

# Lawns to Legumes

## Demonstration Program

### Goals:

- A. Increase populations of rusty patched bumble bee and other at-risk pollinators
- B. Restore important pollinator corridors/pathways through residential areas
- C. Develop high profile demonstration projects and build overall interest in ecological landscaping
- D. Assist landowners (LOs) with funding to restore valuable pollinator habitat (1,050-1,500 LOs) as well as assist landowners planning to conduct projects on their own with technical expertise (<5,000 LOs)
- E. Involve a wide range of conservation partners
- F. Track long-term success of projects
- G. Establish a pilot effort that has continuing success

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## Demonstration Neighborhoods (RFP)

High profile community-wide projects in pollinator pathways

LCCMR funding + Match

Approx 300 landowners

**WHAT:** 10-15 awards for plantings in targeted areas and/or demonstration projects with technical and financial assistance

**WHO:** LGUs, nonprofits, Tribes and conservation groups

**HOW:**

- Competitive Request for Proposals (RFP) to build pathways in targeted areas in partnership with landowners
- A BWSR-led advisory team ranks the projects

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## Individual Support (Contract)

Native Plant/Pollinator Lawn

LCCMR funding + Match

Approx 700-1,200 landowners

### A. Coaching + Cost-share

**WHAT:** Reimbursement for native plant pocket plantings and pollinator lawns. Amount based on strategic mapping.

**WHO:** Blue Thumb Partnership

**HOW:**

- Answer landowner questions
- Manage reimbursement cost-share
- Provide long-term maintenance guidance
- Before/after photos + sign distribution
- Review and approve applications
- Coaching call, assess skill level

300-700 landowners

or

### B. Workshops + Coaching + Cost-share

**WHAT:** 20 landowner workshops + reimbursement for native plants

**WHO:** Blue Thumb Partnership

**HOW:**

- Answer landowner questions
- Manage reimbursement and cost-share
- Provide long-term maintenance guidance
- Before/after photos + sign distribution
- Schedule and coordinate workshops
- Detailed presentations
- Individual design coaching
- Manage content and educational materials
- Follow up on coaching calls/ check-in

400-500 landowners

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## Public Education Collaboration

Promote public adoption of residential pollinator habitat  
BWSR in kind

Target: 5,000 landowners

### A. BWSR Led Outreach

**WHAT:**

- Communications Plan: develop and refine communications/marketing plan with partners and marketing experts
- Social media: Facebook, Instagram, blog
- Events: tabling and outreach at events
- Articles: Northern Gardener and Conservation Volunteer
- Signs: Develop with LCCMR logo

### B. Outreach Collaboration

**Partners may include:**

- Blue Thumb Partnership
- Master Gardeners
- Master Water Stewards
- Wild Ones
- Cities and Counties
- Other conservation partners

**Outreach activities may include:**

- Create web page + garden mapping platform
- Social media: Facebook, Instagram, blog
- Assist outreach efforts
- Distribute technical resources
- Help landowners source native plants

Living Landscape for Our Pollinators



#Lawns2Legumes

[bwsr.state.mn.us/lawns-legumes-program](http://bwsr.state.mn.us/lawns-legumes-program)