

Coversheet

Date: 11/14/16

Organization's legal name: City of Duluth – Duluth Parks and Recreation

Address: 411 West First Street, Duluth, MN 55802

Employer Identification Number (EIN): 41-6005105

Contact person for proposal: Cheryl Skafte **Email address:** cskafte@duluthmn.gov **Phone:** 218-730-4334

Name and job title of the person who would be manager of the grant: Cheryl Skafte, Volunteer Coordinator

Organization's budget size: \$2,700,000

ASSURANCE SIGNATURE

By signing this assurance page, you certify that you agree to perform all actions and support all intentions in the Assurances section.

Organization Name: City of Duluth – Duluth Parks and Recreation

Program Name: Duluth Parks and Recreation Volunteer Program

Name and Title of Authorized Representative: Lindsay Dean, Parks and Recreation Manager

Signature:

Date:

CERTIFICATION SIGNATURE

By signing this certification page, you certify that you agree to perform all actions and support all intentions in the Certification sections of this application. The three Certifications are:

- Certification: Debarment, Suspension and Other Responsibility Matters
- Certification: Drug-Free Workplace
- Certification: Lobbying Activities

Organization Name: City of Duluth – Duluth Parks and Recreation

Program Name: Duluth Parks and Recreation Volunteer Program

Name and Title of Authorized Representative: Cheryl Skafte, Volunteer Coordinator

Signature:

Date:

Executive Summary (this is a brief description of the proposal)

The City of Duluth's Parks and Recreation Volunteer Program, in partnership with the Head of the Lakes United Way Volunteer Center, seeks to develop a "volunteer connector" online portal to mobilize and engage volunteers with various park partners who promote environmental stewardship and healthy living opportunities. Currently, the City works with these partners to connect interested volunteers. However, the process is cumbersome and difficult – where we end up engaging our partners reactively instead of proactively – often resulting in missed opportunities to connect volunteers to projects. Our hope is to formalize the process for partners to advertise their needs and opportunities, as well as, create a welcoming online space where we can more accurately tell the story of our need for volunteers in our beloved public spaces. We hope that the development of this online portal will engage higher numbers of one-time and skilled volunteers in service around our parks, trails, edible gardens and other public spaces.

Narrative

Program Design

GOAL:

The City of Duluth's Parks and Recreation Volunteer Program, in partnership with the Head of the Lakes United Way Volunteer Center, will expand the current use of the Galaxy Digital online platform (see www.volunteerduluth.org) to include:

- A specialized, highlighted listing of local organizations that promote environmental stewardship and healthy living, especially as it relates to our parks and trails.
 - o Justification: Currently, the Head of the Lakes United Way Volunteer Center has around 75 agencies posting opportunities. The majority of these listed agencies are focused on mentoring, tutoring, and social service agencies. There is a small number of agencies that have a "space" focus. The overlap is minimal.
- A clear, online presence of the Duluth Parks and Recreation partners on the City of Duluth's webpage which features a clear connection back to the overall Volunteer Center.
 - o Justification: The City and United Way seek to work closely together to drive more volunteer traffic to the volunteer opportunities that exist in Duluth. While the hope of this grant is to better represent a sector of agencies that work in the outdoor space, we want to be clear that this effort is part of a larger story of service in our community.

ACTIVITIES:

Duluth Parks and Recreation will recruit a cohort of 10-12 agencies to be our pilot partners. Initial discussions with partners indicates strong interest in creating an online space for interested volunteers to view opportunities to assist with park and trail projects. To date the following organizations have expressed interest:

- Cyclists of Gitchee Gumee Shores (COGGS)
- Duluth Cross Country Ski Club (DXC)
- Friends of Duluth Dog Parks
- Chester Bowl Improvement Club
- Neighbors of Lower Chester
- Hartley Nature Center
- Duluth Climbers Association
- Ordean Courtyard – Edible Duluth Garden (an Adopt-A-Spot partner)

The initial cohort will be featured partners on the expanded online platform and be asked to participate in two brainstorming meetings to evaluate successes and challenges.

Duluth Parks will work closely with these partners to ensure that our outcomes and metrics are met. Cohort partners will receive technical assistance from Duluth Parks Volunteer Coordinator, Cheryl Skafte, on documentation of volunteer numbers and hours, and they will have access to the Duluth Parks Volunteer Tool Shed. The Tool Shed is equipped with maintenance tools that are available at no cost to partner organizations that are engaging volunteers in our parks and trails. Tools include work gloves, safety vests, shovels, trail building tools, loppers, hand saws, garbage bags, disposable gloves, and much more.

OUTCOME:

The primary outcome of this grant will be the expansion of our recruitment by a minimum of 450 volunteers. We are confident that the initial cohort will exceed the required 450 volunteers. Recruited volunteers will be tracked through the online platform, as well as through signed waivers.

The City of Duluth and United Way will work together to launch a public awareness campaign that will invite and drive people to the expanded platform. This will include earned and paid media, boosted social media outreach, and development of outreach materials (i.e., posters, brochures, etc.).

TIMELINE:

December 2016	Grant approval; Get Agreement Finalized with Galaxy Digital
January 2017	Recruitment of 10-12 Parks and Recreation Partners for Pilot Cohort; Back End Development of Online Platform
February 2017	1 st Meeting of the Pilot Cohort; Development of Online Platform
March 2017	Public Awareness Campaign
April – August 2017	Recruitment, placement and tracking of 450+ volunteers with Pilot Cohort
September 2017	2 nd Meeting of Pilot Cohort; 2 nd Year Planning

CNCS FOCUS AREAS:

This grant proposal impacts the following CNCS focus areas.

- Environmental Stewardship – Our park partners work to improve at-risk ecosystems through a variety of projects that improve our local parks and build our trails. Promoted projects through this proposal will work towards: 1) EN4: Number of acres of city parks and other public land that are improved; and, 2) EN5: Number of miles of trails (owned by city governments) that are improved and/or created.
- In reviewing the document on CNCS’s website [20 Ways AmeriCorps Helps the Earth](#) there are a variety of projects that intersect with our plans:
 - o No.1 – Build Trails on Public Lands
 - o No.2 – Remove Invasive Species
 - o No.3 – Teach Youth Environmental Stewardship
 - o No.9 – Plant Trees and Gardens
 - o No.10 – Clean Rivers and Streams
 - o No. 12 – Connect Americans to the Outdoors
 - o No. 18 – Promote Outdoor Recreation

ATTACHMENT A:

This grant proposal aims to address the priorities of Attachment A.

- Contribute to the “People Power” effort by providing an expanded local resource of volunteer opportunities.
- Provide an online platform that easily connects volunteer teams, companies and youth groups to one-time group-appropriate volunteer activities during the summer season. As it stands, we receive more requests for group placements than we can handle with our current system.
- Bring the Duluth Volunteer Center to scale and increase opportunities to connection with agencies currently underrepresented on the site.

Organizational Capacity

The City of Duluth's Volunteer Program, in partnership with the Head of the Lakes United Way, has extensive experience in the coordination and management of volunteers. The primary function of both agencies has been to connect interested volunteers to meaningful experiences. From coordinating on-going volunteers to placing one-time volunteers, the City and United Way have been working together to help willing volunteers find opportunities to impact our community.

This grant will be managed by Cheryl Skafte, Volunteer Coordinator, for the City of Duluth. Ms. Skafte has been in her current position for 4.5 years, and has over 10 years of experience in the field. She has been an instructor on Volunteer Program Management for True North AmeriCorps, and the University of Wisconsin-Superior – Continuing Education, Nonprofit Certification Program. Currently, she is an active trainer with the Minnesota Association for Volunteer Administration training series. She has had extensive experience working with CNCS on a state-level, including as a Program Coordinator with True North AmeriCorps. Additionally, she was a supervisor for a Minnesota GreenCorps member during the 2015-16 service year. As part of her role as the City of Duluth's first Volunteer Coordinator, Ms. Skafte has worked diligently to create the policies, paperwork, processes, relationships and initiatives to best meet the needs of her community. During the 2016 season, Duluth Parks documented nearly 1,900 volunteers who donated 4,000 hours towards our internal initiative.

Elizabeth Pawlik,

Before submitting this proposal, tentative discussions with key partners took place. Overall, the feedback was positive for the creation of a central, online place for the submission, recruitment and placement of volunteers dedicated to our public places.

I think it would be a great boost in visibility for our respective projects and a super way to connect volunteers with a great outdoor project match!

Carla M.

Seems like it would be a benefit for organizations to be able to list their needs and have it known by volunteers as well as you as volunteer coordinator. It could bring in more volunteers if there was a greater online presence that the city has many volunteer opportunities. One benefit is that volunteers could look at a variety of options and choose what they are most interested.

Denette L.

The City of Duluth and United Way are uniquely positioned to make the activities detailed in this proposal a success. The United Way's Volunteer Center has a proven track record of success, and is a respected and known resource for volunteer connection. The City and United Way have already started meeting to discuss the viability of this proposal, and have begun tentative discussions with Digital Galaxy about the expansion of the online platform. Ms. Skafte and Ms. Pawlik both serve their organizations in full-time capacities. Additionally, the City of Duluth engages around 2-3 interns a year in the delivery of our service initiatives, and we place a full-time seasonal worker with the City's volunteer program to assist in overseeing volunteer activities and events.

Currently, the City of Duluth works informally with our partner organizations. This proposal will aim to formalize the process and better connect volunteers to available opportunities. We believe that the online platform will create efficiencies that will allow our current resources to go further. The City has a robust internal data collection process, and we will extend that process to our pilot cohort partners. The value-add for our partners includes a streamlined

process to connect volunteers to their listed opportunities, access to our Tool Shed, and technical assistance from the United Way and the City.

Cost-Effectiveness and Budget Adequacy

The City of Duluth and the Head of the Lakes United Way will utilize the \$10,000 for five key aspects of program implementation:

1. Platform Development and Implementation (30%)
2. Public Awareness Campaign (20%)
3. Tool Shed Development (20%)
4. Staffing (20%)
5. Cohort Meetings (10%)

In-kind and cash resources have been identified for the required 30% match.

- In-kind Staff Resources – United Way Volunteer Center Program Coordinator, 0.03 FTE (estimated at 0.5 hour a week) = \$1,000
- In-kind Staff Resources – City of Duluth Volunteer Coordinator, 0.05 FTE (estimated at 2 hour a week) = \$3,000
- In-kind Intern = \$375 – City of Duluth
- In-kind Budget Contribution = \$1,500 – City of Duluth
- Grant Match = \$2,500 – Duluth Legacy Foundation (Planned)

TIMELINE:

December 2016	Grant approval; Cash Match from City Budget Approved (\$1,500)
December 2016-September 2017	Weekly in-kind staff support for the implementation and delivery of activities and outcomes; United Way (estimated 0.5 hours / week of in-kind staff support); City of Duluth (estimated 2.0 hours / week of in-kind staff support) = Total: \$4000
January 2017	Submit Grant Request to the Duluth Legacy Foundation (\$2,500)
April – August 2017	Intern Support on Program (\$375)

Performance Measures

Output: G3-3.2: Number of community volunteers managed by organizations or participants

Target: 450

Measured by: # of signed waivers

Described Instrument: Voluntary Waiver of Liability and Release Form

Output: G3-3.8: Hours of service contributed by community volunteers who were managed

Target: 900

Measured by: Hours documented on signed waivers

Described Instrument: Voluntary Waiver of Liability and Release Form

Budget

	Grant Funds	Match (Grantee Share)	Total	Budget Notes (indicate source of match)
Income				
	\$10,000		\$10,000	MAVA/CNCS Volunteer Connectors Grant
		\$2,500	\$2,500	Duluth Legacy Foundation Grant (Planned)
		\$1,875	\$1,875	City of Duluth Cash Match
		\$3,000	\$3,000	In-Kind Staffing – City of Duluth Volunteer Coordinator (0.05 FTE/42 weeks)
		\$1,000	\$1,000	In-Kind Staffing – United Way Volunteer Center Program Coordinator (0.03 FTE/42 weeks)
Total Income			\$18,875	
Expenses				
	\$3,000	\$0.00	\$3,000	Digital Galaxy Platform Development and Implementation, including agreement for service
	\$2,000	\$4,875	\$6,875	Staffing and Intern
	\$2,000	\$500.00	\$2,500	Public Awareness Campaign

	\$2,000	\$3,500	\$5,500	Tool Shed Loan Program – Purchase of Quality Equipment and Tools for Volunteer Projects
	\$1,000	\$0.00	\$1,000	Cohort Meeting Development
Total Expenses	\$10,000	\$8,875	\$18,875	