



Montana Department of Environmental Quality
PPA/WQP/WPS
Attention: Kristy Zhinin
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Helena, MT 59620-0901

For Department Use Only:
Received By: _____
Date: _____
Application Number: _____
Budget Submitted: _____

Montana DEQ 319 Mini-Grant Application

Please limit your application to 5 pages total.

*Notice : Applicants **must** submit both a hardcopy and electronic application to DEQ NPS Outreach and Education Coordinator, Kristy Zhinin. kzhinin@mt.gov 406-444-7425. Please refer to mini-grant call for applications for more information. Make sure to **address all 13** items in this application, in this format, to be eligible for the grant. If the item does not apply (example # 12- no site event) write N/A.*

Contact Information:

Applicant name, organization & contact information (address, phone, email, fax)

Name: Lake County Planning Department (attn. Tiffany Lyden)
Organization: Lake County
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Tax ID number for fiscal sponsor organization (Fiscal sponsors can be a school, community group, non-profit or other organization. Individuals cannot apply for this grant)

Tax ID Number: 81-6001381

Project Requirements:

1. Project title & location

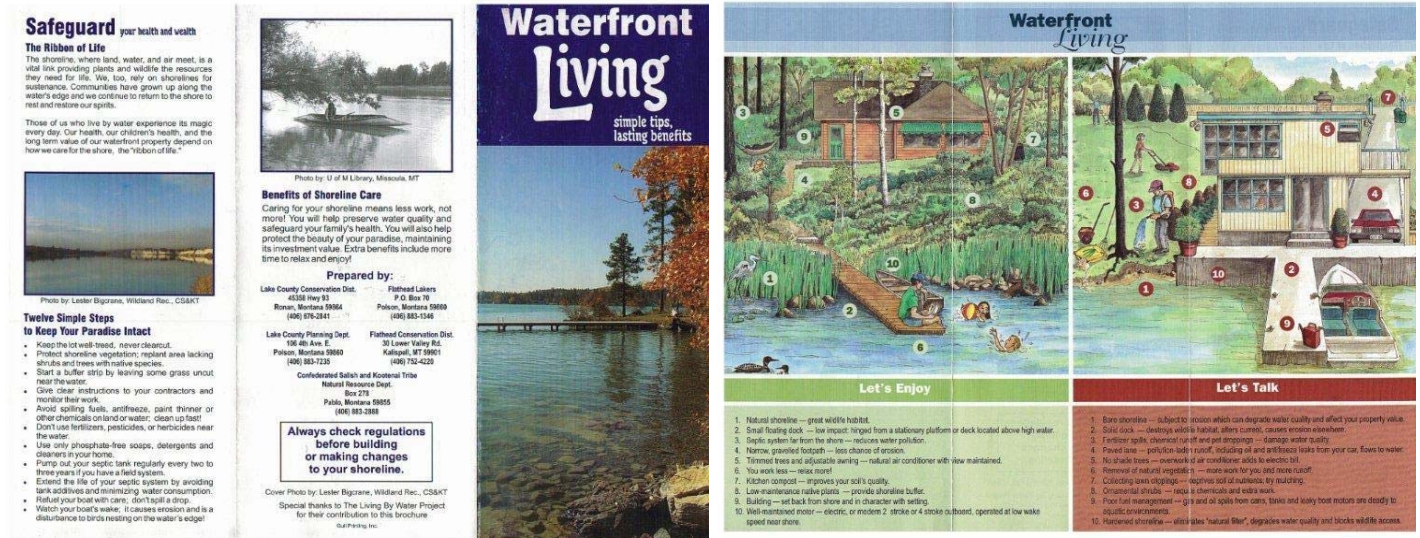
Title: Waterfront Living educational brochure (2nd edition)
Location: Lake County, MT

2. What nonpoint source pollution or water quality issue does this project address?

This project targets riparian activities that impact water quality. The project identifies riparian activities that harm water quality (removal of shoreline vegetation, fertilizing near the water, spilling fuel, increasing stormwater runoff through the construction of impervious surfaces, replacing natural shorelines with hardened surfaces, etc.) and provides companion practices that benefit water quality. The project aims to increase property owner awareness about riparian activities and promote positive activities that reduce nonpoint source pollution and have long-term water quality benefits.

3. What education and/or outreach activity is planned to address the above issue?

The project involves updating, printing, and distributing the existing brochure, *Waterfront Living* (see below). A previous edition was distributed and used by collaborating partners for many years with various outreach and education efforts within the Flathead basin (collaborating partners are listed in item #5). The publication has a track record of being well-received by waterfront property owners, using a positive, comparison approach to shoreline care options. The previous edition has been out of print now for several years.



Copy of existing *Waterfront Living* brochure to be updated, printed, and distributed

The project involves coordinating a revision of the publication and printing at least 5,000 new copies. Additional copies will be printed if additional funding can be secured.

Reprinting the publication will allow agencies and organizations to utilize the brochure in new, as well as existing, riparian educational efforts throughout the area.

Collaborating partners can utilize the brochures as an educational tool with waterfront property owners to promote beneficial shoreline practices using a positive approach with simple tips and steps. Partners will each distribute and use the updated brochure in conjunction with individualized educational outreach programs and events. Some examples include:

The Lake County and Flathead County Planning Departments will both display the materials in their office entrances, visible to the large numbers of property owners and lakeshore contractors who frequent the offices. The planning departments also plan to mail out copies of the updated brochure along with lakeshore permits to property owners proposing activities in lakeshore protection areas.

The Flathead Lakers plan to incorporate the educational brochure into their "Flathead Watershed BMP Tool Kit" currently under development. It will be incorporated into one or more modules to be distributed independently and as part of the comprehensive tool kit. The Flathead Lakers will also use the educational brochure in their landowner workshops, *Living by Water*. The brochure will also be incorporated into waterfront property owner site assessments, and distributed and used by the Flathead Lakers for various educational and outreach activities.

The Confederated Salish and Kootenai Tribes will use and distribute the brochure through their Shoreline Protection Department and other tribal programs. Possible opportunities include sending the brochure to all riparian properties located within the boundaries of the reservation and incorporating the brochure into other water quality outreach efforts.

The Flathead Conservation District will distribute the brochure at various public meetings, and as part of educational displays and booths at area events. The district will incorporate the brochures into outreach efforts and workshops for waterfront property owners, realtors, and others, and will display the brochures in their office entrance, visible to attendees of public meetings and property owners applying for 310 permits.

The brochure will be used and distributed by the collaborating partners listed above, however, the project also intends to provide the materials to other interested agencies and organizations involved in riparian educational efforts throughout the area.

4. How does the project fit into larger watershed efforts in the region?

Within the Flathead basin there are multiple groups involved in efforts to protect and enhance water quality. This project aims to provide these groups with a helpful educational tool to incorporate into existing and new efforts. Some of these larger efforts include:

Lake County, Flathead County, and the Confederated Salish and Kootenai Tribes (CSKT) all regulate shoreline activities on Flathead Lake and other area lakes. Water quality is identified as a main purpose for regulation of shoreline areas. Increased public awareness about riparian practices builds important public support for regulating shoreline activities. Voluntary implementation of beneficial riparian practices is extremely helpful in achieving compliance with and effectively administering shoreline regulations.

The Flathead Lakers recently launched a watershed-wide campaign to educate lakeshore and river bank property owners, construction professionals, policy makers and educators about water quality best management practices (BMPs) on lands adjacent to lakes, rivers and streams throughout the Flathead watershed and to encourage BMP implementation through regulatory and voluntary programs. This project will provide an important educational tool to assist in these efforts.

A new riparian buffer media campaign will be launched in the Flathead basin in spring 2010 promoting native shoreline buffers along lakes and streams. This project complements the campaign's message and provides a follow-up tool that can be posted on the campaign's website, www.watersmartmt.com, and also used by other organizations.

5. Who are the collaborating partners and how will they contribute to the project?

- Lake County Planning Department
- Flathead County Planning Department
- Flathead Lakers
- Confederated Salish and Kootenai Tribe
- Flathead County Conservation District
- Lake County Conservation District

Collaborating partners will contribute to the project by reviewing and updating the existing educational brochure. Individual partners will each distribute and use the updated brochure in conjunction with individualized educational outreach programs and events.

Objectives, Goals & Outcomes

6. What is the overall goal of the project? What are the specific objectives and tasks for your project?

Overall Goal: To increase public awareness about the importance of riparian buffers and provide waterfront property owners with simple improvement and maintenance tips that protect and enhance water quality.

Objective 1: Revise/update existing brochure

Task 1: Solicit edits to existing brochure from collaborating partners

Task 2: Coordinate with collaborating partners to develop a revised version

Objective 2: Print revised/updated brochure

Task 1: Coordinate with collaborating partners to print at least 5,000 copies of the new brochure (more copies will be printed if additional funding is secured).

Objective 3: Distribute new brochure and provide/encourage outreach opportunities

Task 1: Distribute brochures to collaborating partners

Task 2: Provide press releases to area media sources about the release and availability of the brochure. The goal of the press release will be two-fold: to increase public awareness about the issue and inform interested local agencies and organizations about the brochure's availability.

Task 3: Coordinate the posting of the brochure, and related riparian educational materials as appropriate, on relevant websites (i.e. www.lakecounty-mt.org/planning, www.flatheadlakers.org, www.watersmartmt.com)

Task 4: Develop a county display and distribution mechanism for the brochures. Communicate with collaborating partners regarding individual outreach opportunities. Encourage the use of the brochure in existing, as well as new, riparian educational efforts throughout the area.

7. What skills, abilities, and/or knowledge are to be gained from the project activities and how will pre & post-project participant skills, abilities, and/or knowledge be evaluated?

The project aims to increase riparian owner knowledge of beneficial shoreline practices. Site assessments and the *Living by Water* workshops conducted by the Flathead Lakers will utilize the brochure and may incorporate pre- and post- evaluations of shoreline practice knowledge.

8. What are the expected measurable outcomes and long-term impacts of the project?

Measurable outcomes will include the distribution and use of the brochures through various educational efforts. The long-term impacts will be increased public awareness about the importance of riparian buffers and more implementation of beneficial shoreline practices by waterfront property owners.

9. What opportunities exist for project continuation or expansion?

This project aims to print a large enough quantity of educational brochures for interested agencies and organizations to be able to use for many years. The Lake County Planning Department hopes to encourage the development of new outreach opportunities related to shorelines and develop/enhance relationships with other organizations promoting beneficial riparian practices.

Project Logistics

10. Who are the instructors/project leaders & what are their qualifications?

Various partners will collaborate on the revision and distribution of the brochure.

Qualifications of some of the partners include:

- M.S. Environmental Studies
- M.S. Water Resources
- M.S. Environmental Science
- 8 years riparian outreach education experience

11. If equipment is being purchased, where will it be housed & how will it be maintained?

N/A

12. If funding is needed for a specific site event: where is it, how will transportation be provided & what contingencies have been made for rain days or alternative locations?

N/A

Budget

13. What is the cost of the project & where will the \$1000 local non-federal in-kind or cash match come from? List by line-item all of the anticipated expenses and match sources, using the following format as a guide:

	319 Mini-Grant	Other Grant*	In Kind	TOTAL
OBJECTIVE 1 (Tasks 1-2): Revise/update existing brochure (donated staff time: 20 hrs x \$20/hr = \$400)	0	0	\$400	\$400
OBJECTIVE 2 (Task 1): Print revised/updated brochure (at least 5,000 copies, additional copies will be printed if additional funding is secured).	\$1,500	0	0	\$1,500
OBJECTIVE 3 (Tasks 1-4): Distribute new brochure and provide/encourage outreach opportunities (donated staff time: 30 hrs x \$20/hr = \$600)	0	0	\$600	\$600
TOTALS	\$1,500	0	\$1,000	\$2,500

* If additional funding is secured, the project will be expanded to produce additional copies.
Note: Donated staff time is calculated using Lake County Planning Department staff time.
Collaborating partners may provide additional donated staff time for the project.