



Environment and Natural Resources Trust Fund

M.L. 2022 Approved Work Plan

General Information

ID Number: 2022-279

Staff Lead: Corrie Layfield

Date this document submitted to LCCMR: June 21, 2022

Project Title: Diversity and Access to Wildlife-Related Opportunities

Project Budget: \$199,000

Project Manager Information

Name: Alexandria Safiq

Organization: U of MN - College of Food, Agricultural and Natural Resource Sciences

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Project Reporting

Date Work Plan Approved by LCCMR: June 27, 2022

Reporting Schedule: March 1 / September 1 of each year.

Project Completion: June 30, 2024

Final Report Due Date: August 14, 2024

Legal Information

Legal Citation: M.L. 2022, Chp. 94, Art. , Sec. 2, Subd. 05i

Appropriation Language: \$199,000 the second year is from the trust fund to the Board of Regents of the University of Minnesota to broaden the state's conservation constituency by researching diverse communities' values about nature and wildlife experiences and identifying barriers to engagement.

Appropriation End Date: June 30, 2025

Narrative

Project Summary: We will research : 1) interest in and preferences for experiences with nature and wildlife among diverse communities, and 2) barriers to more robust engagement with wildlife resources and activities.

Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.

Profound changes with how the American public values and relates to nature and wildlife are occurring. Participation rates in traditional activities associated with fish and wildlife have dropped dramatically putting into jeopardy the funding mechanisms for fish and wildlife conservation and potentially motivations to sustain these resources. In addition, there is an apparent broader disconnection of the American public to the outdoors and wildlife that could lead to substantive negative impacts on human health and well-being which depend on beneficial contact with nature. In response to this challenge, a variety of programs targeting the recruitment, reactivation, and retention (R3) of fish and wildlife-based recreationists have been developed. Because of the fundamental social and demographic changes in America that are driving much of the disconnection with nature and wildlife, however, the success of such programs is very uncertain. There is growing recognition that continuation of the conservation enterprise which oversees stewardship of our fish and wildlife resources will likely require more fundamental changes in agency culture, governance, and accessibility in opportunity for diverse communities. A fundamental problem and opportunity in this endeavor is how to engage the communities that have not been active historically in participating in nature- and wildlife-based activities.

What is your proposed solution to the problem or opportunity discussed above? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & Milestones.

Extremely limited information exists concerning value of and desire for experiences with nature and wildlife from Black/African-American communities. The proposed project will collect information from members of these communities concerning their values, attitudes, experiences, awareness of, and preferences for learning about, experiencing, or conserving nature and wildlife. This information will be collected during a two-year period in two phases. The first year we will conduct focus groups and indepth interviews with members of the communities to develop a deep and nuanced understanding of their awareness of and connections to nature and wildlife. In the second phase, we will collect more broadly generalizable information from these communities through multi-modal social surveys using established psychometric approaches for measuring values, beliefs, attitudes, motivations, and experience preferences. This information will serve as foundational information across Minnesota for better engaging and understanding these communities. In addition, the information will assist natural resource managers at the local, state, and federal in designing programming, experiences, and services that match to the motivations and desired experiences of members of these communities. Doing so could increase their participation in nature- and wildlife-based activities and conservation behaviors.

What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?

We will develop foundational information in Minnesota that will assist local and state agencies to engage diverse communities in cultivating a connection with nature and wildlife and encourage the conservation of a healthy and biological diverse natural environment. We will develop outreach materials to assist natural research agencies throughout Minnesota to design programming that matches to the desired opportunities and experiences of diverse communities within Minnesota. Long-term this project could not only help develop a broadened constituency focused on the conservation of wildlife and their natural habitats throughout Minnesota, but also develop key social and wildlife-based benefits to diverse communities.

Project Location

What is the best scale for describing where your work will take place?

Statewide

What is the best scale to describe the area impacted by your work?

Statewide

When will the work impact occur?

During the Project and In the Future

Activities and Milestones

Activity 1: Focus groups and indepth interviews with community members focused on awareness of and relationship with nature and wildlife

Activity Budget: \$87,170

Activity Description:

We will conduct up to 60 personal interviews and 12 focus groups to develop an indepth and robust knowledge of how members of Black/African-American communities perceive nature and wildlife, their perceptions of opportunities and barriers to engage with nature and wildlife, and their preferences for experiences with nature and wildlife throughout Minnesota. While there are previous studies focused on recruitment into nature- and wildlife-based activities, these studies often purposely target the proverbially “low hanging fruit” which maintains a participant base that strongly resembles the participants of the past. While there have been previous attempts to understand the potential interests of diverse communities in nature and activities such as fishing (e.g., Fishing in the Neighborhood), the proposed effort is the first in Minnesota to build from indepth qualitative research through social surveys with robust samples (n = 1200) to allow generalization back to these communities in Minnesota statewide. With the proposed project we will engage Black/African-American communities in Minnesota which represent the largest non-white communities in Minnesota. We plan to work closely with non-profits whose missions focus on increasing inclusion and access to green and blue spaces. (such as, but not limited to Outdoor Afro).

Activity Milestones:

Description	Approximate Completion Date
Design interview and focus groups	October 31, 2022
Recruit indepth interview participants via in-person and virtual networking & community engagement following snowball methodology	December 31, 2022
Conduct and analyze indepth interviews	January 31, 2023
Recruitment of focus group participants via in-person and virtual networking & community engagement	March 31, 2023
Conduct and analyze focus groups	June 30, 2023

Activity 2: Conduct survey with members of Black/African-American communities in Minnesota.

Activity Budget: \$111,830

Activity Description:

We will collect data via an online survey using a multi-modal contact approach. We will target a total of 1200 completed survey participants statewide. We will use results of the indepth interviews and focus groups to assist in designing the content of the survey. The survey topics will focus on relationships to nature and wildlife, values related to wildlife, community norms associated with nature and wildlife, awareness of nature- and wildlife-based activities, motivations to engage with nature and wildlife, preferred experiences in nature and with wildlife, and barriers to engaging nature and wildlife. Information will be collected for both close to home experiences as well as statewide interest. We will develop reports (pdf and digital) that summarize study findings for each community, summary presentations (pdf and digital), summary fact sheets (pdf and digital), and host outreach workshops with the study communities and natural resource and outdoor recreation agencies throughout Minnesota (e.g., Minnesota DNR, U.S. Fish & Wildlife Service, National Park Service, Minneapolis Parks & Recreation, Three Rivers Park District).

Activity Milestones:

Description	Approximate Completion Date
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Design survey	August 31, 2023
Implement survey and collect data	November 30, 2023
Analyze data and develop final report outreach deliverables	April 30, 2024

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Dr. David C. Fulton	US Geological Survey, Minnesota Cooperative Fish & Wildlife Research Unit	Dr. Fulton will serve as Co-PI on the project and provide assistance in project design, implementation, reporting and outreach of findings to the management community in Minnesota.	No

Dissemination

Describe your plans for dissemination, presentation, documentation, or sharing of data, results, samples, physical collections, and other products and how they will follow ENRTF Acknowledgement Requirements and Guidelines.

Research findings will be presented to partners throughout Minnesota responsible for fisheries, wildlife, and outdoor recreation management at the local and state level. This will include relevant divisions of the Minnesota Department of Natural Resources responsible for managing fisheries, wildlife, forests, ecosystems, parks, and trails; city, county and regional parks and open space districts; and federal agencies such as the National Park Service, U.S. Fish and Wildlife Service Refuges; and the U.S. Forest Service. The dissemination of this information will include distribution of the deliverables identified in section 6 of this proposal. In addition, we will provide presentations of the study findings through webinars, outreach workshops, and conferences within Minnesota directed at recreation and fisheries/wildlife managers with relevant agencies and organizations. All publications, presentations, surveys, deliverables, and outreach efforts will include acknowledgments that funding came from ENRTF.

Long-Term Implementation and Funding

Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this work be funded?

The project will provide findings reports for the focus groups and social surveys (pdf and digital), along with summary fact sheets and presentations (pdf and digital), and outreach materials to provide natural resource managers with information that can help them with focused communications and programming to engage members of the study communities. We anticipate that this first of its kind indepth study of these communities' interests in and desired experiences with nature and wildlife will lead to more systematic efforts among local, state, and federal agencies to enhance the accessibility of opportunities with nature and wildlife for these communities.

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
Personnel								
Post-doctoral research fellow		Lead researcher for implementing and reporting interviews, focus groups, and surveys, and organizing and hosting outreach workshops.			25.4%	2		\$173,102
Undergraduate research assistant		Help with facilitating focus groups and connecting with communities			0%	0.06		\$1,898
							Sub Total	\$175,000
Contracts and Services								
							Sub Total	-
Equipment, Tools, and Supplies								
	Tools and Supplies	Sample of respondents in target communities (n = 6400)	The sample is necessary to contact respondents to participate in the survey. The supplies include the purchase of commercially available panels and samples of potential survey participants to ensure a representative sample of respondents for the study.					\$6,000
							Sub Total	\$6,000
Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								

							Sub Total	-
Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								
	Printing	survey and mailing materials	used to contact survey participants					\$6,000
							Sub Total	\$6,000
Other Expenses								
		Mailing services at University of Minnesota	Mailout contact to recruit survey participants. Survey and mailing materials refers to printing of surveys, envelopes, and contact letters. Mailing services refers to charges for processing and mailing these materials. They are separate line item charges within the University system.	X				\$12,000
							Sub Total	\$12,000
							Grand Total	\$199,000

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
Other Expenses		Mailing services at University of Minnesota	This project involves data collection using a mailed out survey and these are not ordinary postage charges. Such charges represent a substantive research expense for the project and are necessary for data collection in the project.

Non ENRTF Funds

Category	Specific Source	Use	Status	\$ Amount
State				
			State Sub Total	-
Non-State				
In-Kind	U.S. Geological Survey--Minnesota Cooperative Fish & Wildlife Research Unit	David Fulton will contribute 10% of his time for two years toward the project. His current salary + fringe = \$200,000/year providing a \$40,000 in-kind contribution from U.S. Geological Survey in the form of technical assistance.	Secured	\$40,000
In-Kind	University of Minnesota	The waived overhead from University of Minnesota.	Secured	\$109,450
			Non State Sub Total	\$149,450
			Funds Total	\$149,450

Attachments

Required Attachments

Visual Component

File: [7a099e09-21d.pdf](#)

Alternate Text for Visual Component

Image of Black people/African Americans on county based map of Minnesota....

Optional Attachments

Support Letter or Other

Title	File
UMN Approval Letter Safiq signed	cc20e894-d96.pdf
Safiq_ApprovedAddendum	6acd0399-593.pdf
Safiq_BackgroundLetter	a1095ae5-780.pdf

Difference between Proposal and Work Plan

Describe changes from Proposal to Work Plan Stage

Comments from 6/16/22 have been addressed.

Additional Acknowledgements and Conditions:

The following are acknowledgements and conditions beyond those already included in the above workplan:

Do you understand and acknowledge the ENRTF repayment requirements if the use of capital equipment changes?

N/A

Do you agree travel expenses must follow the "Commissioner's Plan" promulgated by the Commissioner of Management of Budget or, for University of Minnesota projects, the University of Minnesota plan?

N/A

Does your project have potential for royalties, copyrights, patents, or sale of products and assets?

No

Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?

N/A

Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?

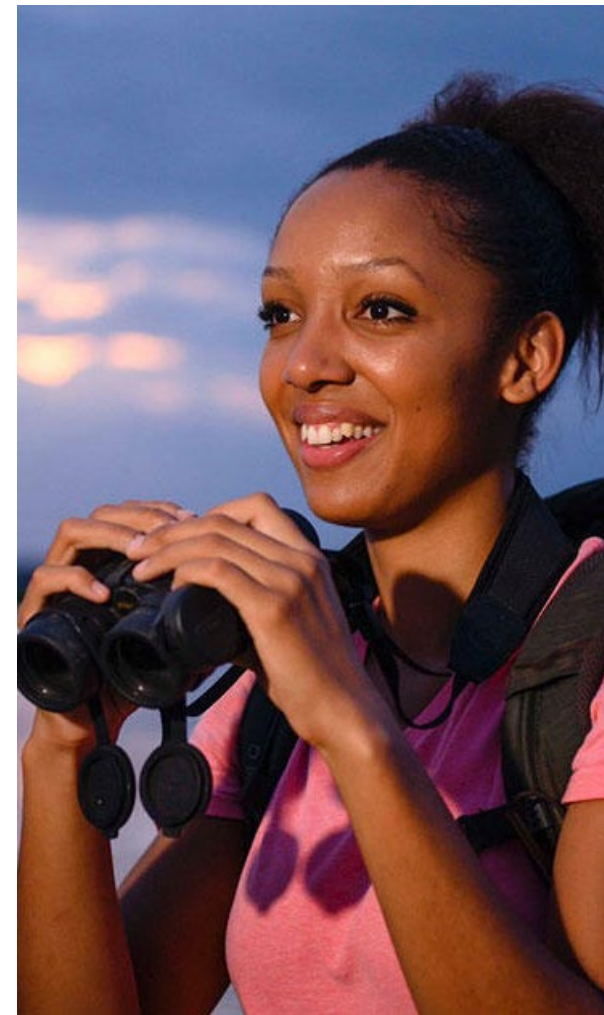
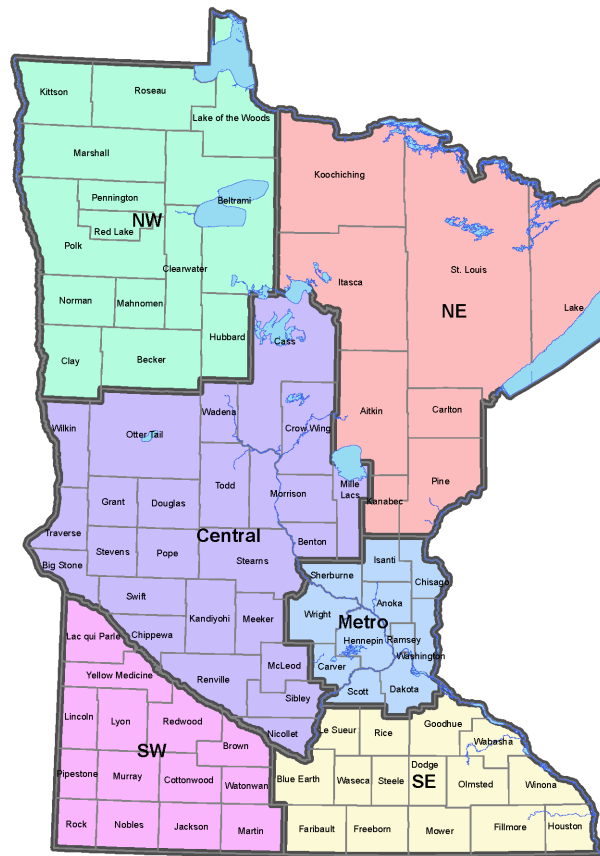
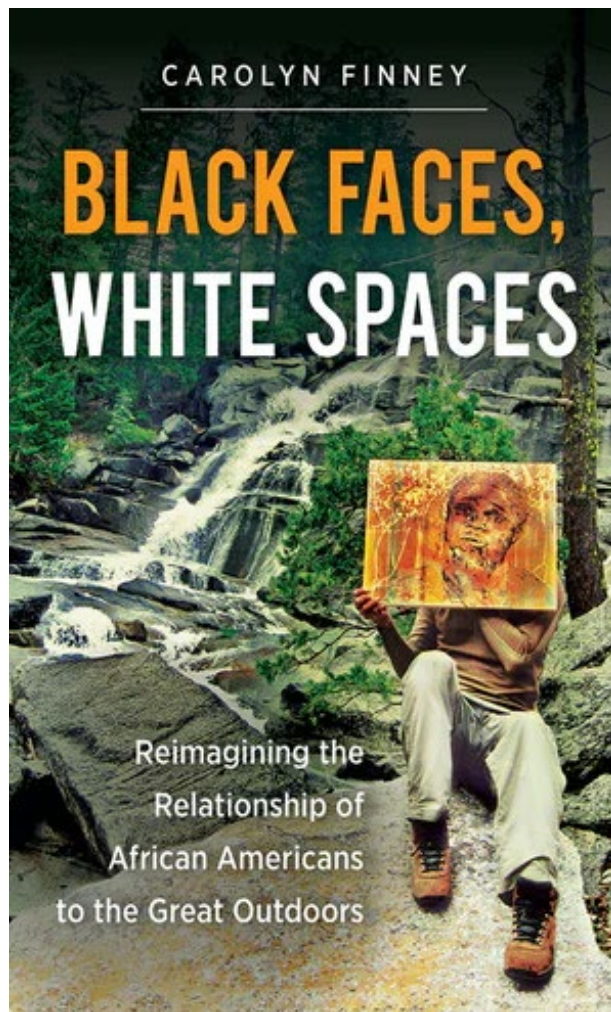
N/A

Does your project include original, hypothesis-driven research?

Yes

Does the organization have a fiscal agent for this project?

Yes, Sponsored Projects Administration



Corina Newsome birding as part of Black Birders Week 2020.
Photo: Katherine Arntzen/Georgia Southern University

