

Lake George Watershed Coalition

Project Proposal Submission (Completion) Instructions

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

- **Project / Initiative Title**

Stop Feeding the Lake Educational Campaign

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

FUND for Lake George/Lake George Waterkeeper, Peter Bauer, 518.668.9700 x304
pbauer@fundforlakegeorge.org

- **Lake George Watershed Conference priority**

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

Objective 5: Public Education

- **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.

Project Concept: Campaign to enlist property owners and professional property management services to voluntarily stop using all forms of fertilizers, herbicides and pesticides. A watershed-wide mailing will inform residents about the harm caused to the lake from fertilizers, herbicides and pesticides. Residents around the lake will be encouraged to make a pledge to forego use of these chemicals on their land.

Project Goals/Objectives: To begin a public educational campaign that curbs the use of fertilizers, herbicides and pesticides as property management tools. These chemicals cause harm to Lake George.

Project Deliverables: The launch of a public information campaign about the harm caused to Lake George from the use of fertilizers, herbicides and pesticides as routine parts of property management. A list of property owners who pledge to forego the use of these chemicals will be maintained. This list will continue to grow over time.

Expected Outcomes: We anticipate a successful public information campaign that enlists many landowners to reform property management practices.

- **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.

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Deliverables: Information on hazards of fertilizer, herbicide and pesticide use on Lake George water quality mailed to all residents/property owners throughout the Lake George watershed.

Key Resources: FUND-Waterkeeper staff has compiled information regarding the problems with fertilizers, herbicides and pesticides in our Lake George FACT SHEETS series and the Do-It-Yourself Water Quality project.

Time Line/Schedule: This project will be launched in summer 2010.

Evaluation: Successful distribution of information regarding the impacts and hazards of fertilizer, herbicide and pesticide use on Lake George water quality. The number of landowners that participate in project will also be used.

Project Readiness: This project is ready to go.

- **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.

Request: The FUND requests \$15,000 for this project.

Mailing Printing/Postage	\$12,000
Outreach and Organizing for Pledge Commitments	<u>\$3,000</u>
	Total \$15,000

The FUND will bring staff time and other resources to this project to provide additional support and the local match.

This is a 1-time request.