

Effective Strategies for Leveraging Community Support

-Pine River Area Healthy Green Communities
Partnership Implementing The Minnesota
GreenStep Program

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Quick Introductions

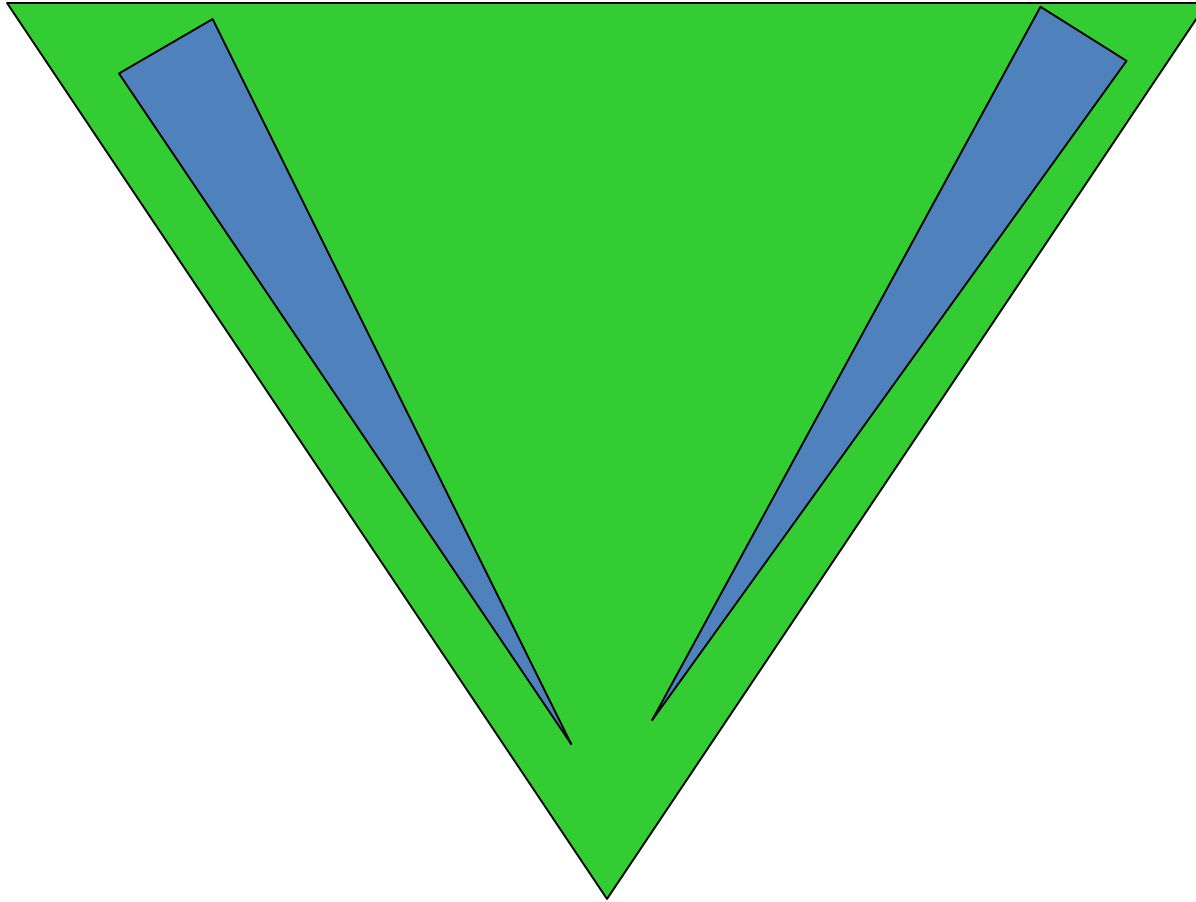
.Who are you?

.Who are you representing?

.What attracted you to this session?

**MPCA -
Minnesota
GreenSteps**

**Initiative Foundation -
Healthy Communities
Partnerships**



**Pine River Area - Healthy Green
Communities Partnership**

2/18/2011

GreenStep Cities/Communities

“A voluntary program for all Minnesota cities to identify, support and recognize implementation of a set of sustainable development best practices focusing on energy conservation that lead cities beyond compliance and encourage a culture of innovation.”

-www.mngreenstep.org

A Practical Approach

1. Simple
2. Proven
3. Effective
4. Promote Innovation
5. Save \$\$\$

GreenStep Focus Areas

1. Buildings and Lighting

-Municipal, residential, commercial and industrial.

2. Transportation

-Bike and pedestrian routes, safe routes to schools, public transit.

-Fleets and parking policies

3. Land Use

-Sustainable design and management, parks, open spaces.

- Density, mixed uses, efficient infrastructure

Focus Areas (cont)

4. Environmental Management

-Wastewater, recycling, urban forestry, local air quality, lakes and rivers, storm water management and purchasing.

5. Economic and Community Development

-Business assistance, renewable energy, local foods and agriculture, public outreach, education and healthy community programs.

Why do it?

-A Few Potential Green Benefits

1. Improve quality of life and create desirable places to live and work
2. Reduce operating costs and save money – for your home, your business and your community
3. Provide a pathway for going green

Initiative Foundation

“Unlocking the potential of the people of
Central Minnesota
to build and sustain healthy communities”

Quick History & Key Facts

Founded in 1986 by The McKnight Foundation

Serve 14 counties and 161 communities
in Central Minnesota

Initiative Foundation Region



**Serving Central
Minnesota**

Healthy *Green* Community Partnerships

Goal:

To develop the capacity of citizens to create a locally shared *green* vision and plan; to mobilize local/regional and other assets to implement that plan.

Healthy *Green* Community Partnerships

- .18 month initial program
- .\$10,000 initial grant**
- .Local team of 10-20 leads community process
- .Develop community *green* vision/plan**
- .Task forces lead *green* implementation
- .Follow- up matching grants for up to 4 years after planning process.**

HGCP Core Principles

1. Leadership Development
2. Integration
3. Inclusiveness
4. Intergenerational
5. Sustainable Development
6. Interconnection
7. Power of Common Vision
8. Asset Development

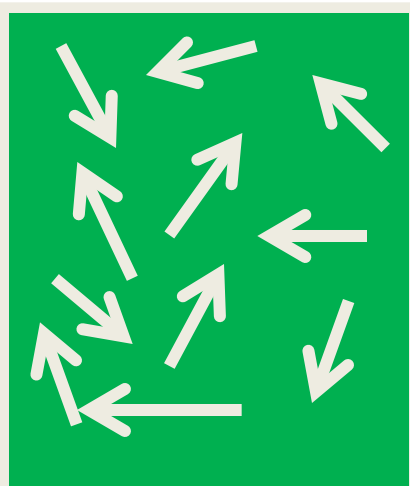
The 9th Principle



Plan for the
future,
not for the
past!

Principle of a Shared Vision:

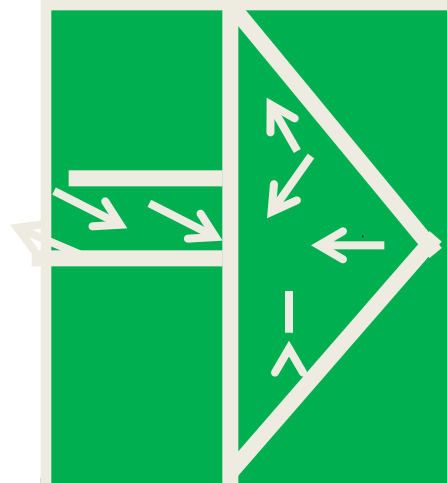
Many Visions



Groups move
in various
directions

No plan or
coordination

Imposed Vision

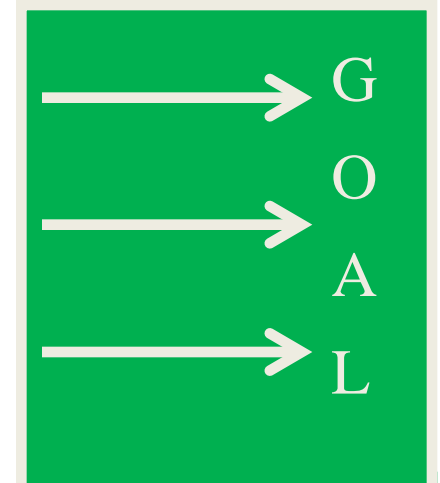


Plan without
Community
involvement

Lots of energy
expended resisting

No forward
movement

Shared Vision



Community
planning

Groups acting
in concert

Plans become
reality

Pine River Minnesota

- .Population:** 891 (3800 within 3 mile radius)
- .Location:** 3 hours North of Twin Cities
- .Median Household Income:** \$29,347 (\$55,802 MN)
- .Green Assets include:** land, wood and wood waste, a river runs through it, lakes, self reliant people, great school district, Hunt Utilities Group Campus, thriving downtown, active and supportive chamber, EDA and local and county governments.....and more!

How are citizens involved?

1. **HGCP Leadership Team, ~20ppl**
2. ***Green Community Visioning, ~125ppl***
3. ***Green Community Task Forces, ~20 – 30ppl***

*GreenStep, Community Garden, Dam Park

4. Participation in Events and Programs

- Neighborhood Energy Workshop
- Community Education Classes
- Celebration

Lessons Learned/ Challenges

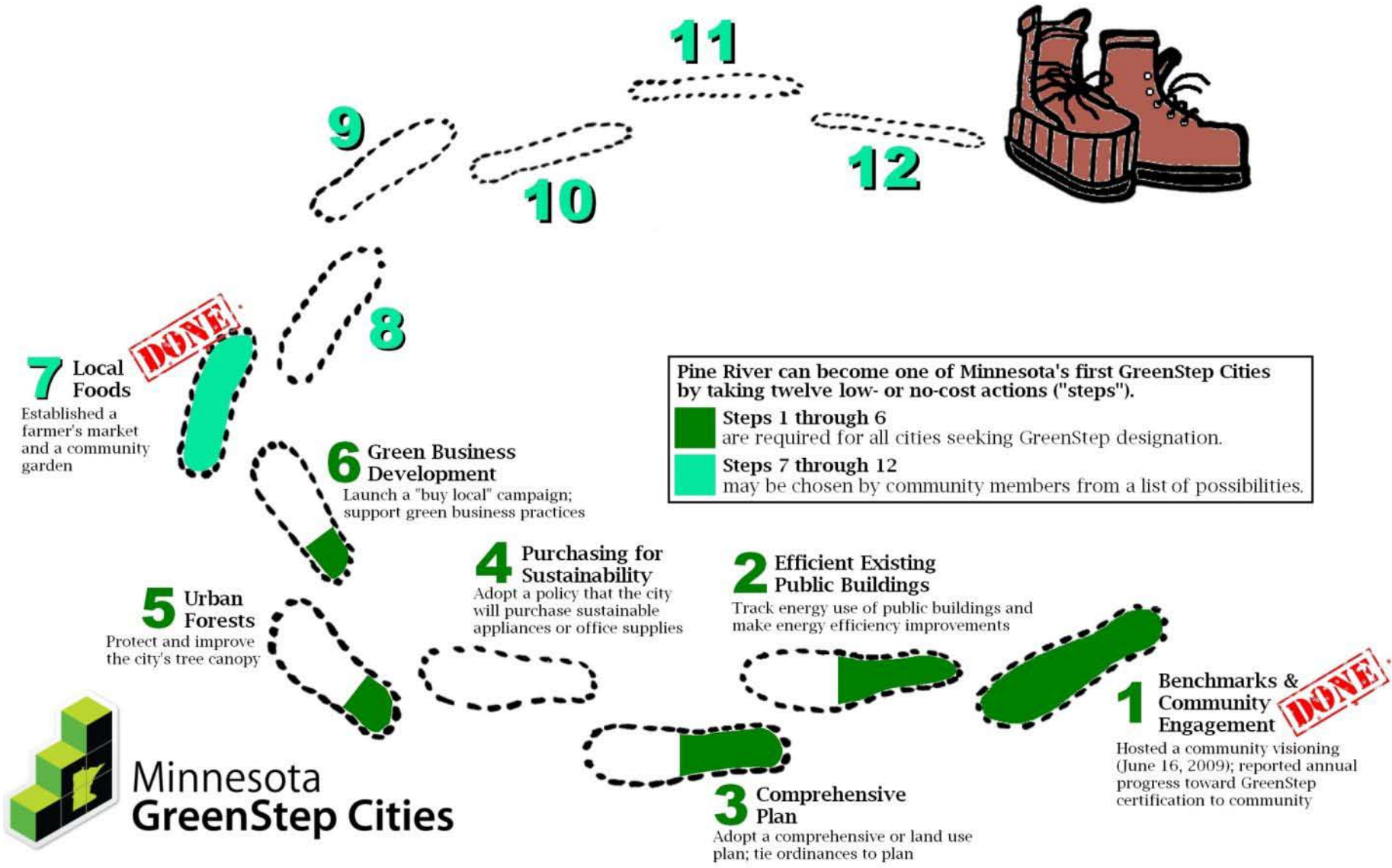
- **Everything takes time!**
- **Perception (so and so is farther along...)**
- **Activation Barriers**
- **Participation**
- **Many GreenStep Best Practices should be driven by community not City**
- **Resources**
- **Personalities/History**

Successes!

- GreenCorps
- Collaborations & Partnerships
- Re-enthused Marketing Committee of the Chamber of Commerce
- Community Garden (year 2 – 2011)
- Best Practices Accomplished/In Process – see diagram

Pine River Green Steps

A local effort, built around the Minnesota Pollution Control Agency's (MPCA) GreenStep Cities program, to improve quality of life and promote sustainable growth in Pine River



Coming Year Strategies

- City Retap audit follow-up
- Identify remaining Best Practices
- Working with other large energy users on audits and follow-up on audits
- (Re)Introduce community organizations to GreenSteps
- Chamber Energy Wise program? Other resources?
- Revitalize group (spring kickoff/food)

Resources

.GreenStep City best practice advisors

.Best practice implementation resources –

-Guides, manuals, technical assistance programs

-Funding programs and schemes for self-funding

.GreenStep web site: for each action a city takes –

-A few sentences of description

-Any quantification of benefits (e.g., kWh saved)

-A web page or document for more information

-Name of who to e-mail/call for more information

Final Questions?

Thank You!

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