

Memo

Date: April 20, 2020

To: Representative Rick Hansen, Chair, House Environment and Natural Resources Committee

From: John Jaschke, Executive Director, Board of Water and Soil Resources 

Re: Lawns-to-Legumes (L2L) program – status report

As requested, below is a status report on the Lawns-to-Legumes (L2L) program. We have seen demand for the program components greatly exceed available funding for each of the three components of the L2L program.

1. Individual Landowner Support
2. Public Education and Outreach Campaign
3. Demonstration Neighborhoods

1. Individual Landowner Support: Includes workshops, coaching, planting guides and cost share funding for installing pollinator friendly native plantings in residential lawns. MN residents can apply to be reimbursed for up to \$350 in costs associated with establishing pollinator habitat in their yards.

Highlights

- The first round of applications closed on Feb 28th.
 - Over 5,000 statewide applications, approx. 400 residents were awarded funding/support.
- A second application period for projects opened in early March.
 - Approximately 7500 people have active applications.
- Over 20 presentations have been conducted reaching 1,500 people.

2. Public Education Outreach Campaign: Provides outreach to increase momentum for the adoption of residential pollinator habitat and alternatives groundcovers across Minnesota.

Highlights

- State Fair outreach to at least 3,000 people (Aug 2019)
- Interview with Oprah Magazine (Oct 2019)
- Over a dozen media interviews phone, radio and newspapers reaching local, Midwest and Nationwide audiences (examples: MN Public Radio, MN Public Radio, Pewtrust D.C., Oprah)
- Start of social media communication featuring Minneapolis College of Art and Design students work, #lawns2legumes (Jan 2020)

3. Demonstration Neighborhoods: Grants provided to neighborhood community projects intended to enhance pollinator habitat in key corridors, raise awareness for residential pollinator protection, and showcase practices such as native pocket plantings, pollinator beneficial trees and shrubs, pollinators lawns and pollinator meadows. Eligible applicants include local governments, nonprofit organizations, and tribal governments.

Highlights

- 34 applications across the state were received in December 2019 requesting \$1,123,084.
- 13 applications across the state were awarded for the \$400,000 available resources.