

Metro Blooms in 2017



By the Numbers

Analysis

Neighborhood Projects

Blooming Alleys

Nokomis: 13 alleys, 261 projects, 18 lbs phosphorus, 3 millions gallons runoff, 4,650 lbs sediment

Nokomis Blooming Alleys wrapped up in 2017. Set a precedent for neighbor-to-neighbor engagement and demonstrated the impact of social connectivity.

Union Park: 6 alleys, 50 residents engaged at parties + consultations

Our first neighborhood project in St. Paul, in partnership with Capitol Region Watershed District.

Neighborhood of Raingardens

9 Minneapolis neighborhoods, 93 raingardens, 35 days of Conservation Corps crew training

New partnerships with 4 neighborhoods (Waite Park, Tangletown, Hale Page Diamond Lake, Nokomis East) and expanded partnerships with Kenwood, Lynnhurst, Columbia Park, Marshall Terrace, and Audubon

Blooming Boulevards

10,825 square feet of pollinator habitat, 2 lbs Phosphorus, 416 lbs sediment, 507,000 gallons runoff

7 Boulevard Captains recruited 37 Blooming Boulevard participants in Harrison Neighborhood. 70 youth from Conservation Corps, Wilderness Inquiry, and Minneapolis Step Up participated in installation. 40 volunteers from Utepils planted gardens. 5 contractors from NEON trained.

Commercial Projects

6 Northeast properties engaged
5 Glenwood properties engaged
TE Studio installed (Northeast)

Permeable pavement, raingarden and native prairie plantings installed at TE Studio (901 23rd Ave NE, Minneapolis). Our first installation for our Clean Water Fund project with Hennepin County and Mississippi Watershed Management Organization.

Maintenance

Field Maintenance

19 sites, 22 days of Conservation Corps crew training + leadership

1,200 crew hours spent maintaining 16 Minneapolis Public School, 2 Common Bond housing 1 commercial (Sentyrz) site

Sustainable Landcare Training Pilot

40 youth, 15 adults trained
20 sites (includes 17 residential) maintained

Youth crews: Mississippi River Green Team, Conservation Corps, Wilderness Inquiry (Step Up); Adult trainings: NEON, Master Gardeners, Master Water Stewards

Online Presence

metroblooms.org (2017 vs 2016)

Direct traffic up 32%; Organic search up 14%; social media referrals up 94%

Largest cohort of users: Females aged 25-34
Fastest-growing cohort: 65+ age group, grew by 30%
Desktop Use: down 13% to ~9,000
Mobile Use: Up 54% to ~4,000
Top Referrers: Facebook, City of Minneapolis, Kare 11

Social Media

Facebook – 1,474 likes, 145 posts
Twitter – 1,069 followers

Most popular posts (reaching over 2k) linked articles about pollinators, workshop content, and photos of installations.

Metro Blooms in 2017



By the Numbers

Analysis

Blue Thumb

bluethumb.org

Unique pageviews of our Partner Finder are up 100% from last year.

Direct traffic up 22%; Organic search up 6.5%; social media referrals up 29%.

Twice as many people used the partner finder to search for help and information.

Increased keywords, interest in the topic, and social media activity appear to be driving people to the site.

Social Media

Facebook – 1,329 likes, 105 posts

Twitter – 844 followers

Instagram – 134 followers

Most popular posts (reaching over 1k) were linked articles about climate change, water pollution, invasive species, and pollinators, and original content about turf alternatives.

MN State Fair

Blue Thumb volunteers counted 4,144 visitors who interacted with our exhibit.

Our volunteers had an estimated 1,712 conversations with them. This was the first year we collected this information.

Resilient Yard Workshops

600 property owners attended 13 Twin Cities-area workshops.

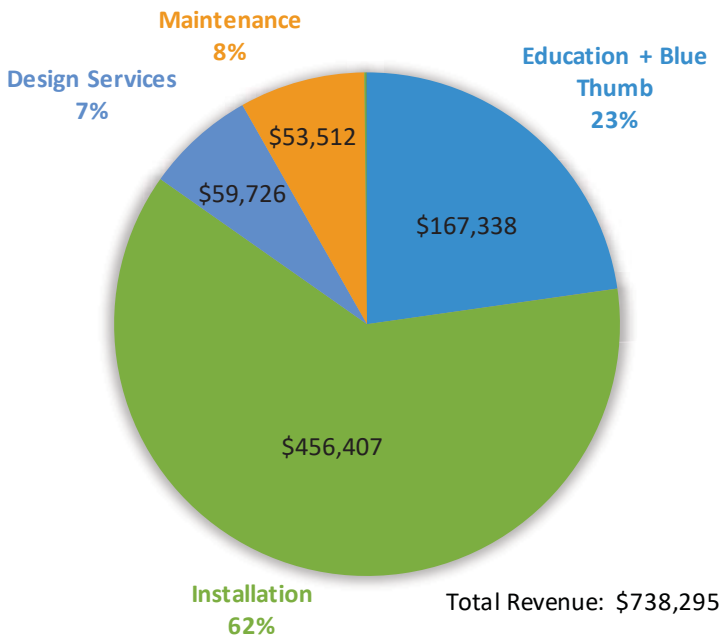
11 Resilient Yard Workshops, 2 Turf Alternative Workshops. Each attendee learned how to plant for clean water and learned about resources to get their project in the ground.

End of Season Survey: 24% are working on a raingarden, 30% are working on installing turf alternatives.

Top motivations to install raingardens: prevent water pollution and provide habitat. #1 reason to install turf alternatives is to “reduce dependence on irrigation, fertilizing, and mowing.”

Metro Blooms Financials

Revenue by Program



Expenses by Program

