

Lake Champlain Basin Program
Approved Meeting Summary - Executive Committee Meeting
January 23, 2020 10:00 AM – 3:30 PM
LCBP Office, Gordon Center House, Grand Isle, VT

Attendance: Bob Stegemann (NYS DEC; Chair), Pete LaFlamme (VT ANR), Neil Kamman (TAC Chair), Mark Naud (VT CAC Chair), Buzz Hoer (E&O Committee Chair), Mary Jo Feuerbach (EPA R1), Stefanos Bitzikidis (QC MELCC); Phone: John Krueger (HAPAC Chair), Pierre Leduc (Quebec CAC Chair), Vic Putnam (NY CAC Chair), Mario Paula (EPA R2), Stephanie Mikesell (NYS Empire Development)

Staff: LCBP: Eric Howe, Meg Modley, Jim Brangan, Matt Vaughan, Lauren Jenness, Mae Kate Campbell; Fred Dunlap (NYS DEC), Bryan Dore (EPA R1), Heather Radcliffe (NEIWPCC)

Guests: Owen Dartley, student – University of Vermont

9:30 AM Arrival, Networking

10:00 AM Meeting begins

- **Introductions** around the room, conference call participants. *Bob Stegemann, NYS DEC will Chair this meeting.*
- **Public Comment**
 - Owen Dartley introduced himself; his is a sophomore Environmental Studies major at UVM. Owen developed a commission statement as part of his classwork to present in front of the group. His commission statement is attached to this meeting summary.
- **Approval of minutes from previous meeting**

ACTION ITEM: Approve Meeting Minutes from November 20, 2019 Executive Committee

 - Motion By: Buzz Hoerr
 - Second by: Neil Kamman
 - Discussion on the motion: no discussion
 - Vote: All in favor.
 - Abstentions: none
- **Congressional Updates**
 - None provided.
- **Updates from partners around the table**
 - Bob Stegemann – 2020 is the 50th year of reconfigured NYDEC. Bob noted that the issues to be addressed back then aren't that different than today. Governor Cuomo released budget with funds habitat restoration 3B related to climate change. The NY State plastic bag ban goes into effect March 1st. Gov Cuomo proposing legislation for January 2022 to ban single use food containers and plastic containers. NYS DEC will be granting \$4M in sewer upgrades in the Lake Champlain basin. NYS Dec will be submitting a letter to LCBP to fill an AIS Rapid Response Task Force vacancy.
 - Pete LaFlamme – VT DEC has consolidated water quality financing into a new Water Investment Division, led by Neil Kamman. The Watershed Management Division continues to process comments on their proposed 3-acre permit and work through potential tweaks to the permit internally. DEC anticipates to complete a responsiveness summary. DEC continues to work on a wetlands stakeholder workgroup statute and rules in the State. They have been working for almost 3 years to develop proposals. PFAS – DEC prepared a report per request from the Legislature describing standards for aquatic biota and human health criteria for 5 compounds. Embarking on water

- quality standards review, with number of tweaks but no major changes. There will be improvements to toxics criteria standards and informing stakeholder groups to begin rulemaking sometime in Spring.
- Neil Kamman reported out for the DEC Water Investment Division. WID is actively pursuing revolving loans for next year. The intention is to marry together nonpoint source funding, TMDL funding, clean water funding to create flexible spending packages. The intended use for the plan is to be able to program some federal grant funding as a subsidy. There are CSO long-term control plans in plan, natural resources projects, other work. There will be a public notice in March. One successful program was last year's natural resources bridge loans to private landowners. WID is investing \$11 million in 3 big conservation projects for easements, which will be in the press this week. WID is working with DEC Watershed Management Division to do a 5-year update for 319 nonpoint source management program. TMDL projects for FY20 funding are in development. Neil highlighted one project funded out of the FY19 TMDL budget – the functioning floodplains initiative. This program is creating a map of all floodplain restoration and easement opportunities with prioritization based on cost-benefit calculation. There is a new \$10 million agreement with NRCS-RCPP through DEC.
 - MaryJo – recently received annual report from VTDEC, and will be reviewing soon. Entering into new phase for report cards for TMDL implementation. Hoping 3-acre permit gets finalized soon because it's the last piece. Phase 2 switched to tracking implementation of tactical basin plans (TBPs), midway through timeline for TBPs that were updated after TMDL finalized. Issue report cards for 2 TBPs. MaryJo discussed permeable reactive barriers – there is increasing interest related to capturing nitrogen coming from ground water, particularly in the Cape Cod area of Massachusetts. Region 1 is working on this quite a bit through other programs. EPA Region 1 worked a pilot project with Cape Cod communities to identify sites suitable for this practice. EPA R1 teamed with USGS to develop the protocol. Several pilot projects show siting is critical. Working with septic alternative center for nonproprietary systems using materials to design systems that residents can install at lower cost. There is a nitrogen sensor challenge to develop sensors at low cost to track nitrogen. \$1,000 or less. There have been several rounds of testing, one in development that looks promising. Bryan Dore added that EPA is updating their competition exemption that allows EPA to send funds to NEIWPC, Vermont and New York without bidding. This exemption is sunsetting at end of fiscal year.
 - Stefanos Bitzikidis – There is a modification in consideration to the Environmental Quality Act regulation that will clarify which projects require permits. The modification should be adopted in June 2020.
 - Matt Vaughan – TAC has not met since the December Steering Committee meeting. The February agenda will be light - reviewing WIT ideas for possibility of FY20 TMDL funds, and some informational presentations. Applicants for FY20 pre-proposals have been notified. Full proposals are due mid-February for review at the March meetings. April and May agendas will be review of final reports for current projects and workplans for new or ongoing projects. TAC will be reviewing a proposal from Fred, Angela and Matt for improvement to modernize the LTMP. Neil added that VT DEC has worked to create the list of TMDL projects for FY20. Senator Leahy's office has reviewed the list, which has a heavy slant toward implementation.

- Vic Putman – NY CAC will be meeting on Monday January 27th, with a presentation from Trout Unlimited and the City of Plattsburgh, regarding Imperial Dam on the Saranac River. Vic is glad to see that the CACs have a place on the LCBP website.
- Marc – thanks for support from LCBP staff, Elizabeth Lee and Lauren Jenness, and Emily Bird at VT Dec while the VT CAC is transitioning to their new coordinator. Finished action plan, going to print. Focused on upcoming meetings with Neil in March, agriculture enforcement in April, and data monitoring related to agriculture in May.
- Pierre – The new OBVBM communications specialist started 2 weeks ago, working on website updates. They are in the hiring process for a 2nd agronomist to assist with the for large number of projects. Final report for the IJC water quality reference Fred, Angela was issued to the IJC last Friday. The IJC will take 3 months before issuing the report to the US and Canadian federal governments.
- Buzz Hoerr – E&O has been working on the upcoming budget, to be discussed this afternoon. The E&O committee had a great meeting at ECHO and the LCBP Resource Room to showcase State of the Lake programming at the facility.
- John Krueger – HAPAC pre-proposals that were approved at the last meeting are in development for full proposals, due next Monday. The full proposals will be ranked at next month's meeting.
- NY State Empire State economic development – Stephanie Mikesell started in her role a few weeks ago. Stephanie worked for the Department of Defense, and just relocated to Plattsburgh.
- LCBP Updates
 - Eric welcomed Mae Kate Campbell who started about 2 weeks ago as the new LCBP technical associate.
 - Eric thanked Christina Stringer at NEIWPC, who worked very efficiently to submit our annual NPS application 4 months earlier than usual this year. Eric also thanked the Lake Champlain Visitors Center, Lake Champlain Maritime Museum, and the VT ACCD Division of Historic Preservation, for their provision of non-federal matching funds for this application.
 - The IJC Water quality report was delivered to IJC, and Eric thanked Pierre for his hard work and collaboration on this project. Eric also thanked EPA R1 for Eric Perkins' time to serve as chair of the group. Pierre echoed thanks.
 - The VIDA report may have been delivered to Congress. Next step is to develop an implementation plan for funds that may be appropriated.
 - LCBP continuing to coordinate NY-LCBP Dam Task Force, rescheduling and its focus is on Imperial Dam on the Saranac River.
 - Held water chestnut workgroup with partners, with great updates from Quebec on populations in Richelieu. NYDEC EPF another 5 years of funding for mechanical harvesting. Site and harvest removal spoils locations in NY for Vermont harvests working with Fred Dunlap (NYS DEC) and Kim Jensen (VT DEC).

10:30 AM Discussion on CAC Coordination roles for VT, NY, LCBP (Eric Howe)

- Eric introduced this discussion. We have an opportunity to rethink the CAC coordination roles for NY and VT. One model that has been proposed is for LCBP to support an LCBP position to coordinate both CACs and increase involvement in and attend the QC CAC meetings. Other models could also be considered.
- Eric circulated a draft conceptual job description; there was some discussion around the different models. Bob was concerned about potential for loss of coordination with the States. But the benefit is that this position can be a circuit rider, which can be effective at helping

opportunities to be realized. Bob would want to make sure that it is coordinated with similar efforts in NY. Buzz offered that as a former chair, he found having Michaela Stickney involved at State level to be a huge resource, because she was able to speak fluently about State projects and programs to inform the discussion at the CAC meetings. There should be concern about losing connections with the States, plus the responsibility to do this work in New York as well and attend the Quebec meetings. It seems like this position should be full time, with experience. Marc pointed out that the individual would need to work hard to maintain connections and relationships.

- Neil pointed out the reality of the VT coordinator position is that work for the CAC is now a small part of their job. The luxury to focus on the CAC while still being connected to DEC would be helpful.
- On funding for this position, Eric noted that there could be a request to the States for a reduction in line items for those responsibilities. Bob commented that we wouldn't want to destabilize the Coordinator positions. Mary Jo added that it would be helpful to know what the Coordinator positions are doing now. Fred noted that everyone's workload is full, and that the NY CAC suffers because Fred's time is spread thin. With an LCBP staff person dedicated to coordination of the CACs, their committees could be greatly enhanced. The link to the State Coordinator should remain, and the State Coordinator should attend CAC meetings. Pete commented that the role of the CAC coordinator as a DEC employee is a difficult set of hats to wear. Pierre suggested that it would be great to increase communications among the CACs, and he would be open to having one person be the link among the CACs. He added that the Quebec CAC does not require coordination, as they are fully autonomous and fully funded.
- Neil attended the last VT CAC meeting, and he can see the value of the CACs. A growing number of involved stakeholders seeking appropriate venues is translated into groups. In addition, the individual position could serve as the coordinator for the Missisquoi Bay Phosphorus Reduction Task Force, which is a new LCBP Task Force recommended in the IJC water quality report to be coordinated by the LCBP.
- MaryJo – likes idea of having this position to maximize citizen involvement. She would want the coordinators to be at the meetings. If we are going to fully fund Coordinators and an extra position, MaryJo would want to have a discussion of what the Coordinators are doing, and if there are opportunities to think about these State positions to look at other things. The position could also be used to do more work with groups to better understand how to write proposals, etc.

11:00 AM Update on LEAN to streamline LCBP processes (VTDEC)

- Pete reviewed the current game plan. This could be a 3-part process. VT ANR is working to identify a facilitator, and would like to identify the core group of Executive Committee members to help put together the Charter for the process, including the scope of work, process constraints, hopes, objectives, outcomes. The full Executive Committee will sign off on the charter. The first meeting will document current processes, and present the results at the April Steering Committee meeting. The second event will be in May, before the June Steering Committee meeting.
- Key participants are: Eric Howe, Pete Laflamme, Bethany Sargent, MaryJo Feuerbach or Bryan Dore, Heather, John Krueger (?), Fred Dunlap, Mark Naud, Heather Radcliffe, and other LCBP staff.

11:15 AM FY20 Budget development

- **Key Functions** – Eric Howe

- Eric briefly reviewed the draft Key Functions budget for the FY20 budget. A large portion of the GLFC – Lake Champlain appropriation will be supporting a new Lake Champlain research vessel for the University of Vermont. This will reduce the amount of GLFC funds available to the LCBP in FY20; however, the LCBP EPA appropriation will increase to offset the GLFC reduction. So, the LCBP budget should be close to level-funded from FY19. Some projects typically supported with GLFC funds may be switched to EPA in this budget.
- If the Steering Committee decides to support a ½ time CAC position, an additional \$60-70K would need to be added to this budget.
- **Education & Outreach** – Buzz Hoerr, Ryan Mitchell
 - Ryan reviewed the nine E&O tasks the committee is considering in this budget cycle.
 - Buzz asked where else could we house the videos in Task #6. LCBP YouTube channel, etc. RM – videos are on YouTube.
 - Task #1: Neil felt this doesn't speak to Social media as main component. Vermont is looking toward new structure. Buzz would like to see this tie in with States.
 - Task #2: Neil felt this was a great idea that should be funded. To have consistent training would be beneficial. Mary Jo asked if Water Words that Work is part of the funds. Ryan confirmed that it is. Neil suggested this could be a modular training program to provide to all upcoming professionals.
 - Task #3: Eric pointed out that the LCBP is the right group to push this work. Eric also pointed out that as written, this is submitted by and focused on VT watershed groups; if funded, the Steering Committee should consider adding NY groups. Bob supported this. Pete would like to see a link to permitting programs. One approach would be to set up as a pilot and demonstrate to NY groups, here is what we did, see how it is.
 - Task #4 – Mary Jo asked what newspapers, and how many subscribers are there for newspapers now. Does this include weeklies, and Sunday editions? Should consider an electronic option. Buzz noted that the Burlington Free Press does a Thursday auction paper that gets more viewers.
 - Task #5 – Mary Jo – is there any assessment of what impact this has had on water quality hydrologically. Pete added that this has a great local impact. The group asked for VT or NY DEC staff to call in to the next meeting to help clarify this concept.
 - Task #8- Enhanced E&O grants – budget should be increased for large grants.
 - Task #9 –Neil is concerned about the potential for success for this project. LakeWise has dedicated commitment with the lake for identity, but streams don't have that as much. It is not like putting a sign on property in or around a lake. Buzz responded that there are more groups than one might realize about community rivers.

12:15 PM Lunch

12:45 PM EXECUTIVE SESSION: Grant Award Decisions (LCBP staff)

ACTION ITEM: Enter into Executive Session to review grant proposals.

- Motion By: Neil Kamman
- Second by: Buzz Hoerr
- Discussion on the motion: no discussion
- Vote: All in favor.
- Abstentions: none
- Exit Executive Session
- **ACTION ITEM:** Approve all grant awards as presented for Local Grant categories: Education & Outreach Small & Large Grants, Organizational Support, NY Agronomy grant program,

Missisquoi phosphorus inactivation, and Lake Carmi private road assessments, with recommendations provided by review committees.

- Motion By: Buzz Hoerr
- Second by: Neil Kamman.
- Discussion on the motion: no discussion
- Vote: All in favor.
- Abstentions: Vic Putman.

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3:30 Adjourn

Outputs for this meeting include:

1. Grant Award Decisions for Local Grant categories: Education & Outreach Small & Large Grants, Organizational Support, NY Agronomy grant program, Missisquoi phosphorus inactivation, and Lake Carmi private road assessments.

Upcoming Meetings:

February 19: LCBP Executive Committee (Grand Isle, VT)

March 24: LCBP Executive Committee (Grand Isle, VT)

April 14-15: Lake Champlain Steering Committee 2-day budget meeting (Lake Placid, NY)

May 14: LCBP Executive Committee (Grand Isle, VT)

June 11: Lake Champlain Steering Committee (Vermont)

September 9: LCBP Executive Committee (Grand Isle, VT)

September 23: Lake Champlain Steering Committee (Quebec)

Owen Dartley
Dr. Trish O’Kane
Environmental Studies 195
22 November 2019

Commission Statement – Lake Champlain Water Quality

Good Morning/Good Afternoon. My name is Owen Dartley. I am 19 years old and a student at the University of Vermont.

Thank you for the opportunity to speak today, and for your continuous efforts in managing Lake Champlain and trying to keep it clean.

I’m certain all of you hold Lake Champlain close to heart. I know that some of the earliest memories of my childhood are the trips my family and I were lucky enough make up to Vermont and Lake Champlain. It’s why I love Vermont and it drew me to the University.

Unfortunately, however, Lake Champlain is unhealthy. The Lake needs our help before it reaches a tipping point.

Help won’t come in the form of just regulations and permitting. There are countless point and non-point sources contributing to the Lake’s poor water quality. I believe farming runoff is the most neglected of them. The current Lake Champlain clean-up plan isn’t helping improve water quality, and it isn’t preventing algal blooms. The most recent plan doesn’t even require the Secretary of the Agency of Natural Resources to conduct a review *before* issuing a discharge

permit (according to the 2015 clean-up plan). Reviews need to take place, otherwise there's no way to ensure that discharges of phosphorous meet the requirements. And that's ridiculous.

The current estimated cost to "clean up" Lake Champlain is estimated to be around \$1 billion dollars. The state of Vermont can pay off their portion quickly, compared to what the Federal government will contribute.

Therefore, it's important that Federal funding is distributed wisely. Progressing climate change will mean a warmer, and wetter climate in the state. The increased rainfall will mean more urban and farming runoff, and the warmer temperatures undoubtedly will cause further and worsening algal blooms and cyanobacteria.

The infrastructure we permit now must be engineered to withstand future, more serious climate events, so this isn't a simple fix. The nearly 7,000 farms in Vermont, especially large-scale operations, are contributors of phosphorous and nitrogen runoff into Lake Champlain. This isn't going to stop. Not unless more focused methods are considered.

Agriculture in Vermont is competitive, and regulations on farming practices are strict.

Compliance with these standards means that farms should be compensated for the benefits that their stewardship has on our land, soil, and water. In some instances, farms have received state assistance.

For example, Jones Farm of Craftsbury already obtained grants through the Vermont Farm & Forest Viability Program. In a VTDigger article I read, their owner James Jones expressed his satisfaction with the new manure storage they were able to construct. Their storage prevents groundwater leaching, runoff, and saves them money on commercial fertilizer. Increased funding would allow similar such farms to make improvements, and large-scale operations could do the same. Providing grants to farms through the clean-up plan to assist in obtaining everything from modern manure storages, to no-till crop tools is key. If the state doesn't do this, the future viability of farms in Vermont will be in serious jeopardy.

According to the 2017 Census of Agriculture, dairy farming alone manages over 80% of Vermont's open land. And with current very low milk prices, almost all farms have been strained. Some larger farms are under mountains of debt. These farms are already paying their undocumented workers the federal minimum wage. How are they to contain their runoff if they're in debt? How can we look the other way with farm runoff and expect the Lake's health to improve? It's only one of the major contributors to poor water quality.

Farms surrounding Lake Champlain need a hand, they're a part of Vermont's economy, and they can't mitigate their impact on the Lake because its unaffordable. Federal funds that are given to the state of Vermont and the Basin Program as a majority of the estimated \$1 billion cleanup effort should be directed to Vermont's farms to promote future viability and stop phosphorous from entering Lake Champlain.

Thank you.

DRAFT: 23 January, 2020

LCBP CAC Coordination position

Description: Incumbent is responsible for coordination of New York and Vermont Citizen Advisory Committees. Coordination is to include working with Committees to establish meeting schedules, agendas, and annual goals for each committee. Incumbent will recruit speakers, secure meeting spaces, provide necessary meeting supplies, and meeting documentation. Incumbent will conduct outreach to communities to promote CAC meetings, activities, and annual goals or priorities. Incumbent will work closely with New York and Vermont State staff to ensure coordinated messaging and communication between the States, LCBP, and the CAC membership. Incumbent will arrange legislative days for CAC committee members to engage in discourse with State legislators and other officials. Incumbent will not engage in advocacy or lobbying efforts. Incumbent will attend the Quebec CAC (OBVBM) meetings on a regular basis. Incumbent will coordinate one joint meeting among the three CACs annually to foster collaborative work, communication, and messaging across the jurisdictions of the Lake Champlain basin. Incumbent will work with LCBP, New York DEC, and Vermont ANR to develop and fulfill committee membership.

Cost: \$60,000-70,000. Includes:

- Salary for 50% Full-time position (1040 hours annually)
- NEIWPC fringes and indirect
- Travel support
- Supplies (publication/printing costs for CAC publications, meeting support supplies, computer support, etc.)

Requirements: Experience working with communities or stakeholder groups, coordinating meetings and event planning, education background in water quality or watershed management. Fluency in French.

January 2020 Draft FY2020 LCBP Budget

TASK #	Funding			Key Functions	Task Management	Draft 2020 TASK Request	FY2019 Approved Budget	DRAFT TASK Cumulative Total	NPS Allocation	EPA Allocation	GLFC Allocation
KF-1	0.0%	100.0%	0.0%	VT Coordination	VERMONT	\$ 161,412	\$ 161,427	\$161,412	\$0	\$161,412	\$0
KF-2	0.0%	100.0%	0.0%	NY Coordination	NEW YORK	\$ 195,850	\$ 195,850	\$357,262	\$0	\$195,850	\$0
KF-3	0.0%	95.0%	5.0%	E&O Coordination	NEIWPC	\$ 210,000	\$ 180,000	\$567,262	\$0	\$199,500	\$10,500
KF-4	0.0%	95.0%	5.0%	Communication and Publications	NEIWPC	\$ 275,000	\$ 275,000	\$842,262	\$0	\$261,250	\$13,750
KF-5	0.0%	98.0%	2.0%	Technical Coordination	NEIWPC	\$ 285,000	\$ 245,000	\$1,127,262	\$0	\$279,300	\$5,700
KF-6	0.0%	98.0%	2.0%	ANS Coordination	NEIWPC	\$ 230,000	\$ 190,000	\$1,357,262	\$0	\$225,400	\$4,600
KF-7	2.0%	98.0%	0.0%	LCBP Administrative Assistance	NEIWPC	\$ 120,000	\$ 122,000	\$1,477,262	\$2,400	\$117,600	\$0
KF-8	2.0%	96.0%	2.0%	Program Direction	NEIWPC	\$ 170,000	\$ 160,000	\$1,647,262	\$3,400	\$163,200	\$3,400
KF-9	2.0%	73.0%	25.0%	Office Operations	NEIWPC	\$ 72,000	\$ 80,000	\$1,719,262	\$1,440	\$52,560	\$18,000
KF-10	0.0%	100.0%	0.0%	Resource Room	NEIWPC	\$ 195,000	\$ 185,000	\$1,914,262	\$0	\$195,000	\$0
KF-11	2.0%	96.0%	2.0%	NEI Administration	NEIWPC	\$ 198,000	\$ 195,000	\$2,112,262	\$3,960	\$190,080	\$3,960
KF-12	100.0%	0.0%	0.0%	CVNHP Coordination	NEIWPC	\$ 185,000	\$ 165,000	\$2,297,262	\$185,000	\$0	\$0
KF-13	0.0%	100.0%	0.0%	Gordon Center House rent	VERMONT	\$ 18,500	\$ 18,500	\$2,315,762	\$0	\$18,500	\$0
KF-14	0.0%	100.0%	0.0%	State of the Lake 2021: Printing, copy-editing, full translation for website	NEIWPC	\$ 20,000	\$ -	\$2,335,762	\$0	\$20,000	\$0
KF-15	0.0%	95.0%	5.0%	Local Implementation Grants PP (300k) / AIS (200k) / OS (50k)	NEIWPC	\$ 550,000	\$ 550,000	\$2,885,762	\$0	\$522,500	\$27,500
-	0.0%	100.0%	0.0%	Additional LCBP office space	NEIWPC	\$ -	\$ 15,000	\$2,885,762	\$0	\$0	\$0

Funding Scenario FY2020

EPA FY20 base	\$7,000,000	Category Sum	\$196,200	\$2,602,152	\$87,410
EPA-2016 TMDL	\$6,386,000				
NPS (CVNHP)	\$336,388				
GLFC	\$619,500				
Total	\$14,341,888				

TASK #	Funding			Heritage Area Tasks	Task Management	Draft 2020 TASK Request	FY2019 Approved Budget	DRAFT TASK Cumulative Total	NPS Allocation	EPA Allocation	GLFC Allocation
H-1	70.0%	0.0%	30.0%	CVNHP Proposals	NEIWPC	\$ 175,000	\$ 175,000	\$3,060,762	\$122,500	\$0	\$52,500
H-2	50.0%	0.0%	50.0%	Local Heritage Grants*	NEIWPC	\$ -	\$ 36,000	\$3,060,762	\$0	\$0	\$0

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H-3	50.0%	0.0%	50.0%	Interpretive Theme Grants*	NEIWPC	\$ -	\$ 36,000	\$3,060,762	\$0	\$0	\$0
H-4	0.0%	0.0%	100.0%	Quebec Regional Stakeholder Coordination*	NEIWPC	\$ 2,200	\$ 2,200	\$3,062,962	\$0	\$0	\$2,200
H-5	100.0%	0.0%	0.0%	Wayside Exhibit Program Continuation*	NEIWPC	\$ 10,000	\$ 12,000	\$3,072,962	\$10,000	\$0	\$0
H-6	100.0%	0.0%	0.0%	Annual International Heritage Summit*	NEIWPC	\$ 8,000	\$ 7,200	\$3,080,962	\$8,000	\$0	\$0
NHA Totals						\$195,200		Category Sum	\$140,500	\$0	\$54,700

TASK #	Funding			Education & Outreach	Task Management	Draft 2020 TASK Request	FY2019 Approved Budget	DRAFT TASK Cumulative Total	NPS Allocation	EPA Allocation	GLFC Allocation
EO-1	0.0%	95.0%	5.0%	E&O Grant Programs (Annual EO local grants (240k), Professional Development (14k), Enhanced Outreach Grants (270k), Boots-n-Bugs 24k)	NEIWPC	\$ 548,000	\$478,000	\$3,628,962	\$0	\$520,600	\$27,400
EO-2	0.0%	0.0%	100.0%	Champlain Basin Education Initiative (CBEI) & Authentic Student Learning	NEIWPC		\$24,500	\$3,628,962	\$0	\$0	\$0
EO-3	0.0%	0.0%	100.0%	High School Watershed Steward Certification Program, Year 3	NEIWPC		\$15,000	\$3,628,962	\$0	\$0	\$0
EO-4	0.0%	100.0%	0.0%	Healthy Soils Phase 3	NEIWPC		\$72,000	\$3,628,962	\$0	\$0	\$0
EO-5	0.0%	100.0%	0.0%	Bioengineering and Shoreland Best Management Practices to Restore Living Shorelands and Protect Water Quality	VERMONT		\$62,000	\$3,628,962	\$0	\$0	\$0
EO-6	0.0%	0.0%	100.0%	Production of Clean Water Videos	NEIWPC		\$35,000	\$3,628,962	\$0	\$0	\$0
EO-7	0.0%	100.0%	0.0%	Lake Champlain Education and Outreach Stewards	NEIWPC		\$60,000	\$3,628,962	\$0	\$0	\$0
EO-8	0.0%	0.0%	100.0%	StreamWise Stewardship	NEIWPC		\$61,000	\$3,628,962	\$0	\$0	\$0
EO-9	0.0%	0.0%	100.0%	Economic Valuation of Clean Water and Healthy Watersheds	NEIWPC		\$5,000	\$3,628,962	\$0	\$0	\$0
EO-10	0.0%	0.0%	100.0%	Artist in Residence Program	NEIWPC		\$25,000	\$3,628,962	\$0	\$0	\$0
E&O Total						\$ 548,000	\$837,500	Category Sum	\$0	\$520,600	\$27,400

				Technical Tasks	Task Management	Draft 2020 TASK Request	FY2019 Approved Budget	DRAFT TASK Cumulative Total	NPS Allocation	EPA Allocation	GLFC Allocation
T-1	0.0%	90.0%	10.0%	CORE PROJECT: Lake Champlain Boat Launch Steward Program 2021	NEIWPC	\$205,324	\$138,050	\$3,834,286	\$0	\$184,792	\$20,532
T-2	0.0%	100.0%	0.0%	CORE PROJECT: NEIWPC-- Lake Champlain Long-Term Water Quality and Biological Monitoring (LTMP)	NEIWPC	\$154,000	\$150,000	\$3,988,286	\$0	\$154,000	\$0
T-3	0.0%	100.0%	0.0%	CORE PROJECT: VERMONT DEC - LTMP	VERMONT	\$239,478	\$267,629	\$4,227,764	\$0	\$239,478	\$0
T-4	0.0%	100.0%	0.0%	CORE PROJECT: New York DEC/SUNY Plattsburgh LTMP	NEW YORK & SUNY-Plattsburgh	\$185,000	\$185,000	\$4,412,764	\$0	\$185,000	\$0
T-5	0.0%	100.0%	0.0%	CORE PROJECT: Cyanobacteria Monitoring	NEIWPC-LCC	\$105,000	\$100,000	\$4,517,764	\$0	\$105,000	\$0
T-6	0.0%	100.0%	0.0%	CORE PROJECT: Water Chestnut Management	VERMONT	\$150,000	\$90,000	\$4,667,764	\$0	\$150,000	\$0
T-7	0.0%	100.0%	0.0%	CORE PROJECT: LCBP Enhanced BMP Grants	NEIWPC	\$650,000	\$633,347	\$5,317,764	\$0	\$650,000	\$0

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T-8	0.0%	0.0%	100.0%	CORE PROJECT: AIS Rapid Response Fund	NEIWPCC	\$59,000	\$69,900	\$5,376,764	\$0	\$0	\$59,000	
T-9	0.0%	100.0%	0.0%	CORE PROJECT: NY Lake Champlain Basin Agronomy Support and Agriculture BMP Implementation	NEIWPCC	\$160,000	\$160,000	\$5,536,764	\$0	\$160,000	\$0	
T-10	0.0%	100.0%	0.0%	LINE ITEM: WWTF Optimization in Lake Champlain Basin - NEW YORK: YEAR 2 of 3	NEW YORK	\$110,000	\$110,000	\$5,646,764	\$0	\$110,000	\$0	
T-11	0.0%	100.0%	0.0%	LINE ITEM: WWTF Optimization in Lake Champlain Basin - VERMONT: YEAR 2 of 3	VERMONT	\$150,000	\$150,000	\$5,796,764	\$0	\$150,000	\$0	
T-12	0.0%	100.0%	0.0%	LINE ITEM: NY/VT Forest P Load Allocation	VT/NY	\$200,000	\$0	\$5,996,764	\$0	\$200,000	\$0	
T-13	0.0%	100.0%	0.0%	LINE ITEM: Rural Roads General Permit & BMP Implementation: New York	New York	\$100,000	\$0	\$6,096,764	\$0	\$100,000	\$0	
T-14	0.0%	100.0%	0.0%	LINE ITEM: Rural Roads General Permit & BMP Implementation: Vermont	VERMONT	\$100,000	\$0	\$6,196,764	\$0	\$100,000	\$0	
T-15	0.0%	0.0%	100.0%	LINE ITEM: VAWQP Coordination Support	NEIWPCC	\$30,000	\$0	\$6,226,764	\$0	\$0	\$30,000	
Tech Total						\$ 2,597,802			Category Sum	\$0	\$2,488,270	\$109,532

	Budget	Allocated	Remaining
EPA FY20 base	\$ 7,000,000	\$ 5,611,022	\$ 1,388,978
EPA-2016 TMDL	\$ 6,386,000	\$ -	\$ 6,386,000
NPS (CVNHP)	\$ 336,388	\$ 336,700	\$ (312)
GLFC	\$ 619,500	\$ 279,042	\$ 340,458
	\$ 14,341,888	\$ 6,226,764	\$ 8,115,124

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #1

1. **Task Title:** Developing and Implementing an Outreach Plan to Disseminate TMDL Outreach Films

2. **One-sentence abstract of task:** Short films to build knowledge of TMDLs and phosphorus will have broader impact through dissemination via a planned communications effort.

3. **Submitted by:** [Include name(s) and organization(s). *Note: the proposed task should not be specific to any one organization.*] Kris Stepenuck, UVM, Lake Champlain Sea Grant

4. **Describe the task and the specific work-product(s) or output that might result.** [Identify specific Task Areas in [Opportunities for Action](#) that this task will address. Include a brief explanation of how this project will address the OFA Task Area, what outputs might be delivered (e.g. for a summer watershed program, anticipated outputs might be delivery of 30 watershed model demonstrations and 30 field trips/citizen action opportunities with summer camp kids at XYZ locations), and what the big-picture outcome will be (e.g. a better understanding of water quality and ecosystem concepts with an opportunity for hands-on citizen action).]

A series of short films is currently being developed to help improve understanding by a targeted segment of the general public of the actions they can take to minimize the movement of phosphorus across the landscape, and the influence such action will have in their lives. Behavior change outcomes that will result are that people will make different choices in their day to day actions that result in implementation of recommended best practices to minimize P runoff. However, for these films to be most effective, an outreach plan must be developed that will allow specific targeted audiences to see these films. Passive release of the films may limit their effectiveness. Funds should be dedicated to share these films in a targeted and repeated manner to reach intended audiences (e.g., at gas station pumps, in movie theaters, at farm industry meetings, in the Legislature). An outreach plan might also include presenting the films and supporting those with a community discussion about issues raised or concepts introduced in the films to help improve people's understanding of phosphorus, its movement across the landscape, and their role in minimizing that.

5. **Please provide the estimated cost of this task, and a timeframe (# months or years).** [Please note that funding for this task will likely not be available until at least 12 months from now.] \$20,000 estimated

6. **Post-Project monitoring:** [Please provide a brief description of how the success of this program could be monitored/measured after the project is complete.]

If films are shown at events, evaluations of those could be carried out. A larger evaluation that compares general public to those audiences targeted with the outreach could be carried out at additional cost.

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #2

1. **Task Title:** Professional Development Trainings for Watershed Managers

2. **One-sentence abstract of task:** Watershed Professionals will engage in professional development trainings, increasing their ability to share scientific information and effect behavior changes.

3. **Submitted by:** [Include name(s) and organization(s). *Note: the proposed task should not be specific to any one organization.*] Kris Stepenuck, UVM, Lake Champlain Sea Grant

4. **Describe the task and the specific work-product(s) or output that might result.** [Identify specific Task Areas in [Opportunities for Action](#) that this task will address. Include a brief explanation of how this project will address the OFA Task Area, what outputs might be delivered (e.g. for a summer watershed program, anticipated outputs might be delivery of 30 watershed model demonstrations and 30 field trips/citizen action opportunities with summer camp kids at XYZ locations), and what the big-picture outcome will be (e.g. a better understanding of water quality and ecosystem concepts with an opportunity for hands-on citizen action).]

This project will ultimately address OFA objective IV.B, to build awareness through informal learning of Lake Champlain Basin issues, and objective IV.C, to facilitate changes in behavior and actions of citizens. The project will engage a cohort of approximately 25-30 watershed professionals. They will attend three professional development trainings: a one-day training focused on best practices in watershed science communications (*Water Words That Work*), a 2-day training focused on designing and implementing social marketing campaigns, and a 1.5 day training focused on designing and implementing evaluations of educational programs and social marketing efforts. As a result, watershed professionals will be better able to share technical science information with targeted audiences, design social marketing campaigns that result in behavior changes that benefit the environment, and evaluate social, environmental and economic outcomes. Each participant in the professional development series will be asked to provide a minimum of three outreach programs in which they use communications skills learned in the *Water Words That Work* training, to plan and implement one social marketing campaign, and to conduct short and longer term evaluations following guidance learned through the evaluation training. The evaluation training may be focused on development, use, and evaluation of Logic Models and/or most significant change technique (https://www.betterevaluation.org/en/plan/approach/most_significant_change).

5. **Please provide the estimated cost of this task, and a timeframe (# months or years).** [Please note that funding for this task will likely not be available until at least 12 months from now.]

Estimated costs:

Water Words That Work: \$4000

Community-based Social Marketing Training: \$8000

Evaluation Training: \$5000

Total: \$17,000

Timeframe: This series of professional development trainings, ideally for the same cohort of ~30 people, would be scheduled to take place between fall and spring, estimated to take place between November 2020 and March 2021.

6. **Post-Project monitoring:** [Please provide a brief description of how the success of this program could be monitored/measured after the project is complete.]

The project will be able to be monitored by asking participants in the trainings to complete both post training and post series of trainings evaluations, as well as by having them evaluate programs they offer as a result of having received these professional development trainings. Specifically, each participant would be asked to conduct at least three outreach events during which they utilize information learned in the Water Words That Work training, and evaluate these events as well. In addition, groups of participants would be asked to plan and carry out a social marketing campaign. It is estimated that six campaigns would be planned and carried out as a result of having offered this training to watershed professionals here in the Lake Champlain Watershed. Each social marketing campaign would be required to be evaluated by those implementing it. (Note that some longer-term outcomes may take a few years to be known based on how the campaigns are implemented and to allow time for results to take place.) In addition, each participant will be asked to plan and carry out an evaluation of a separate educational event they implement using skills learned in the evaluation training.

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #3

1. **Task Title:** Unifying stormwater technical assistance on private properties basin-wide.
2. **One-sentence abstract of task:** [Please include a brief description (20 words or less) of the anticipated outputs or deliverable for this task. This is extremely helpful for the final budget review phase in the process.]

Capitalizing on recent efforts to aggregate and share existing stormwater education and outreach tools and materials, this proposal suggests taking the next step in aligning tools and messaging and implementing an intentional and coordinated property assessment and homeowner education initiative.

3. **Submitted by:** [Include name(s) and organization(s). *Note: the proposed task should not be specific to any one organization.*]
 - Gianna Petito - Winooski Natural Resources Conservation District
 - Hilary Solomon - Poultney Mettowee Natural Resources Conservation District
 - Amanda Holland - Northwest Regional Planning Commission
 - Corrie Miller - Friends of the Mad River
 - Michele Braun - Friends of the Winooski River
 - Lyn Munno - Watersheds United Vermont
4. **Describe the task and the specific work-product(s) or output that might result.** [Identify specific Task Areas in [Opportunities for Action](#) that this task will address. Include a brief explanation of how this project will address the OFA Task Area, what outputs might be delivered (e.g. for a summer watershed program, anticipated outputs might be delivery of 30 watershed model demonstrations and 30 field trips/citizen action opportunities with summer camp kids at XYZ locations), and what the big-picture outcome will be (e.g. a better understanding of water quality and ecosystem concepts with an opportunity for hands-on citizen action).]

Numerous partners across the Lake Champlain Basin on the VT side currently perform some variance of stormwater outreach to private homeowners which has led to a diversity of messaging, site assessment tools, recommendations, and incentive structures. A recent Stormwater Outreach and Education collaborative supported by the Lake Champlain Sea Grant has identified opportunities to better strategize and coordinate stormwater technical assistance on private lands to stretch resources and amplify messaging for stronger impact. This collaborative proposes a LCBP E&O grant that would support up to 8 partners in the following tasks:

- Up to six meetings to evaluate and develop shared assessment tools, messaging, certification, monitoring and incentive structures. To be facilitated by consultant.
- Trial implementation: Each partner will reach up to 20 properties through this initiative, leading to 160 private properties assessed and educated on better practices and structures to alleviate stormwater flow and pollutant loading into Lake Champlain.

Expected outputs are as follows:

Outputs from collaborative meetings:

- Regional partnership buttressed by MOUs and shared work-plans to deliver stormwater education and technical assistance on homeowner properties.
- Consistent assessment tool and homeowner recommendations with space for respective partner logos
- Consistent messaging to minimize confusion for the lay audience
- Consistent public outreach to solicit participation → shared press release on partnership and new assistance provided to homeowners
- Shared certification plaque and follow-up monitoring/recertification so that the same contributions from different homeowners face the same accountability.
- Roadmap for other basins/regions or the state to imitate initiative
- Case studies of success

Outputs from property assessments:

- At least 160 parcels and 160 acres of private lands and roads assessed for SW impact
- 160 homeowners receiving direct technical assistance in property assessment and project design/implementation
- 50 BMPs funded/installed → 20 acres of SW run-off treated/retained on-site

Expected outcomes from this collaboration are as follows:

- Consistent messaging, certification, and follow-up will amplify the voice of stormwater work and the value to homeowners for participating. When their efforts are recognized more regionally there is a stronger social incentive to participate. Using the same terminology across partners will help with education and minimize confusion as well.
- Shared work plans, MOUs, and funding source for this assessment work will cut back on competition and allow partners to focus on respective geographies collaboratively. Leveraging a regional partnership will help incentive payments and cost-shares trickle down to smaller scale BMPs that typically get overlooked in existing funding opportunities.
- It will also ensure private homeowners across the basin receive an equivalent level of technical assistance, consistent recommendations for implementation, and consistent incentives to participate.

The proposed scope of work will address the following LCBP OFA tasks:

I.A.1.b: Support innovative management approaches likely to achieve results. Solicit new management-oriented research projects that address clean water priorities, including nutrient issues, toxic substance issues, and monitoring programs that will directly inform management or policy decisions.

I.C.3.b: Fund Research and Implementation Programs to Reduce Effective Impervious Surface Area. Address nutrient runoff from impervious surface areas in critical watersheds, incorporating predicted effects of climate change on precipitation events. → Green stormwater Infrastructure (GSI) projects implemented → Improved understanding of efficacy of interventions that reduce stormflows and associated nutrient loading from urban areas and increase resiliency to flood damage.

**I.C.3.c: Fund design and implementation of GSI/LID projects in critical areas. Support a grant program targeting design and installation of green stormwater infrastructure (GSI) projects in critical watersheds. → Twenty new GSI projects installed or designed (shovel-ready) in critical watersheds and twenty new projects in remaining watersheds in the Basin. → Reduced stormflows from urban areas in critical watersheds.

I.C.4.b: Support Projects to Restore and Protect Riparian Forests & Corridors. Support forestry projects that reduce nutrient loading and increase stream bank stability along riparian corridors, with priority to projects that also can manage riparian invasive species spread or protect wildlife habitat. → Five conservation easements or BMPs on riparian forest corridors that reduce nutrient loading to waterways. → Improved riparian corridor stability.

I.C.4.c: Educate and Assist Landowners to Promote Clean Water Regulations on Forested Lands. Support water quality BMP training programs associated with forested lands. → Five training workshops for water quality in forested lands targeting forest managers or landowners. → Increased implementation of best management practices and reduced pollutant load from forested lands.

5. **Please provide the estimated cost of this task, and a timeframe (# months or years).** [Please note that funding for this task will likely not be available until at least 12 months from now.]

Timeframe

Total timeframe for the project is roughly 2.5 years. We expect to spend half a year (or six months) working on the framework for the initiative, aligning messaging, tools, and executing MOUs. We would then execute property assessments and BMP installations over two field seasons.

Estimated costs

A. *Consultant-led coordination meetings* = **\$16,100**

- Six months of coordination meetings = 6 meetings X 4 hours each X 8 partners X \$50/hr billable = \$9,600
- 1 partner working in between meetings with consultant * 10 hrs of extra work * \$50/hr billable = \$500
- Consultant assistance = \$6,000

B. *Property assessments and BMP cost-sharing* = **\$93,712**

- Two years of implementation (including outreach, property assessments)= 8 partners each reach X 10 properties per year X 2 years X 2 hours per assessment + 3 hours follow up prescription x \$50/hr writing/implementation assistance = \$40,000
- Mileage = .58 X 40 miles (avg round trip) * 8 partners * 10 properties/yr * 2 yrs = \$3,712
- Cost-share/incentive payments to implement BMPs - assume \$1000 per BMP X 50 BMPs = \$50,000

C. *Grant Administration* = **\$16,472**

- Grant administration = 15% (reporting to LCBP, paying out to partners for assessments and implementation) = 0.15 * (16,100 + 93,712) = \$16,472

TOTAL = **\$126,284**

6. **Post-Project monitoring:** [Please provide a brief description of how the success of this program could be monitored/measured after the project is complete.]

Stormsmart has existing homeowner follow-up surveys to gauge effectiveness of technical assistance and whether it led to stormwater diversion. This is one of the tools that will be incorporated into a regional-based approach that can inform how we will monitor the impact of homeowner technical

assistance, BMP cost-share assistance, and certifications. Blue VT similarly has a monitoring program that affects recertification of properties and could be used as a model in these efforts.

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #4

1. **Task Title:** SOL Newspaper Insert

2. **One-sentence abstract of task:** The task will pay for the printing and distribution of a summary of the 2021 State of the Lake report to be inserted into local newspapers.

3. **Submitted by:** LCBP

4. **Describe the task and the specific work-product(s) or output that might result.**
LCBP staff will develop a four-page summary of the highlights of the 2021 State of the Lake (which will be the LCBP 30th anniversary) report. The summary will be inserted into local newspapers [once?]. The information included in the summary will be easily understood and digested by readers, and will reach thousands of people that do not receive copies of the full report. This will address Task Area IV.B.1.a of [Opportunities for Action](#). It will result in greater understanding of Lake issues.

5. **Please provide the estimated cost of this task, and a timeframe (# months or years).** \$6,000 for newspaper inserts to be distributed in summer 2021.

6. **Post-Project monitoring:** [Please provide a brief description of how the success of this program could be monitored/measured after the project is complete.]

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #5

1. **Task Title:** Capacity and Resources to Improve Shoreland Management Practices in Vermont and New York
2. **One-sentence abstract of task:** This project would increase capacity and resources offered by Vermont and New York Departments of Environmental Conservation through training and supporting Vermont Lake Wise Evaluators and updating printed and online shoreland management resources that promote nature-based practices for protecting and restoring living shorelands, which are essential for clean lakes and wildlife.

3. **Submitted by:**

Amy Picotte, VTDEC, Watershed Management Division
1 National Life Drive, Main 2
Montpelier, VT 05620

Amy.Picotte@vermont.gov

Lauren Townley, NY DEC, Bureau of Water Resource Management
625 Broadway
Albany, NY 12233

lauren.townley@ny.dec.gov

4. **Describe the task and the specific work-product(s) or output that might result.**

The Vermont Lake Wise Program offers science solutions for restoring and protecting shorelands, the most important line of defense for protecting a lake. The Lake Wise Program represents lake-friendly development practices and serves and connects hundreds of shoreland owners, contractors, native plant suppliers, and projects to improve shoreland conditions for the sake of water quality and lake ecology. The Program needs support to expand from concentrating on a dozen lake communities in the Lake Champlain Basin to better serve more lakes and shoreland clients (towns, state parks, private residences, businesses, lake associations, designers, engineers and contractors) as there is growing interest and requests for shoreland technical help. Hydrologically connected lakes in the Lake Champlain Basin will be prioritized for Lake Wise assessment.

This proposal is to train more Lake Wise Evaluators and grow voluntary Lake Wise participation along the shore while continuing to meet the needs of project logistics, such as working with trained contractors in erosion control methods or developing and updating fact sheets with biodegradable supplies. Currently, there are only two active Lake Wise Evaluators, staff from Natural Resource Conservation Districts (NRCD), who are able to work locally and respond more readily to requests for Lake Wise shoreland assistance. Training more NRCD and Regional Planning Commission staff in the Lake Champlain Basin and other water resource specialist as local Lake Wise Evaluators is an important step in maintaining and growing the Vermont Lake Wise Program and ultimately protecting water quality.

Cultural shifts from lawn to restored natural areas along the shore can happen when information and communication is provided from multiple levels, such as the state level, the town level and the lake association level. Lake Wise Evaluators help distribute information about lake friendly practices and work directly with shoreland owners to make improvements that protect the lake and ecology, addressing the priorities listed in the Clean Water and Healthy Ecosystems Sections of the *Opportunities for Action*.

Building upon the resources developed to support Vermont’s Lake Wise Program, New York is proposing to develop a shoreline best management practice (BMP) guidance document to be utilized by local implementors. Currently, New York only has minimum information on the New York State Department of Environmental Conservation (NYSDEC) website regarding shoreline management and has not developed any informational guides or factsheets. Using existing BMP factsheets and information developed for Vermont’s program, New York is proposing to create a comprehensive BMP guide that can be used as a reference document for project managers when planning or designing potential shoreline projects. The newly developed guide will assist with grant applications for project funding through NYSDEC’s existing Water Quality Improvement Project (WQIP) program.

Outputs

- Two Lake Wise Evaluator Trainings
- Two new Lake Wise Evaluators trained and active in the Lake Wise Program
- Two Classroom Natural Shoreland Erosion Control Trainings
- One Field Erosion Control Training
- Ten new Lake Wise participants and shoreland sites assessed
- Ten project sites identified
- One Comprehensive BMP guidance document

Outcomes

Additional outreach resources on water quality and shoreland habitat protection practices and the promotion, demonstration, and normalization of those practices will result in improved lake water quality and shoreland habitat.

5. Please provide the estimated cost of this task, and a timeframe (# months or years).

Vermont: \$62,000

This includes 0.9 FTE personnel support for fieldwork, analysis and design, communication and coordination, instructional training, implementation and reporting; costs for printing fact sheets, bioengineering manuals, best management practice materials and supplies.

New York: \$10,000

Total Cost: \$72,000

Timeline: October 1, 2020 – December 31, 2021

6. Post-Project monitoring: Success of the program will be measured through training evaluations, including an assessment of knowledge pre- and post-training; the number of

shoreland assessments conducted; the number of best management and bioengineering practices installed; and the use of publications, including fact sheets and manuals, through online analytics and printed copies distributed.

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #6

1. **Task Title:** TMDL Tool Website

2. **One-sentence abstract of task:** The task will pay for the development of a website to serve as the outreach and marketing home of the TMDL tool outreach initiative.

3. **Submitted by:** LCBP

4. **Describe the task and the specific work-product(s) or output that might result.** The LCBP will contract with a website developer to build a site that serves as the home of the TMDL Tools outreach initiative, including the videos and animations produced under the initial TMDL Tools contract. The site will be modeled closely on the Danish Future Water City website (futurewatercity.com). The site will provide additional information about Phosphorus TMDLs on Lake Champlain, with links to other relevant sites and materials. It will serve as a distinct and cohesive, branded destination for potential advertising of the initiative. This task could be combined with the separately developed TMDL video outreach task.

5. **Please provide the estimated cost of this task, and a timeframe (# months or years).** \$20,000 for development of the site over a three- to six-month period.

6. **Post-Project monitoring:** The reach of the website will be tracked with Google analytics.

Lake Champlain Basin Program
(7) Conceptual Education and Outreach Task Description
FY2019 Budget
Task #7

1. Task Title: *Lake Champlain Education and Outreach Stewards*

2. One-sentence abstract of task:

Lake Champlain education and outreach stewards will conduct outreach at public events in NY, VT and Quebec to inform the public and answer watershed questions and provide them with opportunities to take positive steps on behalf of Lake Champlain and its tributaries.

3. Submitted by: [Include name(s) and organization(s).

LCBP Staff

4. Describe the task and the specific work-product(s) or output that might result.

Up to 4 individuals would be hired to expand the LCBP lake outreach from Memorial Day – Labor Day. There are many opportunities for expanding our reach, including farmers' markets, municipal, and lake events. They can visit state parks, river events, upper reaches of the watershed and downtown locations, answering questions about Lake Champlain and offering opportunities for citizen action. They might be recruited through AARP, work force development, watershed groups, etc. (e.g. Summit Stewards and similar programs.) they should be able to discuss a variety of watershed issues with the public and provide resources for getting involved or changing behavior to benefit the watershed. Outputs might include representation at 20 farmers markets, 80 additional summer events reaching up to 4,000 individuals over the summer period.

This task addresses Task Areas IV.B.1.c: Personal Interpretation of OFA.

5. Please provide the estimated cost of this task, and a timeframe (# months or years).

Estimate: \$60,000

6. Post-Project monitoring:

The success of the task would be assessed by tracking analytics (numbers greeted, etc) and possibly reported out on LCBP social media through YouTube or other mechanisms.

Lake Champlain Basin Program
(8) Conceptual Education and Outreach Task Description
FY2020 Budget
Task #8

1. **Task Title:** *Education and Outreach Grants*

2. **One-sentence abstract of task:**

The task will support grants to support education and outreach efforts of partner organizations throughout the Basin.

3. **Submitted by:**

LCBP Staff

4. **Describe the task and the specific work-product(s) or output that might result.**

Four categories of grants will support education and outreach efforts within LCBP and by partner organizations in the Basin:

- i) Local Implementation Grants: Up to \$10,000 for general education and outreach projects that support objectives of Opportunities for Action. Total: \$240,000.*
- ii) Professional Development Mini-grants to watershed organizations: Up to \$500/year. Total: 14,400.*
- iii) Boots and Bugs: Fund a program for teachers/classrooms in grades K-12 for classroom supplies for studying the watershed. (waders, bug nets, etc). Total: \$20,000*
- iv) Enhanced E&O Grants: Larger grant awards for \$20,000-\$75,000, for areas where larger sums of funding would help build better watershed connections and offer outreach opportunities for the public. Total: \$120,000.*

5. **Please provide the estimated cost of this task, and a timeframe (# months or years).**

\$394,000

6. **Post-Project monitoring:** [Please provide a brief description of how the success of this program could be monitored/measured after the project is complete.]

Success of projects will be measured using a variety of methods, depending on specific programs. The ability of grant recipients to assess the effectiveness of their outreach efforts will be enhanced through implementation of proposed Task K: Outreach Evaluation Workshop for Outreach Partners.

Lake Champlain Basin Program
Conceptual Education and Outreach Task Description
FY2020 Budget
Task #9

1. **Task Title:** Stream Wise Phase 2: Pilot project to deliver coordinated outreach to private landowners
2. **One-sentence abstract of task:** Pilot a community based social marketing campaign developed during phase 1 to educate and incentivize private landowners to adopt BMPs to protect and restore forested riparian buffers.
3. **Submitted by:** Will Eldridge, VFWD
4. **Describe the task and the specific work-product(s) or output that might result.**

Similar to the successful Lake Wise program administered by the VDEC, the goal of Stream Wise is to establish a new normal of riparian landscaping that is proven to help protect streams and rivers. Despite many efforts by State, Federal, and non-profit partners to engage private landowners in riparian buffer plantings, landowner outreach and engagement is far from saturated. In addition, messaging is not coordinate and therefore partners may be diluting rather than enhancing each other's efforts. Social science research has shown that people are most influenced by their neighbors. A property that earns the Stream Wise certificate will represent a "model" property that will in turn inspire others to make improvements so they too can earn the certificate and help protect their shared rivers and streams.

Phase 1, which is in progress, will produce coordinated messaging around riparian buffers that can be applied throughout the Basin, and develop a marketing cookbook that can be used by partners to engage landowners at a local scale. The program itself will be run by local organizations (e.g., watershed groups or conservation districts) who are well positioned to foster watershed communities within the areas they serve. Municipalities will be encouraged to support the program by developing and delivering education and technical assistance on the social, ecological and economic value of riparian buffers, such as through enhancing co-benefits like flood resilience, water quality, or protection of swimming holes. Phase 2 will pilot the marketing campaign in 2 watersheds within each state or province, and provide trainings for additional partners outside of the pilot watersheds.

This program most closely aligns with OFA Task Area IV.C.3.a: Social Marketing - Implement social marketing techniques to foster sharing of information and stewardship ethic, and IV.C.2.a: Outreach materials - Produce web content and print materials that describe lake-friendly products and practices. Because this program would cross developed, agricultural and forestry lands, it would also touch on a number of other OFA task areas: II.A.1.a Support programs to expand protection of river corridors; I.C.1.b fund programs to protect or enhance river corridors for nutrient reduction and flood resilience; IC4c Educate and Assist Landowners to Promote Clean Water Regulations on Forested Lands; III.A.1.b: Technical Resources Provide technical assistance through meetings, workshops, and presentation; III.A.3.a: Outreach - Support and advise municipalities' efforts to educate residents about sound river/ floodplain management; III.B.2.a: Economic analysis: Conduct valuation of clean water and healthy watershed.

Tasks and work products:

1. Identify partner organizations in Vermont, New York and Quebec to pilot the marketing campaign developed during Phase 1, and train in the marketing campaign.
2. Identify audience and needed behavior change for the pilot. The community as a whole will be one audience, while riparian landowners would be the second.
3. Record feedback and document pros and cons that come up with the selected partners
4. Update marketing material based upon feedback from pilot campaigns.
5. Provide 3 trainings for partner organizations in NY, VT and Quebec. The deliverable would be a report documenting feedback on the trainings.

2) **Please provide the estimated cost of this task, and a timeframe (# months or years).**

1. Continue to coordinate and facilitate meetings of self-selected committee of volunteers to include scientists, environmental interests, fisheries related businesses to oversee marketing campaign - \$5,000 (3 meetings over 12 months)
2. Oversee pilot campaigns by watershed partners (6 months)
 - i) Print of marketing materials, \$2,000
 - ii) Trainings for partners - \$3,000
 - iii) Work with partners to identify audience, deliver marketing campaign
3. Update marketing materials based upon feedback - \$15,000 (3 months)
 - i) Revise draft materials
 - ii) Print updated materials
4. Train partner organizations in NY, VT, Quebec \$15,000 – (3 trainings over 6 months)

5. **Post-Project monitoring:**

Success of the program would include:

1. Engagement of partner organizations to pilot the program, and successful delivery of campaign in the identified pilot watersheds
2. Number of people reached through the direct marketing campaigns.
3. Number of private landowners who express interest in increased forested riparian buffer and miles of riparian buffer increased in focus communities.
4. Number of landowners who have participated in certification program, and number who have received certification
5. Number of municipalities who recognize certification program in some way (to be determined)
6. Number of partner organization participating in the trainings.
7. Number of partner organizations that adopt marketing slogans, etc.