



B. Grant Proposal Narrative

1. Funding Opportunity Number, Focus Area, and Program

Number: EPA-R5-GL2010-1

Focus Area: Accountability, Education, Monitoring, Evaluation, Communication, and Partnerships

Program: I.E.2 Coordinated Implementation of Lakewide Area Management Plans, Programs, and Projects

2. Name of Project: Lake Superior Binational Forum LaMP Implementation & Outreach

3. Point of Contact: Lissa Radke

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4. Type of Organization: College or University

5. Proposed Funding Request: \$144,623 (for two years)

6. Project Description

For 18 years, the USEPA has funded the facilitation of the Lake Superior Binational Forum's activities through Northland College. This proposal requests additional funds to continue Forum facilitation and to enhance the effectiveness of currently approved outreach projects over the two-year grant period that ends December 31, 2011:

1. Launch a Lake Superior Stewards Project to Build Watershed Capacity
2. Develop a Bernie the Burn Barrel Display
3. Promote Climate Change Outreach to Watersheds through Webinars and Collaborations
4. Expand Education/Outreach on LaMP Priorities: Outreach at Special Events
5. Hold Special Meetings with Local Elected Officials to Build Watershed Capacity

7. Project Location:

HUC code: 04020300

Latitude: 46.5924428

Longitude: 463533N

Most of these projects will be developed in Ashland, WI 54806, although Forum members and the Canadian coordinator will also be working on them at their respective locations around the lake.

8. Project Narrative

The Forum proposes to complete five outreach activities that promote the goals of the Lakewide Management Plan (LaMP) and the Great Lakes Regional Collaboration (GLRC). These activities target multiple primary audiences: public stakeholders; local elected officials; the faith community; recreational kayakers/canoists; marina owners and users; and several secondary audiences. All audiences are positively affected by these outreach activities as we inform lake stakeholders how to reduce negative impacts on their communities and promote sustainable lifestyle choices, thus improving the overall quality of life in the basin. These projects include the following:

1. Launch a Lake Superior Stewards Project to Build Watershed Capacity
2. Develop a Bernie the Burn Barrel Display
3. Promote Climate Change Outreach to Watersheds through Webinars and Collaborations
4. Expand Education/Outreach about LaMP Priorities: Outreach at Special Events
5. Hold Special Meetings with Local Elected Officials to Build Watershed Capacity

Descriptions of these five projects follow.

1. Launch a Lake Superior Stewards Project to Build Watershed Capacity

As an extension to the Lake Superior Stewardship Awards, the Forum has already begun to organize a basin-wide outreach program that would recruit potentially thousands of people on both sides of the border to register themselves as Lake Superior Stewards through the Forum's web site. On the site, while registering, these visitors will be asked to pledge to do at least one thing of their choice to protect or restore natural conditions in or near their communities, make personal life-style changes reaching toward sustainability, or expand participation in education or outreach related to LaMP objectives. Our expectation is that this cohort of stewards will enable the Forum to more fully extend the education and outreach of the Forum as well as the enabling and encouraging participation in the watershed groups with efforts to protect and restore lake ecosystems.

The Forum also expects to maintain a linkage with Stewards through our eNewsletter and our web site at www.superiorforum.org. The development of the eNewsletter is well underway through the work of the US Coordinator and input from each of the Forum committees. The structure and function of the Forum web site is currently undergoing new design that will, in part, serve this expanded function with much facilitated content management. With funding from the Canadian Ministry of Environment, a web designer has been engaged and the Forum expects to roll out the new site design in the second quarter of 2010.

This proposal seeks funding for a pilot project enabling the Forum to assess the feasibility and marketing strategies that will enable expansion of this project throughout the Lake Superior Basin.

The primary tool used to inform people about participating in the stewards program will be a free bookmark made available in a selected group of public libraries around the lake. In addition a color postcard will be made available to selected visitor centers, recreational boating groups and associations, and targeted churches in the U.S. and Canada.

These materials will be distributed during the first year of the grant. After evaluation, additional libraries, visitor centers and recreational groups will be reached through use of the bookmarks and postcards. These marketing tools will include introductory information about the

stewards program and an invitation to go to the web site to sign up and learn more about the lake and LaMP. The contact information they give on the web site will be used to develop distributions lists for the Forum newsletter and other email lists related to important issues, programs, or opportunities for public input. During the first year pilot, the Forum will develop appropriate segmentation and apply principles of marketing to these segments as appropriate. It is expected that outreach to segments may include targeted surveys that will inform the Forum regarding public interest and support for LaMP objectives. It is further expected that this cohort of Lake Superior Stewards will enable the Binational Program to extend and enhance the findings of the Community Awareness, Review, and Development (CARD) Project completed in 2005.

The full value of Lake Superior Stewards will be realized as we launch and expand it. We also recognize that a very successful program will require additional staff support to maintain it. Therefore, we are adding a part-time administrative assistant to help the U.S. coordinator implement and maintain this and all other Forum projects. This assistant position replaces the position that was eliminated last year during funding cuts.

Funding for this project will be for support staff and to print bookmarks (approx. 20,000) and postcards (approx. 30,000) to market, publicize, and enhance the awareness of the Lake Superior Stewards program.

There are several purposes for this project:

- Increased number of stakeholders participating in the LaMP and Great Lakes Regional Initiative programs
- Encourage active participation in lake protection and restoration projects by getting supporters to do something to help the lake by signing up as a steward.
- Enhance public awareness of the need to protect Lake Superior
- Enhance awareness of the Forum's desire for public input and its role in conveying inputs to the Governments and to the Superior Work Group.
- Enhance awareness of LSBP/Forum activities and the LaMP by driving them to the Forum website

The primary target audiences throughout the basin in 2010 include:

- Public libraries (bookmark)
- University and college libraries (bookmark)
- Churches (postcard & bookmarks)
- Visitor and convention centers (postcard)
- Recreational groups (boating, etc.) and associations (postcard)

Based on the success of the initial distribution of materials in 2010, the Forum will search for additional strategic audiences to reach in 2011. These may include asking corporations such as utility or water companies to insert an announcement in their utility bills, distribution of marketing materials at large public events such as home and garden, or boat shows, and sending them directly to local elected officials and community leaders.

The messages on the bookmarks and postcards will be straightforward: we will tell people that their help is needed to protect Lake Superior, and that it's easy to pledge to do something to reduce environmental impact by registering on the Forum website.

We can tailor the wording of the main message for different audiences. For example, one of the Forum's partners—a multi-faith group of churches in the Michigan Upper Peninsula called

EarthKeepers—can help the Forum craft a faith-based message about stewardship for a postcard. The Forum also has worked with the Twin Ports Interfaith Climate Change Initiative in Duluth to promote stewardship themes, and this relationship can be expanded to network with additional faith groups in the Twin Ports. These relationships can then begin to deepen as we work with them to develop Lake Superior Day events and materials for the faith communities.

The Forum will explore working with regional photographers and artists to determine if they can share their pictures of the lake for a bookmark or postcard. The Forum has also expressed interest in exploring whether young people could illustrate a postcard.

During the first year, a communication and distribution plan will be written for this project. Many of the basin's approximately 95 public library systems accept informational materials from nonprofit organizations for free; for example, Northern Waters Library Service in Wisconsin and the Arrowhead Public Library System in northern Minnesota have already distributed to their member libraries the Forum's Lake Superior Day handouts. Materials will be mailed to other non-system libraries; or, Forum members will be encouraged to take them personally, which will further increase our public relations.

To inform others in these communities about the materials, the Forum can send a letter to town and city officials (such as mayors and town board chairs) to let them know about faith groups in their communities, and perhaps inspire them to participate as stewards also.

There are approximately 30 visitor centers around the lake. The Forum will distribute postcards through them. We have enlisted the collaboration of staff at the North of Superior Tourism Association's Circle Tour to take materials with as they deliver their materials. The Forum has already partnered with the Lake Superior Circle Tour staff in Thunder Bay on an advertisement in their annual magazine, and some Forum members have distributed directories in their own communities to help promote the Circle Tour.

The Forum wants to take advantage of a large crowd of visitors to the 2010 visit of several tall ships that will travel to Duluth in July 2010. An estimated 20,000 people are expected to tour the ships, and the Forum plans to distribute postcards to offer to these visitors in 2010 only. The postcard message will invite them to register as stewards.

To determine whether the materials are effective, the Forum will make use of new Web analytics as well as direct calls to key librarians and visitor center managers with targeted questions about how the materials were received by the public. The Forum will also investigate using free electronic survey tools to conduct short evaluations of our materials. A summary of all replies will be written and shared with members of the Binational Program.

At the Forum's web site, visitors will be asked to register as a steward by giving their name, email address, and zip or postal code. They will be asked to give us permission to email them a free electronic newsletter at most once a month; their approval is necessary for us to legitimately and courteously send them anything. We will use a double opt-in registration to assure a high quality list and to reassure those who sign up that their email address will not be sold or used for any other purpose.

Users will then be asked to enter on the web site at least one thing they will do to protect or restore the lake. We will offer a list of possible actions to take. We are looking into technology that will compile the pledged actions into a master list that every visitor can see. We also hope to post a map on the Forum Web site with symbols or icons that identify how stewards are distributed in the basin. This map will show all stewards broadly and generally where their peers are located, and it will let us see where we need to focus more intensive promotion of the stewards program. We anticipate full development of this data mapping in year two.

Stewards will also be invited to click on optional boxes that offer topics or interests they have related to the basin (boating, fishing, art, legislature, business, etc.) Their responses can help us develop and refine our mail strategy so that we may send directly or call attention to relevant messages about the interests they have indicated. We are particularly cautious understanding that the success of this may entail a need for additional support.

During the first year, the Forum hopes to have 1,500 stewards registered; an additional 2,000 is a goal for year two (2011). At the end of each year, the program will be evaluated and improved before expanding in year three.

Once registered, stewards will be able to download a certificate that identifies them as a steward which they can post at home or work. If they gave us their postal address, we will mail them the thank-you gift.

2. Develop a Bernie the Burn Barrel Display

The Binational Program and the Forum have identified the dangers and impacts of open garbage burning on the lake for many years. Since uncontrolled outside burning is a source of dioxin, mercury, and other toxic chemicals that spreads through air deposition, a goal of the LaMP has been to reduce the basin wide use of burn barrels and open burning as a method of garbage disposal.

The purpose of this display is to inform basin residents about the dangers of open burning of garbage and refuse, and to inform them about safer disposal alternatives.

Background

In 2009, the Forum and Superior Work Group's (SWG) Chemical Committees jointly identified a list of priority projects needed to continue informing citizens about how to reduce emissions of the LaMP's Nasty Nine chemicals. One of the committee's highest ranked projects was to enhance the Forum's burn barrel outreach regarding the dangers of burn barrel emissions on both sides of the border. We will create two replicas of the Bernie the Burn Barrel, a three-dimensional display that was previously developed by the MN Pollution Control Agency (MPCA). This two-to four-foot tall display can travel to Forum meetings, Lake Superior Day events, community events, libraries, and other strategic locations with educational materials to inform basin residents about the dangers and alternatives to burning garbage.

Accompanying the display will be reproducible educational materials included in the "Burn Barrel Outreach Media Kit" that were researched and developed by staff at the Western Lake Superior Sanitary District (WLSSD), Duluth, MN. These materials, which are already used by MPCA and other Binational Program partners, include posters, brochures, factsheets, a bookmark and clip art. The Forum will print copies of these and include them in table top displays wherever Bernie goes.

The display will also include a small, portable fan that blows fabric flames, simulating burning and attracting attention. A digital audio player will play simple pre-recorded messages from Bernie. This interactive display will be suitable for adults and younger audiences at a variety of venues.

To include young adults in this project, the Forum will talk with staff at art or design departments in several basin universities to see if this could be a possible design project for an art class. The Forum was successful with this strategy in 2004 when a Lake Superior Day logo was developed by a design student at Northern Michigan University.

In addition to developing and hosting the displays, the Forum will expand its outreach campaign about open burning in the following ways:

- Post a link to the WLSSD materials on the Forum web site
- Include an article about the burn barrel issue in an issue of the Forum newsletter
- Offer a press release about the availability of the display for loan through community groups to our social networking contacts and media.

3. Promote Climate Change Outreach to Watersheds through Webinars and Collaborations

The impacts of climate change are already being detected around Lake Superior including a declining moose population in northern Minnesota, decreasing water levels in the lake and its tributaries, and an increase in terrestrial pest species. Changes in human behaviors and practices can help offset the carbon increases being documented all over the world. The purpose of this project is to reach several new target audiences with informational tools about how to reduce carbon footprints at home, work, and away from home. These audiences include:

- Faith communities
- Marinas, recreational boating clubs and associations, silent sports boaters groups
- Local elected officials

The Forum is currently planning to conduct a webinar to teachers in the Lake Superior basin that will outline the causes of climate change, what changes are being detected, and how to educate high school students and teachers in the classroom. In 2010 and 2011, the Forum will research and conduct at least two more webinars over two years to several target audiences to help reach additional residents and visitors. Through webcasts directed to the **faith community, local elected officials, and marina operators/recreational boaters**, the Forum expects to inform these audiences about the impacts of climate change and how each audience can reduce their operations' carbon and environmental footprints. The webinars will also allow the Forum to recruit new Lake Superior Stewards and help us develop networks with targeted leaders who serve as points of contact to distribute our informational materials and be advocates for action on behalf of the lake. We will research how to extend the longevity of the content by finding ways to archive these webinars.

The Forum already has deep connections to several interfaith groups that we will continue to partner with to advance this project:

- The award-winning Upper Peninsula Earthkeepers program; the founder of this multi-denominational group is a Forum member.
- Twin Ports Interfaith Climate Change Initiative (Superior-Duluth) has been working for the last several years to educate their congregations about energy reductions as well as implementing new actions in church buildings.
- The Chequamegon Bay ministries of northern Wisconsin are organizing to collaborate on an earth stewardship program this year under the guidance of Northland College's campus minister.

During each webinar, the Forum will offer resources from the U.S. EPA web site and publications library such as those posted at the Energy Star site for church leaders and congregations; the green marina pages of the EPA site; and resources for invasives such as the complete prevention plan.

A second audience is the basin's marinas, recreational boating clubs and associations, and silent sports boating clubs such as canoes and kayaks. The Forum will partner with groups such

as the WI Marina and Harbor Associations, the Michigan Boating Industry Association, several northern MI harbor associations, MN marinas and ports, and Ontario harbors to find the best ways to promote the webinars to marina owners and users. MN and WI Sea Grants already have excellent materials that address this audience, which we will distribute to the boating communities listed after consulting with the Sea Grant staff for their recommendations on how to reach this audience.

The marina/boaters webinar will also contain information about clean boating practices, prevention of aquatic invasive species, and how to celebrate Lake Superior Day.

The third audience is local elected officials, such as mayors, town boards, zoning departments, and others, who will be invited to climate change webinars. The speakers' intention will be to inform these community leaders about how climate changes might affect their economy, infrastructures, and natural resource base. A second message will be to help them address ways to plan for these possible impacts.

An important partner for sharing materials about climate change is the Northern Great Lakes Visitor Center in Ashland, WI. This visitor and education center has been very active in Lake Superior outreach; for example, staff with UW-Extension has developed an online teaching tool with climate change messages called "Connecting the Coast." The Forum's U.S. coordinator and U.S. co-chair have been invited to serve as advisors to this project. To help promote the materials, the Forum can link to this interactive website on its own web page. In 2008, the Lake Superior LaMP identified the Connecting the Coast website as a "unique, interactive web-based curriculum based on the information, research, critical issues, and priorities of the Lake Superior LaMP." (Chapter 8: Collaborative Efforts)

The Forum will investigate software and equipment needed to make webcasts at public input sessions. The Forum will also purchase a subscription to a webcasting service (such as GoToMeetings) so interactive workshops can be broadcast online.

4. Expand Education/Outreach on LaMP Priorities: Outreach at Special Events—Lake Superior Day Materials

The Forum has been actively developing partnerships through its well-established outreach campaign called Lake Superior Day, an annual event held on the third Sunday in July, since 2004. The Forum re-launched and then developed and expanded this basin wide celebration that connects residents and visitors to the lake's economic and environmental importance, uniqueness, and beauty. The purpose of this day is to inform stakeholders about their role as trustees of the lake by making thoughtful behavior choices that eliminate pollution and foster sustainable lifestyles. Lake Superior Day encourages people to care for the basin's natural resources and awaken a sense of appreciation for the lake's unique ecosystems.

In 2006, the Forum collaborated with MPCA to develop, print, and distribute paper placemats to businesses and public locations all around the lake. These placemats included puzzles, fun facts about the lake, and a list of ways to protect the basins' natural environment. In three years, approximately 250,000 placemats were distributed to hundreds of venues. They have been very popular with restaurants and other business owners, community locations such as visitor centers and libraries, and churches.

Due to state budget restraints in Minnesota, funding from MPCA is no longer available. However, funds from this grant will be used to develop, print, and distribute approximately 250,000 placemats (printed on recycled paper) to public and private venues around the basin over the next two years. By offering free informational materials to hundreds of businesses,

schools, churches, industries, and public locations, the Forum expects to enhance awareness of priority LaMP issues and encourage citizens to take positive action that reduces negative impacts on the basin's natural environment. The Forum's Outreach Committee will recommend priority topics related to watershed health to be used as information for the placemat.

For three years, the Forum has been giving free compact fluorescent light bulbs to guests at listening sessions and guest speakers to encourage people to purchase energy efficient bulbs at home and work. The bulbs symbolize one step a person can take to make a reduction in their climate footprints. A factsheet about how to safely dispose of the used bulbs is included in each gift. To encourage the public to try the bulbs, the Forum will purchase and give away approximately 500 bulbs at Lake Superior Day community events on both sides of the border where feasible, especially in communities where bulb recycling is available.

The Forum's Outreach Committee has recommended that the group investigate the use of flags or banners at Lake Superior Day events and target locations such as community festivals, visitor centers, meeting sites, business stewards, etc. The flags would be printed with the Binational Program name and logo and be flown outside or hung inside depending on the preferences at the site. The goal is to print 10 3 x 5-foot flags in 2010-11 as a pilot project to see if they garner attention and interest in Lake Superior. If so, another 10 flags will be printed and distributed to strategic locations (port authority offices, for example) in 2011-12.

5. Hold Special Meetings with Local Elected Officials to Build Watershed Capacity

The Forum meets four times a year in host communities on both sides of the border. Because there are numerous communities to visit, it's unlikely that the group returns to any one community more than once in four to five years (except for Thunder Bay or the Duluth-Superior). The Forum wants to maximize its effectiveness when it's in a community by adding a day to its schedule to talk more directly with local leaders about Lake Superior issues. The group also recognizes the utility of visiting other cities and towns that are not selected as host communities so we can establish connections with leaders and recruit stewards there as well.

This project involves extending the amount of time and funds for travel that will allow several U.S. Forum members and/or the coordinator to meet new people in additional towns/cities in Michigan, Minnesota, and Wisconsin. These three states represent a very large geographical area; it's been difficult to get to some regions and communities at all, which results in "black holes" where we have never made connections. For example, in the last eight years, the Forum has been to only one community in the entire Keweenaw Peninsula in Michigan.

This lack of time and travel funds to visit more communities inhibits our ability to engage stakeholders in our awards program and Lake Superior Day, share educational materials about the LaMP, and limits citizen involvement in public feedback.

The Forum will identify at least four U.S. communities over two years that have not been visited ever or in the last five years and will make contact with the local elected officials to begin to identify contacts that are able to articulate the community's needs. This will be in addition to our four regular meetings. Forum committees will identify strategic times to visit, looking for ways to align the visit with local community events or meetings where public input could be requested or heard. We will look into whether there are opportunities for the Forum representatives to make a presentation about The Forum's functions as well as the Binational Program at a community venue. These engagements would focus attention on aspects of the LaMP that are appropriate for the committee or for the region.

This process allows the Forum to increase our engagement with local governments and

elected officials and other leaders, and allows us to identify bottlenecks and barriers as seen from the communities' perspective. The Forum members will become increasingly aware of the constraints existing in municipalities that might prevent them from participating in accomplishing LaMP goals. The Binational Forum will play a stronger role as a convener or connector that links municipal officials in one community to municipal officials in another community to discover common challenges and solutions.

We experimented with this process at the last U.S. meeting. In September 2009, U.S. Coordinator Lissa Radke and U.S. Co-chair Bruce Lindgren arrived in Grand Marais, Michigan, one day before the regularly scheduled meeting. This additional time was used to meet with six local people including the town supervisor. The poignant stories of losses of life and property made a lasting impression and created a relationship that would have been unlikely with the scope and format of our regular Forum meetings. The town supervisor offered additional time and a very helpful tour of the municipality including review of the impact of the loss of the protected bay that had been lost when a sea-wall disintegrated due to age and weather.

Two U.S. Forum representatives and/or its coordinator will make two, two-day trips to targeted municipalities in each state (MI, MN, and WI) in 2010 and 2011. These six trips will require meals, an overnight accommodation, and mileage reimbursements.

A secondary goal of this capacity-building project is to make deeper connections with the coordinators and members of the other Great Lakes Forums. Forum members would offer information about Lake Superior projects and initiatives that we've developed to achieve greater public involvement; we want to hear what they've done to accomplish similar goals. We want to arrange at least one conference call with interested Forum members and these other Great Lake contacts to build productive connections between all the Great Lakes.

Additional Funding Requests in This Proposal

In addition to funding these outreach projects, this proposal requests funding to supplement the current facilitation of this grant by increasing the coordinator's salary, and replacing a part-time administrative assistant position that was eliminated in previous budget cuts. This proposal also requests additional funding to cover the rising costs of conducting Forum meetings, including rates for lodging guest rooms, mileage reimbursements, and food costs. The rates for these expenses have not changed since 2003. For example, under current funding support levels, the mileage reimbursement rate for our volunteers is 32 cents/mile, yet the current average rate for a group like this is over 50 cents/mile.

9. Outcomes, Outputs, and Expected Results

The Forum expects the following *outcomes* after completing this work plan:

1. Increased public awareness of and support for the Binational Program and LaMP and GLRC goals and recommendations.
2. Increased public awareness about LaMP implementation activities and success stories.
3. The development of a new network of faith leaders, marina owners and users, recreational boaters, and local elected officials who can create positive change such as reducing mercury, other contaminants, and the spread of aquatic species in the basin.
4. Enhanced public understanding of environmental issues, challenges, and actions through media coverage and citizen engagement in Forum activities.
5. Increased stewardship and public participation in LaMP activities and restoration of beneficial uses currently impaired.

The Forum expects the following *outputs and results*:

1. An increase in the number of new communities, groups, businesses, officials, etc., participating in Lake Superior Day celebrations and proclamations.
2. An increase in the number of requests for information about Forum activities and the LaMP through our web site and other activities and materials.
3. At least 3,500 new Lake Superior Stewards who have pledged to do at least one thing to protect the lake and who receive our E-newsletter.
4. An increase in the number of people who visit and submit input on the Forum's web site.
5. An increase in the number of communities the Forum contacts about sustainability, climate change, and watershed issues
6. At least one new targeted webinar per year.
7. An updated web site that allows for more public input opportunities.
8. Quarterly reports including budget updates.
9. Final Progress Reports (two—one for each year).

10. Collaboration, Partnerships, and Overarching Plans

The Forum is a model of binational collaboration within multiple sectors located geographically around the basin, and with external basin partners in the following ways and projects:

Binational: The U.S. EPA and Environment Canada have jointly funded the Forum since its inception in 1992. The Forum also works closely with members of the SWG and the public in both countries.

Within sectors: Forum members represent diverse sectors in the U.S. and Canada including municipal governments; academia; environmental groups; chemical, paper, and mining industries; faith-based groups; utility company; tribal members, and land use planners. These sector representatives build support for issues by educating others in their sectors. Because Forum members are chosen partly on the basis of where they live, the group represents perspectives from large and small communities all around the lake.

External Partners: The Forum collaborates with numerous partners including but not limited to environmental and other civic and community groups; recreational boaters and angling groups; municipal sanitary districts; churches; libraries; and local government and elected officials, which extends its outreach messages.

The Forum will collaborate with the following target audience groups and stakeholders on each of its five projects for 2010-2012:

1. Launch a Lake Superior Stewards Project to Build Watershed Capacity

General public and all other sectors—this project allows us to recruit lake caretakers regardless of how they use or appreciate the lake and the basin's natural resources.

2. Develop a Bernie the Burn Barrel Display

Special events such as Lake Superior Day festivals; libraries; churches; visitor centers

3. Expand Climate Change Outreach to Watersheds through Webinars and Collaborations

General public in and outside the basin, local government officials, faith community leaders, marina owners and users and recreational boaters.

4. Expand Education/Outreach on LaMP Priorities: Outreach at Special Events

General public; businesses and chambers of commerce; local government officials; tribes; churches; libraries; visitor centers; state and national parks and recreational areas; marinas, ferries, and cruise services.

5. Host Special Meetings with Local Elected Officials to Build Watershed Capacity: Local elected officials and community leaders.

11. Programmatic Capability and Past Performance

Past Performance

The current U.S. Coordinator, Lissa Radke, has been managing this grant for eight years. All required semi-annual, quarterly, and final reports have been submitted for each grant cycle during that time. EPA administrators for these grants have expressed satisfaction with the outcomes and progress.

Year	Title	Grant #	Amount
2003-4	LaMP Implementation	X 98533002-0	\$50,000
2004	Protect and Restore Lake Superior through Basin Wide Outreach	GL97558401-0	\$15,000
2004-5	LaMP Implementation	GL96554101-0	\$75,000
2005-6	LaMP Implementation	GL 96599501-0	\$77,620
2006-8	LaMP Implementation	GL 96599501-1	\$77,620 per year
2008-9	LaMP Implementation	GL9659501-1	\$77,000

This requested grant is the only federally funded assistance program for which Radke is responsible under her current job description at Northland College.

Programmatic Capability

This is the only federally funded grant used to operate the Binational Forum in the U.S. Radke has been the full-time coordinator for the U.S. operations of the Binational Forum for eight years, which allows her to focus entirely on the Forum's work and Lake Superior issues and developments. At a recent meeting, the Forum expressed confidence in her continued guidance, support, and execution of the group's work as the U.S. Coordinator under this grant.

Radke has extensive background planning and conducting environmental education and outreach programs including 10 years as a director of outreach at a nonprofit recycling center; seven years as a waste management outreach specialist for the Wisconsin Department of Natural Resources working in 14 counties in the Lake Superior basin; and three years as a community educator with the University of Wisconsin-Extension in Bayfield County (located in the Lake Superior basin).

In a previous position as a director of outreach, Radke was given an award by the Illinois Recycling Coalition and the governor of Illinois for outstanding individual contributions to improving recycling education and waste management practices throughout Illinois. She has also

worked as a private consultant for the U.S. Army Corps of Engineers on waste reduction programs to increase waste reduction, recycling, and composting at U.S. Army installations.

Radke has excellent oral and written communication skills. For example, she worked for five years as the managing editor of a regional magazine that publishes articles highlighting the people, places, and events in northern Wisconsin; she has also been a freelance writer and editor for 10 years. These skills and experiences have allowed her to become a respected outreach specialist with over 25 years of managing outreach and educational programs in nonprofit organizations, private companies, and state and federal governmental agencies.

During the time that Radke has supported this grant at Northland College, the Forum has conducted almost two dozen workshops, symposiums, and public input sessions, or given presentations at major conferences and events. Her extensive experience and personal contacts with regional media has resulted in many published articles and radio interviews broadcast about lake issues and meetings. She has also taken the lead to create an extensive network of Lake Superior Day partners, which resulted in about 50 events being held around the basin each year.

Northland College has served as the headquarters for the U.S. Forum for 18 consecutive years. Its location in northern Wisconsin gives Northland College a unique geographical advantage to facilitating the Forum since the campus is centrally located in the U.S. basin, making it easy to travel to functions, conferences, and meetings on the entire U.S. side of the border.

Programmatically, Northland College has a reputation for being an outstanding environmental liberal arts school: the Princeton Review has again named it as a “Best Midwestern College” for 2008; the University Leaders for a Sustainable Future gave the college a Green Star award for its sustainability work; and the college is a member of the national alliance called EcoLeague for universities and colleges.

In 2008, Northland received two more national awards for sustainable actions: the Association for the Advancement of Sustainability in Higher Education and the National Endowments Institute for Campus Sustainability.

Northland hosted the first Midwest Regional Collaborative for Sustainability Education Workshop in June 2009. The goal of this workshop was to create a space for people who share an interest in community-based sustainability initiatives to collaborate over an extended period to share ideas, find solutions, build innovations, and take action.

The college was the first U.S. college to participate in the EPA Region 5 Environmental Compliance Audit program in 2008-9. This groundbreaking pilot project identified hazardous chemicals on campus and information discovered will help define handling practices for other campuses.

The College offers an immersion program centered on Lake Superior called *Superior Connections*. This two-year, liberal arts study focuses on the natural, human, and tribal histories; geology; geography; art; music; and policies in the Lake Superior basin. The LaMP is a reference tool used in the teaching of these courses; a copy was given to each of 10 professors in the cohort. Radke serves on the Superior Connections organizing committee and advises students and faculty about numerous lake issues; she also is a guest lecturer at several classes.

The College is significantly involved in several other programs related to Lake Superior. It is deeply immersed in developing programs and actions with the regional Chequamegon Bay sustainability movement based on the Natural Step. Faculty, staff, and students are members of 14 ongoing community study groups; the college president has been actively working with campus and community leaders to incorporate regional sustainability measures into joint

community and college practices. Faculty helps organize and deliver educational programs to the community about the Natural Step. Several faculty hold elected positions in city governments where they are incorporating sustainability initiatives into city functions and policies. All materials printed or published by Northland include recycled content as described by federal law.

Northland College also administered an educational program for youth called *Lake Superior Pathfinders*. For three years, the program staff offered residential summer programs for high school students who learn about the lake in experiential learning environments while living at the College. The goal of the program was to engage students in leadership training while they learn about environmental issues affecting the lake. The Pathfinders coordinator worked closely with Radke to develop curriculum and activities for these students.

12. Budget

ITEM	COST	NOTES: Funding used over two-year period
a. Personnel/ Salary	\$49,270	Coordinator: \$18,000 40% time administrative assistant (16 hours per week): \$30,720 30 hours of FTE Northland College Accountant: \$550
b. Fringe*	\$16,013	Coordinator: \$5,850 Assistant: \$9,984 Accountant: \$179
c. Travel (1) Lodging	\$ 7,820 \$ 2,500	(Total) Additional funding to supplement current grant expenses; four nights motels for two people on two special trips per year: \$760
(2) Meals	\$ 3,020	Additional funding to supplement current grant expenses; \$720 for 16 days of two people on two special trips per year
(3) Mileage	\$ 2,300	Additional funding to supplement current grant expenses; \$600 for two people on two special trips per year
d. Equipment	NONE	NONE
e. Supplies	\$ 750	Audio recorder memory chips, mailing envelopes, DVDs for public meetings, office supplies, etc.
f. Contracts	NONE	NONE
g. Other Costs: Projects	\$46,135	\$20,000 total to print LSD placemats/two years \$5,510 Bernie the Burn Barrel display development \$2,500 to print stewards 45,000 bookmarks \$1,500 to print 30,000 stewards postcards for tall ships and visitor centers \$6,000 for web designer and maintenance/two years \$3,000 for 20 LSBP name/logo flags/banners

		\$1,000 for two-year subscription to GoToMeetings \$5,000 for Lake Superior Steward thank-you item (for first 5,000 registered only) \$750 for 500 compact fluorescent light bulbs \$875 postage
h. Total Direct Costs	\$119,988	
i. Indirect Costs	\$ 24,635	Calculated at 50 percent of salary costs approved by federal contract
j. TOTAL COST	\$144,623	

***Northland College Fringe Benefits**

Fringe benefits are calculated at 32.5 percent of the salary line; this is the current Northland College rate and is used in calculating fringe benefits for all grants. The percentage was determined, in part, by the following costs:

Fringe benefit	Percent
Retirement	5.00
Social Security	6.20
Medicare	1.45
Life Insurance	0.275
Workers Compensation	0.82
Health Insurance	16.50
Unemployment Comp.	1.80
Long-Term Disability	0.70

13. ACORN Statement

Neither Northland College nor the Lake Superior Binational Forum have had nor currently have any connection to the ACORN organization or any of its operations, staff, or resources.

14. Attachments: Letters of Support. We have six letters, but only one fits in this request for proposal space limit; a sample copy follows and others are available upon request. A copy of Radke's resume is on file at the U.S. EPA Region 5 office.



BAYFIELD
and the apostle islands

where the water
meets the soul.

January 19, 2010

To Whom It May Concern:

Please note that the Bayfield Chamber of Commerce & Visitor Bureau supports the efforts by Northland College and the Lake Superior Binational Forum to secure funding through the Great Lakes Restoration Initiative to conduct programs that educate about Lake Superior.

We believe a program which provides educational materials and assistance and focuses on solutions to protect the unique and sensitive ecosystem in and around the lake are timely and extremely important in minimizing Lake Superior challenges.

Therefore, Northland College and the Lake Superior Binational Forum are requesting funds through the Great Lakes Restoration Initiative to carry out much-needed activities that will begin to address some of the many problems Lake Superior faces. These activities will positively affect the quality of life of our residents, business owners, and the thousands of annual visitors who come to the area for recreational and tourism purposes. We are confident the strength of the relationships in this partnership will outlast the term of this particular grant, and will continue to benefit the region and Lake Superior into the future.

We appreciate this opportunity and look forward to hearing from you.

Sincerely,

Cari Obst, Executive Director