

Lake George Watershed Coalition

Project Proposal Submission (Completion) Instructions

Applications for review by the committee should contain the following information:

- **Project / Initiative Title**

Educational Publications about Lake-Friendly Living for homeowners.

- **Submitting Organization and Contact(s)**

Lake George Association
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- **Lake George Watershed Conference priority**

Clarify the project's alignment with the *LGWC – Future Priorities* document; reference the priority advanced by the project.

Educating residents on best management practices for reducing runoff from private properties (lake friendly living for homeowners) E-2 – Education – pg. 35 as listed in the Future Priorities of the LGWC.

- **Project Summary (Benefits) Statement**

Include project concept, goals, objectives, deliverables, as well as expected outcomes; identify any critical environmental issues addressed.

Identify the project's environmental benefits as well as its educational and research benefits; include its impact to the watershed. Denote whether the project uses innovative technologies, if it can serve as a model for other projects and/or whether the project uses proven technologies and resources with previously demonstrated success in past practices.

The concept and goal of the publications is to educate homeowners about reducing runoff, which is identified as a priority in the education section of the Future Priorities Report.

The objective and deliverable is to produce educational brochures on Lake Friendly Living on Lake George.

The expected outcome is to have better educated basin residents, general public, increased visibility of the LGWC and its members and ideally a cleaner lake as education leads action.

The brochures will educate homeowners on the following topics: basics about Lake George and its watershed, stormwater runoff, vegetative buffers, rain gardens, lawn care and fertilizers, septic systems, and other stewardship activities such as not feeding the ducks, reducing areas of impermeable pavement, etc. Such topics are especially important for new homeowners but education is also needed for many long time residents as well.

Education of stakeholders has shown to be an excellent method to promote not only understanding of specific topics, but also to promote action.

- **Project Description**

Describe the project, including deliverables, key resources (labor and non-labor), time line and evaluation measures (success criteria); demonstrate project readiness in terms of staff, resources, project schedule, permits and other funding.

The brochure will educate homeowners on the following topics: basics about Lake George and its watershed, stormwater runoff, vegetative buffers, rain gardens, lawn care and fertilizers, septic systems, and other stewardship activities such as not feeding the ducks, etc.

The deliverables will be education brochures on Lake Friendly Living on Lake George educating homeowners about reducing runoff on their own properties. It is estimated that this will produce about 10,000 brochures.

The LGA staff is ready to produce the brochure(s) upon project approval and will only need a few weeks to produce a draft. Software and other needed resources have already been secured.

The brochure should be ready for distribution within a few weeks.

- **Project Budget**

Provide the project budget information, including major costs (labor and non-labor); identify multi-year funding requirements (e.g. long term O & M) and the potential for phased implementation. Include the % of total budget requested from LGWC and how the local match will be provided.

We are asking for \$5,000 from the LGWC with funding and staff match coming from the LGA.

The project task is identified in the Future Priorities report. Each brochure can be reprinted for future use.

This request from the LGWC represents 50% of the total project cost.
It is 0.6% of the total award of \$900,000.

Also attached is the Project Assessment Worksheet that contains the evaluation criteria (with weightings) for projects.