MN 2050
Tools for Infrastructure Education
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Why a MN2050?
Why a MN2050?
3 Questions

• Do we have a story to tell and is it worth telling?
• Would it mean more if we approached the topic collectively?
• Could we produce something that we can use (paper, video, etc.) to tell our story, educate the public of the infrastructure needs, our councils, and congressmen to stop cutting the public works and the infrastructure budgets? Would we use it?
MN2050 Partners

- Minnesota Section/ACEC
- Minnesota Chapter/APWA
- Minnesota Section/AWWA
- Minnesota section Central States WEA/WEF
- City Engineers Association of Minnesota
- Metropolitan Council
- Minnesota Council of Airports
- Metropolitan Airports Commission
- Minnesota County Engineers Association
- Minnesota Department of Transportation
- Minnesota Transportation Alliance
- Minnesota Ports Association
- Minnesota Rural Water Association
- Minnesota Section/ASCE
- Minnesota Society of Professional Engineers
New Partnerships

- SciGirls
- Twin Cities Youth Media Network
- MN Public Works - Education Subcommittee
- Science Museum of MN
- MN Department of Education
- Minnesota State Colleges & Universities
- College & Career Associations / Affinity Groups (e.g., National Society of Black Engineers)
- University of MN
- Tpt
Mission Statement

• To articulate a convincing case for increased investment in Minnesota infrastructure through a coordinated voice and unified, comprehensive needs information.
The infrastructure included

- WATER, WASTEWATER & STORMWATER
- AIRPORTS
- STREETS & BRIDGES
- PORTS & WATERWAYS
- RAIL
The Infrastructure ‘left behind’

- Solid Waste
- Public buildings and grounds
- Energy
- Parks and forestry
- Transit
- Etc.
Project Phases

I. Documenting

II. Creating a Compelling Message

III. Educating and Engaging Citizens in Solutions
MN2050 Approach – Where Are We?

Documentation

- 5 Drafts
- 3 Final

Compelling Message

- Website
- Liquid Assets Minnesota
- TPT Video for All 5

Outreach & Engagement

- Partner Presentations
- TPT Plans

INFORMED PUBLIC
The Website
http://www.mn2050.org/home

Mission Statement
To articulate a convincing case for increased infrastructure investment across Minnesota through a partnership presenting a coordinated voice and unified, comprehensive needs information.

Further Explanation

History - MN2050
Minnesota 2050 was started in 2009 by members of the Minnesota Chapter of American Public Works Association (APWA). It is registered with the Minnesota Secretary of State as nonprofit corporation and has a 501(c)(3) organization status as an affiliate under the Minnesota Chapter of APWA.
MN2050 Approach – Where Are We?

Documentation
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- 3 Final

Compelling Message
- Website
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INFORMED PUBLIC
MN2050 Approach – Documentation of Needs

- Initial work: 4 questions
- Website based
- Essential for credibility
Our Initial Key Questions

- Describe current infrastructure type? How does infrastructure benefit the daily lives of Minnesotans and the economic development of the State?
- What are the five major initiatives (and by example, five projects that support those initiatives) or infrastructure investments that need to be addressed statewide for each organization?
- What is the trend line? Are things getting better or worse?
- What can people expect if an adequate level of funding is not maintained?
Economic Development: Port of Duluth

REQUIRES:
- Water
- Sanitary Sewer
- Storm Sewer
- Access Roads
- Rail

Dock Timber Fender Replacement $500,000
Modernize Electrical Service $250,000
Repave Cargo/Storage Yard $750,000
New Garfield C&D Cargo Terminal $22,500,000
Aviation Example

- 136 airports in state
  - 8 commercial
- Multi-modal transportation
- $12.1 billion economic contribution
Aviation Example (continued)

- Buildings, runways, planes, fueling facilities, roads, utilities
- Transport people and cargo
- Business, medical, tourism
- Public and private ownership
MN2050 Approach – Create the Message

- Compelling story
- Useful tools
  - Powerpoint
  - Graphs, Maps, Photos, Tables
  - Video, Documentaries
- Ideas and Sound Bites
- Website Library
MN2050 Approach – The Message

- Compelling Message
  - Economic Impact
    - Jobs
  - Public Safety
    - Society
    - Individuals
  - Quality of Life
    - Education
      - K-12 Schools
    - Science Museum
  - Convenience
MN2050 Approach – Get the Message Out

- Profession-wide effort
  - Engineers, managers, superintendents
  - Young professionals will inherit
  - Other infrastructure groups
- Expanded video scope
  - K-12 Schools, Science Museum
Twin Cities Public Television (TPT)
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Unique partnership with public media and other allies

• Compelling documentaries and embeddable video clips
• Infrastructure issues and solutions come to life in relevant, engaging ways
• Variety of partners and roles:
  o Content creation
  o Learning / engagement tools
  o Dissemination
• Special focus on youth of today – citizens of tomorrow
The future depends on the youth of today

- Workers and citizens of 2020, 2030, 2040, 2050, etc.
- Need to be informed, engaged, inspired, knowledgeable, and competent
- Urgent need for STEM (Science, Technology, Engineering, and Math) career preparation and interest cultivation
- Demand for increasing participation of those currently underrepresented in these fields (e.g., women, students of color)
Youth as . . .

• Producers
• Learners / co-investigators
• Ambassadors
• Future engineers and trades people (as well as citizens)
Expanded Key Leverage Points

- MN Job
- Economic Development
- Quality of Life
- Safety
- Education (K-12 plus college and career)
- What youth care about; helps engage others
- Local model with national significance
Added Value Impact

• Statewide broadcast on the MNChannel
• Easy for the general public to understand: “story-telling”
• Corresponding flexible “curriculum” modules for formal and informal (e.g., afterschool programs) education
• Real life mentors in related careers
• National SciGirls Seasons II Episode
  – Emmy Award Winning
  – visit www.pbskids.org/scigirls
• Federal grants and national demonstration projects (e.g., National Science Foundation ITEST: *Innovative Technology Experiences for Student & Teachers*)
• Replicability and sustainability
MN2050 Recap

- Finish at website
- Video(s)
- Powerpoints
- Talking Points
- Via “Us”
- Via TPT
Liquid Assets Minnesota

- Example of getting the message out
- One tool for public awareness
- View video clip – national production by Penn State Public Broadcasting
Liquid Assets MN – Documentary Features

• Theme – “Sustainability of our water infrastructure assets”
• 60 minutes
• Combination of animation, interviews, video, and still photos
• Produced for DVD distribution
• Aired on TPT (alone and with 1.5 hour doc)
Initial Concept of Documentary

- Education
- Issues
- Risks & Responsibilities
Educate and Present Issues

- Drinking Water
- Wastewater
- Stormwater
Infrastructure Sustainability Issues

- Age
- Growth
- Regulations
Documentary Production – A Collective Effort and Passionate Team

**Exceeded fundraising goal - $46,500**

**>30 people interviewed; 12 cities; 56 hours TPT filming; 600 minutes B-roll**

**Word is out - 9,400 visitors to website; >1,200 viewed clip; requests for DVD**

[www.blueprintMN.com](http://www.blueprintMN.com)
MN2050 Approach – Informed Public

Documentation → Compelling Message → Outreach & Engagement → INFORMED PUBLIC
Process to Achieve Vision

- Sustainable Infrastructure/Economy
- MN2050 & Supporting Group Efforts
- Informed Public
- Policy & Funding Action
- Program & Project Implementation
Where We’re At

- **MINNESOTA 2050 ASSESSMENT**
  - **DOCUMENTATION**
    - Streets & Bridges
    - Water, Wastewater, and Stormwater
    - Ports & Waterways
    - Airports
    - Rail
  - **MESSAGES FOR THE PUBLIC**
    - The TPT Video
    - Minnesota Liquid Assets Video
    - Slide presentation options
    - DOCUMENTATION "thumbnail"?
    - Speakers Bureau?
  - **ENGAGEMENT**
    - Roll-out plan
    - Training workshops
    - Charismatic mass emailing
    - Public forums
  - **Supporting tasks**
    - Website

- **Fund Raising**
  - Fund Raising
Funding
MN2050 Approach – Timeline

- **Documentation**
- **Compelling Message**
- **Outreach & Engagement**
- **INFORMED PUBLIC**

- **March 2012**
- **Now Until March 2013**
- **Now Until Satisfied**