



## OEEF Grant Application

Application Type: GeneralGrant	Application #: F-12G-007
Revision from previous application:	
Previous grant received:	

<b>Organization Information</b>
Name: Grand Lake St. Marys Community Improvement Corporation (GLSM CIC)
Web Address: not yet established
Address: c/o Office of Mercer County Commissioner, 220 W. Livingston St., Rm A201, Celina, OH 45822
County: Mercer

<b>Project Information</b>	
Project Title: Grand Again Watershed Campaign (GAWC) - Phase I (Residential)	
Educational Priority: EnvSustainability	Requested Grant Amount: \$49,900.00
Target Audience: General Public - Primary	
<u>Project Description:</u> Grand Again Watershed Campaign (GAWC) - Phase I is an environmental campaign designed to help make Grand Lake St. Marys (GLSM) "grand again" by increasing the level of watershed protection activities conducted by the 12,200 citizens (or 4,880 households) who reside in the GLSM Watershed. Five categories of watershed protection activities will be promoted: green lawn and garden care; storm water management; maintenance of septic systems, sump pumps, and water softeners; safe disposal of pet waste; and safe disposal of pharmaceuticals and hazardous waste. Under the umbrella of a uniform campaign design, each category will run for two months, launched with a targeted mailing to all watershed households, and reinforced with newspaper ads, billboard ads, signage, posters, online resources (survey/assessment tools, websites, blogs, e-newsletters, and social media), and community outreach meetings collaboratively conducted with the Grand Again Campaign Team in the seven GLSM Sub-Watersheds.	
<u>Anticipated List of Collaborators:</u> The Grand Again Watershed Campaign will have the collaboration of the Grand Lake St. Marys Restoration Commission (LRC) that consists of the following organizations and government agencies: 1. Auglaize and Mercer Counties Convention and Visitor's Bureau 2. Board of Auglaize County Commissioners 3. Board of Mercer County Commissioners 4. City of Celina 5. City of St. Marys 6. Grand Lake St. Mary's State Parks (ODNR) 7. Grand Lake Wabash Watershed Alliance (GLWWA) 8. Lake Development Corporation 9. Lake Improvement Association (LIA) 10. Mercer County Civic Foundation 11. St. Marys Community Foundation 12. Wright State University Lake Campus  Other collaborators who are not members of the LRC are: 13. Marion Community Development Organization & AG Solutions 14. Mercer County Soil and Water Conservation District (Mercer SWCD)	

<b>Additional Information</b>	
Have you ever attended an OEEF grant-writing workshop? Yes	Proposed Start Date: 11/28/2011
Will this project have statewide impact? No	Proposed Completion Date: 01/31/2013
Which Ohio counties will the activities take place in? Auglaize, Mercer	

**Audience Category**

General Public Education: Adults Generally, Property Owners

**Project Issues**

Water Issues: Surface Water/Watersheds, Non-point Source Pollution

Waste Issues: Pollution Prevention/Industrial Waste Minimization

**Executive Summary**Audience Need:

Although Grand Lake St. Marys (GLSM) Watershed has long been known as one of the most degraded watersheds in Ohio, the situation became a crisis in 2009-10 when excessive outbreaks of algal-blooms released harmful levels of toxins in GLSM. As a result, the OEPA, ODNR, and ODH agreed that public advisories regarding recreational contact with GLSM needed to be posted when harmful algal blooms were present. GLSM Watershed was also declared a "distressed watershed" in January 2011 (defined in Ohio Administrative Code when conditions threaten public health, drinking water, and aquatic life). The crisis brought a severe drop in tourism with a regional loss of \$150,000,000+ annually since 2009. Research shows how pollution enters GLSM from hundreds of nonpoint-sources in its watershed. With no history of environmental programs or campaigns targeting all watershed residents, GLSM CIC will help meet this need with the long-term public outreach/education goals of the 2011-20 LRC Strategic Plan.

Key Personnel:

Established under Ohio's Revised Code, Grand Lake St. Marys Community Improvement Corporation (GLSM CIC) is an authority with the ability to create standards for environmental and economic renewal and sustainability of the lake/watershed. As the local lead organization for oversight of lake/watershed, the GLSM CIC was formed by the Grand Lake St. Marys Restoration Commission (LRC), a pioneering initiative representing a dozen regional organizations and government agencies. As a result, the GLSM CIC brings the regional cooperation that is critical to the environmental renewal and sustainability of the lake. The campaign will be overseen by Jared Ebbing, Project Director, who will work with the Campaign Coordinator (to be hired as a contractor), and the Grand Again Campaign Team to be composed of members of the GLSM CIC, LRC, and 7 sub-watershed partners. (Pending receipt of an U.S. EPA CARE Level I Cooperative Agreement, the Campaign Team will be part of the Grand Again Cooperative.)

Overall Project Objectives:

The Grand Again Watershed Campaign - Phase I (Residential) is designed to increase the environmental literacy of 12,200 residents living in the GLSM Watershed, helping them to understand the relationship between their watershed activities and the quality of lake and local drinking water. Five categories of watershed protection activities will be promoted: 1) green lawn and garden care; 2) storm water management; 3) maintenance of septic systems, sump pumps, and water softeners; 4) safe disposal of pet waste; and 5) safe disposal of pharmaceuticals and hazardous waste. This objective will help foster environmental renewal and sustainability by reducing the amount of non-point source pollution entering GLSM. By helping to make Grand Lake St. Marys "grand again," the following long-term benefits are possible: a healthy environment for residents, visitors, aquatic life, and wildlife; a vital economic region; and quality of life for 400,000+ residents in the lake's eight county region.

Major Activities:

This OEEF project will begin November 28, 2011 and end January 31, 2013. Following initial preparation, five watershed protection activities (listed under Project Objectives) will be promoted from March 2012 through December 2012, each for two consecutive months. With a uniform campaign design, each of the five categories of watershed protection activities will be launched with a targeted mailing to all watershed households, and reinforced with newspaper ads, billboard ads, signage, posters, fliers, and online tools (e.g., surveys, websites, blogs, e-newsletters, social media, etc.). Also, campaign activities will be supported with focus groups (to preview campaign materials), recruitment of local opinion leaders (or influencers), and community outreach meetings collaboratively conducted in the 7 GLSM Sub-watersheds under the Grand Again Campaign Team. Online raffle prizes will be used as incentives to encourage website visits and completion of online survey/assessments.

Overall Cost:

The total cost of the Grand Again Watershed Campaign - Phase I (Residential) is \$75,150. This proposal represents a funding request of \$49,900 to OEEF. The Grand Lake St. Marys Restoration Commission (LRC) will provide a 20% match with a pledge of \$10,000 (exceeding the required 10% match of \$5,000). In addition, two in-kind contributions have been pledged from local businesses: \$6,250 in 96 hours of graphic design services, and \$4,500 for the ten-month rental of one watershed billboard. The remaining balance of \$4,500 and more is being sought through additional fund raising activities conducted by the LRC. According to the amount of additional funding received, campaign activities for Phase I will be expanded with additional Campaign Coordinator services, billboards, and print ads. Also, in-kind contributions will be sought from local businesses for campaign raffle prizes.

**Project Description**

Audience Need:

Although the Grand Lake St. Marys (GLSM) Watershed has long been known as one of the most degraded watersheds in Ohio, the situation became a crisis in 2009-2010 when excessive outbreaks of algal-blooms in GLSM released harmful levels of Microcystin, Cylindrospermopsin, and Anatoxin (liver and kidney toxins). Instead of a haven for water sport enthusiasts and nature lovers, GLSM became known by foul smells, scum-laden shorelines, cloudy waters, fish kills, and decaying plant life. As a result, OEPA, ODNR, and ODH agreed that public advisories regarding recreational contact with GLSM needed to be posted when harmful algal blooms were present. And ODNR officially declared the GLSM Watershed a "distressed watershed" in January 2011 (defined in the Ohio Administrative Code 1501:15-5-20 when conditions threaten public health, drinking water quality, and aquatic life). This environmental crisis brought a severe drop in regional tourism with an annual economic loss of \$150,000,000+ since 2009.

Numerous scientific studies listed in LRC Strategic Plan document that pollution has entered the lake for decades from hundreds of nonpoint-sources in the watershed. Although pollution is primarily related to agricultural practices resulting in phosphorus-laden sediment and manure runoff, the Grand Again Watershed Campaign (GAWC) will target all watershed residents, relying on other strategies to concurrently address the agricultural community. The need for public outreach and environmental education is reflected in these 3 endorsed GLSM-related actions plans: 1) 2011-2020 Strategic Plan for the Grand Lake St. Marys Restoration Commission (LRC); 2) 2011 Watershed Action Plan of the Grand Lake/Wabash Watershed Alliance (GLWWA); and 3) 2011 Consolidated Action Plan, an unified outline of the LRC, GLWWA, and OEPA strategic goals.

No environmental education programs or campaigns of any kind have ever reached out to all watershed residents. Therefore, GAWC Phase I is the first step beginning with perhaps the most fundamental truth of environment education - that every individual and every action makes a difference. By educating citizens about how their actions in the watershed affect the water quality of the lake and drinking water, Phase I will help reduce the amount of non-point source pollution from ecologically unfriendly lawn care practices, rainwater runoff, faulty septic systems and sump pumps, and the improper disposal of pharmaceuticals, hazardous products, and pet waste. Although seemingly small, these behavior changes will ultimately work to support the GLSM CIC's mission and help bring the following benefits: a healthy environment for residents, visitors, aquatic life, and wildlife; regional economic vitality; and quality of life for 400,000+ residents living in the lake's eight county region.

Available survey data on watershed need is minimal. Before 2009 algae incidents, a few short surveys were taken by a handful of individuals attending GLWWA / Mercer SWCD workshops. Although results support the need for education, the surveys represent only a small handful of residents from Wabash River and GLSM Watersheds. Since 2009, the only survey available was conducted by Franklin Township in 2010 used to update its Community and Land Use Plan. (Franklin Township represents 1,200 or 24.5% of 4,880 watershed households.) The survey had a 26% response rate (315 surveys). Results show 62% support for education on lake-related issues and 53% are concerned about agricultural sustainability.

Limited environmental education for adults is offered locally at Wright State-Lake Campus, Rhodes State College, Apollo Career Center, and Northwestern Ohio University. Also, OSU Extension Offices in Auglaize and Mercer Counties serves the agricultural community with workshops when funding is available. But none of these resources conduct outreach programs or media campaigns to the general public furthering environmental awareness.

Qualification:

The Grand Lake St. Marys Community Improvement Corporation (GLSM CIC) was formed out of the work of the Grand Lake St. Marys Restoration Commission (LRC) - an initiative representing 12 local government and community organizations (listed as Project Collaborators on this application's Cover Sheet). When the severity of the lake's environmental crisis manifested in 2009, these organizations came together to pioneer a regional network throughout the 59,160 acre watershed for facilitating the short-term renewal and long-term sustainability of the lake.

Initial LRC efforts primarily focused on identifying proven scientific strategies and technological solutions. The next step involved putting these strategies and solutions into a strategic action plan (that was endorsed by Governor Kasich in January 2011 and helped raise almost \$5 million in federal support for stabilizing the immediate crisis). This plan also included the establishment of the GLSM CIC, which held its first meeting in January 2011. Its mission is to serve as a special district government (recognized by the Ohio General Assembly) helping to coordinate the work of the region with the State of Ohio by: 1) Enhancing the region's ability to secure State and Federal support for ecological restoration activities; 2) Encouraging private entrepreneurial investment to better pursue ecological restoration activities; 3) Facilitating the enactment of the LRC's Strategic Plan; and 4) Maintaining, sustaining, and growing the economic vitality of the GLSM region.

The Board of the GLSM CIC, who consists solely of the Commissioners from Mercer and Auglaize Counties, has designated Jared Ebbing to serve as Project Director of the Grand Again Watershed Campaign. Ebbing will oversee the Campaign Coordinator (to be hired as a contractor) responsible for daily implementation of campaign activities. Both Ebbing and the Campaign Coordinator will be part of the Grand Again Campaign Team composed of members of the GLSM CIC, LRC, and sub-watershed partners (to become part of the Grand Again Cooperative pending receipt of an U.S. EPA CARE Level I Cooperative Agreement).

As Director of Community and Economic Development for Mercer County, Ebbing has represented Mercer County on the LRC since it was established in 2009. With the formation of the GLSM CIC in 2011, Jared has been designated as the key liaison between the GLSM CIC and the LRC. Through Ebbing's initiative and management, the LRC applied for, received, and has successfully completed two US EPA Section 319 grants and is currently overseeing a third. And, as the Director of Economic Development for Mercer County, he has had successful experience managing other state and federal grant projects. Ebbings holds a B.S. in Civil Engineering from the University of Dayton, and a MBA in Management from Wright State University. Jared received the 2010 Guardian of the Lake Award from the Lake Improvement Association for his exceptional service.

Continuation and Replication Plan:

The Grand Again Watershed Campaign is a highly replicable project built in-part on two generations of EPA programs: 1) the Give Water A Hand (GWAH) Campaign conducted by the Toledo Metropolitan Area Council of Governments that was recognized with the 2006 OEEF Outstanding Project Award; and 2) the environmental campaign conducted by the Huron River Watershed Council in Ann Arbor MI in 2001-2002 upon which GWAH campaign was based. Like GWAH, Phase I of Grand Again utilizes a targeted mailing to all watershed residents reinforced with multi-media advertising to bring greater audience retention and results. In addition, campaign materials and online resources will adopt and modify educational materials developed by the EPA related to the campaign's five categories of watershed protection activities (list under Project Objectives). Materials will be designed so that each of the five categories could be used individually or as a campaign set. Online copies will also be freely available on the campaign's website to insure that all messages are easily accessible and reinforced.

By January 2013, an external summary report of Phase I of the campaign will be distributed via the online resources (listed under Project Activities). The summary report will include a special recognition of all funders, collaborators, and supporting organizations. In addition, an internal summary report will be submitted to the Grand Again Campaign Team who will evaluate progress and determine future outreach strategies. Campaign results will also be promoted with press releases to news sources throughout the state along with updates on the renewal of the lake.

During Phase I of the campaign, the GLSM CIC will fund raise to launch Phase 2 in 2013. Also replicated in-part from the GWAH Campaign, Phase 2 of Grand Again promotes watershed protection activities to businesses located in the GLSM Watershed. Both Phase 1 and Phase 2 of the campaign support the GLSM CIC mission (included under Qualifications).

Upon completion of Phase I and Phase 2, the GLSM CIC will work collaboratively with Grand Again Campaign Team to identify ongoing outreach strategies that support the strategic goals of the GLSM CIC and LRC. Long-term environmental education is clearly needed demonstrated by the severity of the lake's environmental crisis and the level of nonpoint-source pollution entering the lake for decades. Ongoing education will support the extensive restoration process of the lake, which to the best of available sources, is estimated to take 10 to 15 years pending regional cooperation and proper funding. It will also help to ensure ecological and economic sustainability for future generations. Building awareness, changing behavior, fostering attitudes that value the environment - it all takes time. The Grand Again Watershed Campaign is the first formal step in a long-term commitment towards improving the level of environmental literacy in the GLSM Watershed.

Budget Narrative:

The total cost of the Grand Again Watershed Campaign - Phase I (Residential) is \$75,150. This proposal represents a funding request of \$49,900 to OEEF. The Grand Lake St. Marys Restoration Commission (LRC) will provide a 20% match with a pledge of \$10,000 (exceeding the required 10% match of \$5,000). In addition, two in-kind contributions have been pledged from local businesses: \$6,250 in 96 hours of graphic design services, and \$4,500 for the ten-month rental of one watershed billboard. The remaining balance of \$4,500 and more is being sought through additional fund raising activities conducted by the LRC. According to the amount of additional funding received, campaign activities for Phase I will be expanded with additional Campaign Coordinator services, billboards, and print ads.

No personnel expenses are required to implement the campaign. The responsibilities and support of the campaign's Project Director, Fiscal Agent, and Authorizing Agent are represented in their current GLSM CIC positions/relationships.

Contractual services for the Campaign Coordinator, Web Development, and Graphic Design will be provided by 2-3 vendors. Vendors who have already worked on other Grand Lake St. Marys' projects provided service quotes for this campaign budget. However, if this grant proposal is accepted by the OEEF, a formal service proposal will be requested from each vendor to ensure the best fiscal stewardship. Regarding the Campaign Coordinator, the LRC's contribution of \$10,000 will be designated towards this \$24,000 service fee (quoted at \$35 per hour). Contracted services for web development are \$8,650 (or 86 hours quoted at \$100 per hour). Also, the graphic design services of \$6,250 (estimated at \$65 per hour) have been pledged as an in-kind contribution. As a result of the matching gift and in-kind contribution, contractual expenses (for the Campaign Coordinator, Web Designer, and Graphic Designer) total \$22,650 or 45% of the funding request to OEEF.

Online activities for the campaign will require approximately \$1,000 in expenses; they include annual subscriptions for domain name, web hosting, search engine optimization, web analytics, and email marketing software. Also, the campaign's graphic design will require approximately \$2,000 for photography, stock illustrations and texture fees, and usage licenses.

Campaign advertising activities (not including online activities) total \$23,805 in expenses for the following items: 1) \$10,645 for printing and mailing of five targeted mailings to all 4,880 GLSM Watershed households; this comes to \$0.45 per piece to each household. 2) \$5,250 for ten newspaper ads, 6.4" x 12" in color; \$525 for each ad. 3) 4,250 for production and installation of ten heavy gauge vinyl billboards, 11' x 25' color; \$425 for each billboard. 4) \$640 for four A-Frame signs; \$160 for each sign. 5) \$3,020 for 200 table top displays, 100 point of purchase displays, and 500 posters.

The budget also includes \$450 for auto mileage reimbursement computed for 1,000 miles @ \$0.45 per mile. Transportation expenses relate to campaign promotion and distribution of posters/flyers to over 30 businesses in the GLSM Watershed.

As previously stated, fund raising activities are currently underway to support additional campaign activities - primarily for the expansion of watershed billboards, print ads, and Campaign Coordinator services.

Prizes for the campaign raffle are not included within the OEEF budget. The goal is to cover this expense with in-kind contributions from local businesses.

**Project Objectives and Associated Activities & Outcome Measurements**

Objective Title: PREPARE TO LAUNCH CAMPAIGN STRATEGIES

Objective Description:

Implement internal organizational activities that will prepare the GLSM CIC to promote five categories of watershed protection activities through print, media, online, and community outreach activities.

Activity Title: 1. ESTABLISH CAMPAIGN LEADERSHIP

Start Date: 11/28/2011

End Date: 12/31/2011

% of Budget: 0.25%

Activity Description:

1. Hire Grand Again Campaign Coordinator, a contract position reporting to Project Director. (The Campaign Coordinator will work with Project Director and Grand Again Campaign Management Team to implement campaign strategies.) Establish the Grand Again Campaign Management Team to be composed of members of the GLSM CIC, LRC, and sub-watershed partners. (Pending receipt of an U.S. EPA CARE Level I Cooperative Agreement, the Grand Again Campaign Team will be part of the Grand Again Cooperative.)

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 2. ESTABLISH WORKSHOP CALENDAR

Start Date: 01/01/2012

End Date: 01/31/2012

% of Budget: 0.25%

Activity Description:

2. Convene the Grand Again Campaign Management Team to develop the 2012 calendar for watershed outreach activities (primarily workshops) to be coordinated with mailing and email drop dates related to each of the campaign's five educational categories being promoted.

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 3. RECRUIT LOCAL OPINION LEADERS

Start Date: 01/01/2012

End Date: 01/31/2012

% of Budget: 0.25%

Activity Description:

3. Recruit 2-3 "Local Opinion Leaders/ Influencers" to help promote the campaign's five educational categories with campaign photos, interviews, quotes, and more.

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 4. DRAFT COPY FOR CAMPAIGN MATERIALS

Start Date: 11/28/2011

End Date: 02/15/2012

% of Budget: 2.0%

Activity Description:

4. Campaign Coordinator to research and write draft copy for the following materials and online resources to be used with each of the five educational categories of the campaign: Campaign tagline and key messages, oversized postcards, newspaper ads, billboard ads, signs, posters, flyers (for plastic table and point of sale displays), campaign website with survey/ assessment tool and supporting educational information, e-newsletters, ads for website links, press releases, online media room, and entries for blog and Facebook page.

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 5. HIRE AND BEGIN GRAPHIC DESIGN AND WEB DEVELOPMENT SERVICES

Start Date: 11/28/2011

End Date: 02/15/2012

% of Budget: 0.5%

Activity Description:

5. Project Director and Campaign Coordinator to hire contracted vendors for campaign materials and resources. Upon hire, work to commence immediately on the following activities: A) Campaign Logo and Graphic Themes; B) Layout of oversized postcards, newspaper ads, billboard ads, signs, posters, and flyers; C) Campaign Website (with blog, detailed map of GLSM Sub-watersheds, survey/assessment tool, media room, and web analytics); D) Campaign E-Newsletter Template; E) Campaign Facebook Account.

Note: The online survey / assessment tool will be set up with a feature that allows the site to track participants who complete the survey but the survey results anonymous. Participants who take the surveys will automatically be entered into campaign raffles for meaningful prizes (to be determined).

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 6. INITIAL CAMPAIGN EMAIL LIST ESTABLISHED

Start Date: 01/01/2012

End Date: 02/29/2012

% of Budget: 0.25%

Activity Description:

6. Campaign Coordinator and Grand Again Campaign Management Team to create permission-based email distribution list for campaign newsletters by recruiting the support of local community organizations and businesses. Support includes either sharing their email list with the campaign, or sending an email (designed by the Campaign coordinator) to all their subscribers,

Some of the organizations who have already indicated their campaign support with email distributions are: Lake Improvement Association, Marion Community Development Organization & New AG Solutions, Franklin Township, Mercer County Soil and Water, Celina Chamber of Commerce, St. Marys Chamber of Commerce, Bass Home Owner's Association, Northmoore Shore Home Owner's Association, and Southmoore Shore Home Owner's Association. Other email networks in the watershed are available and will be recruited including civic groups and churches.

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 7. CONDUCT FOCUS GROUP #1

Start Date: 02/01/2012

End Date: 02/15/2012

% of Budget: 0.5%

Activity Description:

7. Campaign Coordinator to conduct focus group to test market campaign materials and resources on each of the five categories of the campaign objective. Also, conduct exercise with Focus Group to identify best places in watershed to distribute posters, table top displays, and point of purchase displays.

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 8. CONDUCT FOCUS GROUP #2

Start Date: 06/01/2012

End Date: 06/15/2012

% of Budget: 0.5%

Activity Description:

8. If needed, Campaign Coordinator to conduct second focus group for revising campaign activities and/or materials related to remaining categories of the campaign objective: 3) MAINTENANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS; 4) SAFE DISPOSAL OF PET WASTE; and 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE.

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 9. CAMPAIGN MATERIALS & ONLINE RESOURCES FINALIZED

Start Date: 02/15/2012

End Date: 02/29/2012

% of Budget: 0.25%

Activity Description:

9. All campaign materials and resources will be reviewed and finalized by the Campaign Team. (Final printing, production, and online posting of materials will take place incrementally within the two-month timeframe for each educational category to allow for changes based on new marketing insights.)

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Activity Title: 10. PREPARE CAMPAIGN RAFFLE PRIZES

Start Date: 01/01/2012

End Date: 02/15/2012

% of Budget: 0.25%

Activity Description:

Grand Again Campaign Team to establish prize levels and awards for campaign raffles. Prizes to be solicited as in-kind gifts from local businesses. The raffle will be promoted with each campaign mailing and through online communications; it will be designed as an incentive encouraging people to complete the survey / assessment tools (details to be determined).

Outcome Title: Internal Preparation Outcomes Reflected in OB #2 Activities

Initial Outcome:

The outcome of all internal preparation activities will be measured through the implementation of activities listed under Objective #2.

Long-Term Effects:

The long-term effects of all internal preparation activities will be measured through the success of activities listed under Objective #2.

Objective Title: PROMOTE THE PRACTICE OF FIVE CATEGORIES OF WATERSHED PROTECTION ACTIVITIES

Objective Description:

The main objective of the Grand Again Watershed Campaign - Phase I is to educate and encourage the 4,880 households in the GLSM Watershed to practice these five categories of watershed protection activities:

- 1) GREEN LAWN & GARDEN PRACTICES - To utilize "green" lawn and garden care practices, i.e., usage of fertilizers with phosphorus; not over fertilizing; composting; and "grasscycling" (allowing grass clippings to stay on the lawn instead of bagging them).
- 2) STORM WATER MANAGEMENT - To utilize the following practices to reduce stormwater runoff: usage of rain gardens; usage of rainwater barrels; disconnecting roof downspouts from sanitary sewer systems.
- 3) MAINTENANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS - To reduce pollution by having their septic systems, sump pumps, and water softeners inspected for maintenance issues every three years.
- 4) SAFE DISPOSAL OF PET WASTE - To properly dispose of pet waste by "bagging it" (picking it up with a plastic bag).
- 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE - To not dispose of pharmaceuticals or hazardous waste through toilets or sinks but to utilize pharmaceutical and/or hazardous waste collection programs.

Activity Title: A) LAUNCH CAMPAIGN MAILING

Start Date: 03/01/2012

End Date: 12/31/2012

% of Budget: 21.0%

Activity Description:

Each of the campaign's five educational categories will be launched with the printing / mailing of an over-sized postcard (8.5" x 5.5" 100lb White Flo Dull Cover Stock; two sided color printing) to be delivered via USPS Bulk Mail to all 4,880 residences throughout the GLSM Watershed.

Each mailing will be conducted two months apart as indicated here: 1) GREEN LAWN & GARDEN PRACTICES - March / April 2012; 2) STORM WATER MANAGEMENT - May / June 2012; 3) MAINTENANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS - July / August 2012; 4) SAFE DISPOSAL OF PET WASTE - September / October 2012; 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE - November / December 2012.

The postcards will encourage recipients to take online educational surveys/assessments. Raffle prizes (to be determined) will be used as incentives to complete the surveys/assessments.

Outcome Title: MEASURE CAMPAIGN ACTIVITY VIA WEBSITE ASSESSMENT & SURVEY TOOL

Initial Outcome:

The campaign's website assessment / survey will give participants an opportunity to learn more about each watershed protection activity and to indicate the effectiveness of each mailing (oversized postcard) on them personally.

Long-Term Effects:

Website surveys and online activity for each of the five categories of watershed protection activities will help the Project Director and Campaign Coordinator to refine activities with each of the remaining educational categories. The results from all five categories will help to develop strategies for Phase 2 of the Grand Again Watershed Campaign.

Activity Title: B) BILLBOARDS AND A-FRAME SIGNS PRODUCED AND INSTALLED

Start Date: 03/01/2012

End Date: 12/31/2012

% of Budget: 9.8%

Activity Description:

Each of the campaign's five educational categories will be reinforced with two billboards ads (10' x 24') and four A-Frame signs (2' x 3') located in the GLSM Watershed. Production and installation of the billboards and signs will follow the same 2-month schedule as the postcards: 1) GREEN LAWN & GARDEN PRACTICES - March / April 2012; 2) STORM WATER MANAGEMENT - May / June 2012; 3) MAINTENANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS - July / August 2012; 4) SAFE DISPOSAL OF PET WASTE - September / October 2012; 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE - November / December 2012.

Outcome Title: MEASURE CAMPAIGN ACTIVITY VIA WEBSITE ASSESSMENT & SURVEY TOOL

Initial Outcome:

The campaign's website assessment / survey will give participants an opportunity to learn more about each watershed protection activity and to indicate the effectiveness of the campaign billboards and signage on them personally.

Long-Term Effects:

Website surveys and online activity for each of the five categories of watershed protection activities will help the Project Director and Campaign Coordinator to refine activities with each of the remaining educational categories. The results from all five categories will help to develop strategies for Phase 2 of the Grand Again Watershed Campaign.

Activity Title: C) POSTERS, TABLE TOP DISPLAYS, POP DISPLAYS PRINTED AND DISTRIBUTED

Start Date: 03/01/2012

End Date: 12/31/2012

% of Budget: 6.95%

Activity Description:

Each of the campaign's five educational categories will be reinforced with printing and distribution of 100 posters, 200 acrylic table top displays, and 100 acrylic point of purchase displays at over 30+ restaurants and businesses in the GLSM Watershed.

Here is a tentative list of restaurants by watershed locations that are being considered for Table Top and/or Point of Purchase Displays: CELINA - Bella's Italian Grill, Casa Rodriguez, CJ HighMarks, Pizza Hut, Orchard Tree Family Restaurant, Dockside Grille, Candlelight. COLDWATER - Calico Cafe, South Side Inn, TD's, Pla Mor Lanes. MARIA STEIN - Korner Kafe, Chickasaw Town Tavern. MONTEZUMA - Bayview Pub, Behm's Restaurant, Shockers, Sunnyside Inn, Shingle Shack. ST. HENRY - The Bake Shop, Carthagea Cafe at Niekamp's Farm, Three Generations Restaurant, St Henry Nite Club. ST. MARYS - JB Pastries, Xcaret Restaurant, JT's Grille, and Beer Barrel Pizza.

The table top displays and point of purchase displays will encourage viewers to take online educational surveys/assessments. Raffle prizes (to be determined) will be used as incentives to complete the surveys/assessments.

Outcome Title: MEASURE CAMPAIGN ACTIVITY VIA WEBSITE ASSESSMENT & SURVEY TOOL

Initial Outcome:

The campaign's website assessment / survey will give participants an opportunity to indicate the effectiveness of campaign posters, table top displays, and/or point of purchase displays on them personally.

Long-Term Effects:

Website surveys and online activity for each of the five categories will help the Project Director and Campaign Coordinator to refine activities with each of the remaining educational categories. The results from all five categories will help to develop strategies for Phase 2 of the Grand Again Watershed Campaign.

Activity Title: D) PLACEMENT OF PRINT ADS AND PRESS RELEASES

Start Date: 03/01/2012

End Date: 12/31/2012

% of Budget: 10.5%

Activity Description:

Each of the campaign's five educational categories will be reinforced with two ads (6.4" x 12" Color) run in Celina's Daily Standard Newspaper according to the following calendar: 1) GREEN LAWN & GARDEN PRACTICES - March / April 2012; 2) STORM WATER MANAGEMENT - May / June 2012; 3) MAINTENANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS - July / August 2012; 4) SAFE DISPOSAL OF PET WASTE - September / October 2012; 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE - November / December 2012.

The first ad will run in the middle of first month; second ad to run in the middle of second month. At the same time, press releases on each of the campaign's educational categories will also be submitted to the Daily Standard Newspaper In Celina and Evening Leader Newspaper in St. Marys. The Mercer County edition of the paper has a circulation of 8,730 readers; and the St. Marys Evening Leader has a circulation of 5,412.

The newspaper ads will encourage viewers to take online educational surveys/assessments. Raffle prizes (to be determined) will be used as incentives to complete the surveys/assessments.

Outcome Title: MEASURE CAMPAIGN ACTIVITY VIA WEBSITE ASSESSMENT & SURVEY TOOL

Initial Outcome:

The campaign's website assessment / survey will give participants an opportunity to indicate the effectiveness of newspaper print ads and press releases on them personally.

Long-Term Effects:

Website surveys and online activity for each of the five categories of watershed protection activities will help the Project Director and Campaign Coordinator to refine activities with each of the remaining educational categories. The results from all five categories will help to develop strategies for Phase 2 of the Grand Again Watershed Campaign.

Activity Title: E) CAMPAIGN WEBSITE, E-NEWSLETTER, AND ONLINE TOOLS UPDATED

Start Date: 03/01/2012

End Date: 12/31/2012

% of Budget: 42.4%

Activity Description:

The Grand Again Watershed Campaign website will be updated with a new assessment / survey tool and supporting educational information on one of the campaign's five educational categories every two months as listed here: 1) GREEN LAWN & GARDEN PRACTICES - March / April 2012; 2) STORM WATER MANAGEMENT - May / June 2012; 3) MAINTENANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS - July / August 2012; 4) SAFE DISPOSAL OF PET WASTE - September / October 2012; 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE - November / December 2012.

For each new category, website links for the self assessment /survey tool will be updated on all websites of collaborating organizations. Also, two e-newsletters for each category will be sent to the GLSM Watershed email list. Containing a website link to the current assessment / survey tool, the first e-newsletter will be sent in the middle of first month; second e-newsletter sent the middle of second month. In addition, entries will be made on the campaign blog, media room, and Facebook Page related to the current educational category at a minimum of 1-2x times a week. Campaign email list, media room, blog, and Facebook Page will be maintained by the Campaign Coordinator.

Online communicates will encourage viewers to take online educational surveys/assessments. Raffle prizes (to be determined) will be used as incentives to complete the surveys/assessments.

Outcome Title: PRODUCE CAMPAIGN STATUS REPORTS

Initial Outcome:

Campaign Coordinator will produce a status report at the end of each of the five educational categories (every two months). The report will include the growth of the campaign's email distribution list. Email marketing software will provide metrics on campaign performance, e.g., number of messages sent, messages successfully delivered, messages opened, and click-throughs. Web analytic tools will measure website and blog activity, e.g., number of visitors to the website/blog, number of pages viewed, average time on site, and traffic sources. Facebook's Fan Page Insights will report on page views, fan count, growth of fans, demographics of fans, interactions per posting, and traffic generated. But most importantly, the report will include statistics/results on the website's assessment tool (an indicator of educational activity), and qualitative data from sub-watershed workshop questionnaires, focus groups, and social media tools.

Long-Term Effects:

Status reports will be used to refine strategies for each of the outstanding categories of watershed protection activities (remaining to be implemented). The campaign status reports will ultimately be used to help create the final summary report for the entire campaign and to develop future outreach goals.

Activity Title: F) PARTICIPATION IN CAMPAIGN WORKSHOPS

Start Date: 03/01/2012

End Date: 12/31/2012

% of Budget: 2.5%

Activity Description:

Each one of the campaign educational categories will be promoted at sub-watershed workshops (or other community outreach activities) held throughout the campaign year. These activities will be collaboratively conducted with the Grand Again Campaign Team and representatives from each of the seven GLSM Sub-watersheds. All participants will be asked to complete a survey and/or questionnaire related to the current campaign educational category.

Outcome Title: IMPLEMENT WORKSHOP SURVEYS

Initial Outcome:

Survey and/or questionnaire will be conducted at the sub-watershed workshops. Qualitative and quantitative data will be received on each of the five educational categories: 1) GREEN LAWN & GARDEN PRACTICES; 2) STORM WATER MANAGEMENT; 3) MAINTAINANCE OF SEPTIC SYSTEMS, SUMP PUMPS, AND WATER SOFTENERS; 4) SAFE DISPOSAL OF PET WASTE; 5) SAFE DISPOSAL OF HOUSEHOLD PHARMACEUTICALS AND HAZARDOUS WASTE. Results will be used in the status reports (for each of the five categories of watershed protection activities) and the final campaign summary report (produced in January 2013).

Long-Term Effects:

The long-term effect is to help Grand Lake St. Marys to be "grand again" by reducing the amount of non-point source pollution entering Grand Lake St. Marys from ecologically unfriendly lawn and garden care practices, rain water runoff, faulty septic systems and sump pumps, and the improper disposal of pharmaceuticals, hazardous products, and pet waste.

Activity Title: G) CLOSE PHASE I & PROMOTE CAMPAIGN RESULTS

Start Date: 01/01/2013

End Date: 01/31/2013

% of Budget: 1.75%

Activity Description:

Properly close Phase I of Grand Again Watershed Campaign with two groups of activities:

I. CAMPAIGN SUMMARY REPORT: Project Coordinator and Campaign Coordinator to draft internal summary report with evaluation of campaign results. Grand Again Campaign Team to review and finalize recommendations for future environmental education strategies to be presented to GLSM CIC. Campaign success for each of the five campaign objectives will be measured and evaluated using both online and offline tools. Web analytic tools will be utilized to measure the following online activities: A) Email campaign; B) Website visits; C) Online survey results; D) Campaign blog entries; and E) Postings on Facebook Page. Other evaluation methods to be utilized include "off-line" input from two focus group meetings, and surveys and questionnaires completed at community meetings in each of the seven sub-watersheds conducted.

II. CAMPAIGN SUMMARY PROMOTIONS: Campaign results will be presented in external summary report to be distributed and promoted via all campaign online resources. The campaign will also be promoted with press releases to local and state news sources. Promotions will include recognition of the campaign funders and collaborators. In addition, the final campaign raffle (promoted throughout the campaign) will be conducted and final winners will be announced.

Outcome Title: RECOGNIZE & CELEBRATE CAMPAIGN SUPPORTERS, FUNDERS, COLLABORATORS

Initial Outcome:

All of these evaluation and promotional activities will help to: 1) Recognize funders for their philanthropic support; 2) Build a sense of community identify and accomplishment among GLSM Watershed residents; and 3) Help to solidify a base of environmentally literate citizens/stakeholders in the GLSM Watershed who will continue to practice watershed protection activities for the long-term sustainability of the lake and watershed. Also, the lessons learned from Phase I will help craft Phase 2 of the campaign.

Long-Term Effects:

The long-term effect is to help Grand Lake St. Marys to be "grand again" by reducing the amount of non-point source pollution entering Grand Lake St. Marys from ecologically unfriendly lawn and garden care practices, rain water runoff, faulty septic systems and sump pumps, and the improper disposal of pharmaceuticals, hazardous products, and pet waste.

**Budget Summary**

Category	OEEF Grant % Total	OEEF Grant Amount	Applicant Match	Total
A.1. Salary or Wages	0.0	\$0.00	\$0.00	\$0.00
A.2. Benefits	0.0	\$0.00	\$0.00	\$0.00
A.3. Stipends or Substitutes	0.0	\$0.00	\$0.00	\$0.00
B.1. Supplies	3.0	\$1,570.00	\$0.00	\$1,570.00
B.2. Equipment	0.0	\$0.00	\$0.00	\$0.00
B.3. Printing	12.0	\$5,750.00	\$0.00	\$5,750.00
B.4. Other Costs	38.0	\$18,935.00	\$9,000.00	\$27,935.00
C.1. Contractual	47.0	\$23,645.00	\$16,250.00	\$39,895.00
D.1. Administrative	0.0	\$0.00	\$0.00	\$0.00
Total Budget		\$49,900.00	\$25,250.00	\$75,150.00

**B.1. Supplies**

Supplies Description	Quantity	Unit Price	OEEF Grant Amount	Applicant Matching Amount
A-Frame Outdoor Signs (2' x 3')	4	\$160.00	\$640.00	\$0.00
Restaurant Table Tent Stands (Acrylic 4" x 6")	200	\$1.70	\$340.00	\$0.00
Point of Purchase Displays (Acrylic 8.5" x 11")	100	\$5.90	\$590.00	\$0.00
Subtotal:			\$1,570.00	\$0.00

**B.3. Printing**

Printing Description	Rate Description	OEEF Grant Amount	Applicant Matching Amount
Oversized Postcard (8.5" x 5.5" Two Sides, Color Print)	25,000 Postcards @ \$.14 Each	\$3,660.00	\$0.00
Campaign Posters (18" x 24" Color)	500 Posters (100 Per 5 Categories) @ \$3.50 Per Poster	\$1,750.00	\$0.00
Flyers (Color 8.5" x 11") for POP Displays & Restaurant Table Top Displays	1,500 Copies @ \$0.22 Each	\$340.00	\$0.00
Subtotal:		\$5,750.00	\$0.00

**B.4. Other Costs**

Other Costs Description	OEEF Grant Amount	Applicant Matching Amount	
USPS Bulk Mailing of 25,000 Oversized Postcards (5 mailings / 5,000 Postcards Each) @ \$1,175 Per Mailing	\$5,875.00	\$0.00	
2 Billboards (10' x 24') for 10 Months @ 900 Each Per Month	\$0.00	\$9,000.00	
10 Newspaper Ads (6.4" x 12" Full Color) @ \$525 Each	\$5,250.00	\$0.00	
Billboard Production & Installation (10 Heavy Gauge Vinyl Color Banners @\$425 Each)	\$4,250.00	\$0.00	
5 Mail Preparations / 5,000 Postcards Each (Inkjetting, Traying, Delivery to USPS) @ \$222 Per Mailing	\$1,110.00	\$0.00	
Photography & Licensing (Includes Stock Illustrations, Textures, Usage Licenses)	\$2,000.00	\$0.00	
Transportation (1,000 Miles @ \$0.45 Per Mile)	\$450.00	\$0.00	
Subtotal:		\$18,935.00	\$9,000.00

