	38,940	15	\$4,665
The Cedar Cultural Center	36,344	14	\$60,956
West Bank Community Coalition	25,960	10	\$3,110
Standish Ericsson Neighborhood Association	21,058	2	\$4,000
Minnesota Waste Wise	5,192	2	\$622
TOTAL	2,769,010	1,954	\$674,220

* in partnership with Phillips Community Energy Co-op

** Carbon savings as a result of lighting retrofits to 15 businesses

***partnership between Linden Hills Rec Center and Southwest Community Ed