

ROUND 11 CAPITAL PROJECT NOMINATION FORM
LAKE TAHOE FEDERAL SHARE EIP CAPITAL PROJECTS
APPENDIX K

Project Name:	Lake Tahoe Environmental Newspaper Project	EIP Number: <i>(Required)</i>	16, 10172
Federal Agency Sponsor: <i>(Required)</i>	Environmental Protection Agency	Contact:	Jack Landy
Threshold:	All thresholds benefit	Phone Number:	775-589-5248
Threshold Standard:	All: AQ1-R2	Email:	Landy.Jacques@epamail.epa.gov
FUNDING REQUESTED IN THIS ROUND:		\$ 248,500	

Federal Share EIP Consideration

Select "yes" or "no" for each question. If you have a "yes" response, briefly describe. **Projects must meet one or more of these 5 items.**

- 1. Does the project involve federal land? Yes No**
If yes, is the federal land involved important to successful implementation of the project?

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- 2. Is this project identified in the EIP? If yes, please ensure the EIP number is identified in the above project information box. If no, provide a description of the projects contribution to the EIP program. Yes No**

<p>This project is included in the Program Support Focus Area of the updated EIP which the TRPA unanimously endorsed in July. It directly ties to EIP #16, BMP Retrofit, EIP #10172, Aquatic Invasive Species and EIP #662, and other hazardous fuels reduction projects.</p> <p>In addition to supporting the efficacy of these capital projects, the environmental newspaper project will help increase public understanding of the EIP as a whole and the importance of restoration and preservation of the Tahoe Basin. The project could be a key driver in helping to meet the targets set forth for the private share investment of the EIP update by improving BMP retrofit and defensible space implementation.</p>
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- 3. Does the project involve the conservation of a federal or regional threatened, rare, endangered, or special interest species? Yes No**

<p>The environmental newspaper publication will feature articles on various EIP topics such as the Tahoe Yellow Cress Conservation Strategy, the projects underway to restore and recover the Lahontan Cutthroat Trout along with other special interest species projects.</p>
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- 4. Does the project involve an identified federal interest such as the detection and eradication of non-native invasive species (aquatic or terrestrial)? Yes No**
If yes, identify the species?

<p>Aquatic invasive species (AIS) will be one of the regularly featured topic areas in the environmental newspaper publication. Articles will convey the projects underway by EIP partners relating to prevention, management and eradication of AIS and will enlist readers in the process. Public understanding of AIS is paramount to protecting Tahoe waters from new invasive species such as quagga mussels and in managing existing species such as the Asian clam and Eurasian watermilfoil.</p>
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5. Does the project contribute to supporting implementation of capital projects in the EIP? Such projects that fulfill this function would include technical assistance, data management, and/or resource inventories?

Yes

No

This project will support continued implementation of BMP retrofits (along with technical assistance in this area), fire defensible space, and the prevention and management of terrestrial and aquatic invasive species.

Check all Capital Focus Area(s) that apply:

- 1. Watershed and Habitat Improvement
- 2. Forest Health
- 3. Air Quality and Transportation
- 4. Recreation and Scenic

Check all that apply (must meet a minimum of one category):

- 1. Continued emphasis on forest ecosystem health/fuels reduction projects considering the LTBMU Stewardship Fireshed Assessment and Lake Tahoe Basin Multi-Jurisdictional Fuels Reduction and Wildfire Prevention Strategy.
- 2. Continued implementation of projects approved in Rounds 5 through 10 which implement the EIP. Project proposal should clearly describe the phase/product being produced along with the consequence of not completing the project phase proposed for Round 10.

List Rounds and funding:

- 3. Project is consistent with and contributes toward TMDL pollutant reductions within the four source categories (atmospheric, urban & groundwater, forested uplands, and stream channel). *NOTE: If "yes", then please respond to questions in the accomplishments section of the nomination proposal.*
- 4. Control of aquatic invasive species and prevention and/or detection of new aquatic invasive species.

Project Nomination Proposal Outline

Project Summary (a brief summary which clearly describes the proposed project –maximum 200 words)

- Summarize ONLY this Round 11 project.

This publication would be modeled after the Chesapeake Bay Journal, an award-winning newspaper. The publication would include explanatory, informational, and educational coverage of Lake Tahoe Basin restoration efforts presented in a balanced, factual manner. The purpose would be to inform the general public, Basin property owners, agency partners, elected officials, and others of EIP progress, breakthroughs, trends, opportunities and milestones. The editorial board would include multiple EIP partners. Editorial policy would prohibit political advocacy, legislative advocacy and rigid policy debate. Past public opinion research has revealed a lack of understanding of fundamental environmental principles affecting Tahoe among the general public. For example, when asked to rate the biggest problems affecting lake clarity, more respondents chose litter as a problem than functioning wetlands or meadows. And word of mouth – not official information sources – has ranked high among primary sources for environmental information. In multiple surveys, more than 80 percent of respondents who are local and part-time residents said they would like to receive more educational information about Lake Tahoe's environment. Further, local and regional media outlets rarely provide balanced, in-depth coverage of environmental issues at Lake Tahoe. This publication would strive to fill the void, resulting in enhanced stewardship among property owners and the public.

Project Description

Introduction

- Provide project background which explains the situation and state the problem and how it will be addressed.

Note: Focus needs to be the project in Round 11 not a history of an ongoing project or program.

The problem is the significant information void about the EIP and environmental issues unique to Tahoe. With the decline of traditional news organizations, the result is disjointed “local” media coverage that fails to adequately address issues of regional significance, lack of adequate news coverage from regional, statewide and national media outlets, and an overreliance on unofficial information sources for environmental facts, i.e., word of mouth. This FREE environmental newspaper will fill the information vacuum that exists at Lake Tahoe and provide a consistent, reliable message vehicle for EIP partners to disseminate critical program information to affected property owners, visitors, and elected officials who support EIP funding.

- Describe what Round 11 is specifically funding; list the number of years the requested funding will cover; briefly describe how this project links into previous and future projects, and identify other round funding.

NOTE: Focus should be on finishing current/phased projects. If project is new in Round 11, clearly identify if the project is for planning or implementation and how it will be completed with Round 11 funds. Identify if Round 12 or other funds will be needed to complete the project. Please identify total non-SNPLMA funds that are being contributed/dedicated to the proposed Round 11 project and the source of those funds.

The Round 11 funding will allow a pilot launch of the publication, which would be printed and distributed on a quarterly basis for two years. An associated web site would also be developed in this or ensuing funding cycles. Podcasts and interactive media outreach to support readership of the publication is included in the Round 11 request. Ongoing funding would be secured through appropriations authorized in the pending Lake Tahoe Restoration

Act of 2009 as well as potential funding contributions from other EIP partners.

Funding is proposed to be used as follows:

ENVIRO NEWSPAPER BUDGET ESTIMATES	COST PER ISSUE	ANNUAL COSTS
<i>Qty: 75,000. Page count 18-28</i>		
Printing, bundling, tabbing, sorting	\$11,000	\$44,000
Writing, editing support	\$1,000	\$4,000
Layout, design, production	\$3,500	\$14,000
Mailing, distribution	\$6,500	\$26,000
Promotion, other expenses, podcasts, web	\$3,000	
TOTAL	\$25,000	\$100,000

Staff Resources	Hours	
Dennis Oliver	1,000 hours	\$56,120 <i>(SNPLMA to fund 50% of hours)</i>
Julie Regan	200 hours	\$15, 326 <i>(SNPLMA to fund 50% of hours)</i>
Jeff Cowen	200 hours	\$9,386 <i>(SNPLMA to fund 50% of hours)</i>
USFS	80 hours	\$4,500 <i>(SNPLMA to fund all hours)</i>
	Total Labor Cost	\$85,332

- Describe the “readiness” of this project to move forward (urgency, capacity, capability, environmental documentation, interagency agreements, etc)

The project is envisioned as a primary deliverable of the TRPA in collaboration with EPA and the US Forest Service public affairs staff in cooperation with other EIP partners. TRPA and US Forest Service staff members are prepared to add this project upon funding being awarded to their existing work programs. Staff members of TRPA and USFS are highly qualified and well suited to launch the publication. TRPA staff member Dennis Oliver has 15 years experience as a former print environmental reporter and Julie Regan has 20 years of professional communications experience including seven years as the Publisher/Editor of an award-winning magazine in the Delaware and Maryland coastal region. Cheva Heck at the USFS has extensive writing and communications experience along with Rex Norman which would benefit the project.

- Describe partnerships for this project. (if applicable, project should identify committed/secured partner funding and/or other partner contributions (describe) and how it is integrated into the project)

TRPA staff is committed to building partnerships to create an award-winning environmental newspaper at Lake Tahoe. Using the successful model of the partnership between the Bay Journal and US EPA, the EIP partnership model currently in place in the Tahoe Basin lends itself to the implementation of this project. US Forest Service public affairs staff are prepared to invest up to 20 hours per issue totaling a contribution of 80 hours on the project annually. TRPA staff anticipates an investment of 1420 hours on the project annually. UC Davis staff at the Tahoe Environmental Research Center support the project and are prepared to contribute to the newspaper.

Note: The form requests information about project goals, objectives, accomplishments, and questions the program is designed to answer across several different sections. These issues are closely linked and your individual responses should provide a cohesive description.

Goal – Purpose and Need (“larger” statement of future expected outcome – usually not measurable)

The broad objective of this project is to increase public understanding and awareness of the EIP and restoration efforts at Lake Tahoe and thereby inspire enhanced stewardship among residents and visitors. The project ties directly to all three goals of the Federal Partnership as articulated in the federal vision: stewardship, service, and science. The lack of credible, science-based information accessible to the public in the Tahoe Basin poses a serious threat to the successful implementation of the next phase of the EIP and this project is intended to address the threat. The newspaper project also directly responds to the legislative direction contained in the recently introduced Lake Tahoe Restoration Act of 2009 which, upon passage, will authorize federal funds to be invested in public outreach and education (see Section 12 of legislation). Progress can be measured through ongoing public opinion polling and other research, via readership surveys and focus groups, EIP partner feedback, and feedback from elected officials including the congressional delegation.

Objectives (specific measurable statements of action which when completed will move towards achieving the goal)

Note: Objectives will form the basis for the milestones/deliverables to be identified in Appendix B-8

- To broaden public understanding and support of the EIP as measured in public opinion polls conducted by TRPA. Current data shows awareness of the program at 52 percent of local resident respondents.
- To increase understanding of how ecosystem health connects directly to an individual’s life. In 2006, only 42 percent of survey respondents said the lake and Tahoe Basin’s health personally affected them which points to a significant disconnect between the investment of resources to restore Lake Tahoe and the support of the public.
- To support the goals of capital programs to enhance implementation of private BMPs and defensible space as measured by BMP certificates and defensible space inspections by local fire districts.
- To increase support for forest fuels projects contained in the 10-Year Multi-Jurisdictional Fuel Reduction and Wildfire Prevention Strategy as measured by public feedback during environmental review.

- Describe how fulfilling objectives will contribute to the achievement of one or more environmental thresholds (air quality, water quality, soil conservation, vegetation, fisheries, wildlife, scenic, noise, recreation). Provide measures if applicable. For example: acres treated, miles of stream restored for each objective.

Increased public stewardship ultimately supports all nine environmental threshold categories. In order to implement water quality BMPs on more than 30,000 private parcels in the Tahoe Basin over the next eight years, public understanding will need to be improved dramatically. Because TMDL assumptions call for completion of all BMPs on private land, agencies have an extraordinary challenge to meet these targets given the lack of public understanding and support today. The environmental newspaper will support Tahoe Basin objectives for fuels reduction by helping facilitate project implementation. Public opposition to projects can result in delays, additional costs, and can ultimately threaten funding from federal and state sources if public concerns are not adequately addressed.

- Describe the estimated environmental risks from unintended consequences of the proposed project (if applicable).

The environmental risks of not implementing this project include failure to fully implement private residential and commercial BMPs, the possible introduction of quagga mussels at Lake Tahoe, and the failure of private property owners to implement defensible space measures. Private sector contributions to the EIP in these program areas are crucial to leveraging federal, state, and local restoration funds and with today's limited public understanding, there is a substantial risk that private sector targets will not be met in the updated EIP. One specific threat to water quality is related to awareness of BMPs among part-time residents: in a 2006 public opinion survey, only 67% of second homeowner respondents said they had been contacted about BMP requirements. Given the thousands of properties requiring BMP certification, this lack of understanding is a major impediment to EIP implementation.

- Describe how the project results will be communicated and made available to the public.

The publication will have a broad distribution in and out of the Basin. The plan would be to direct mail the environmental newspaper to all property owners and distribute widely to visitors at locations throughout the Tahoe Basin. Subscriptions would be free, as they are with the Bay Journal. Reaching these key audiences directly without going through the gatekeepers in the news media or special interest groups would be extremely beneficial.

Accomplishments

- Describe the anticipated project accomplishments (i.e. products or identifiable environmental benefits being produced or implemented under this project)

Note: Differentiate between direct and/or primary project effects and secondary and/or overall watershed effects.

- Broader public understanding of the EIP and support for Tahoe restoration efforts.
- Increased awareness of EIP and LTRA-authorized projects.
- Improved implementation of BMPs and reductions in fine sediment pollutants, increased defensible space measures, and improved effectiveness of aquatic invasive species programs.
- Enhanced stewardship of property owners such as better fertilizer management on parcels to reduce nitrogen and phosphorus pollutants from entering Lake Tahoe.
- Prevention of the introduction of quagga and zebra mussels. Educating boaters, kayakers and those who fish is imperative to prevent harmful AIS from entering Lake Tahoe and nearby waters.

- Describe how the project results/accomplishments will be communicated and made available to the public.

The publication will have a broad distribution in and out of the Basin to relay accomplishments of the entire EIP. The free newspaper could also be used to convey key information from the annual report required by the Lake Tahoe Restoration Act.

- If you checked “yes” for the project being consistent with and contributes to TMDL pollutant reductions please consider and integrate the following in the project description:

a) Describe whether, and how, the project demonstrates advanced, alternative, or innovative practices.

Because the TMDL program relies on private parcel BMP implementation to meet pollutant load reduction targets, innovative approaches to public cooperation must be implemented. The environmental newspaper would communicate all innovative technologies being used to the public in order to gain support and compliance. The publication would convey necessary facts about stormwater treatment and measures to combat non-point source pollution.

b) If project includes project level monitoring, describe ability of proposed monitoring strategy to contribute to the state of TMDL knowledge. Also describe if purpose of the capital project is to conduct data collection and/or analysis related to Lake Tahoe clarity.

N/A

c) Describe treatment approach for reducing pollutants and/or measures to address connectivity between pollutant sources and Lake Tahoe or its tributaries. Identify target pollutants, and, to the degree feasible, provide quantitative estimates of project effectiveness at reducing pollutant loads (and/or a commitment to provide post-project estimates).

N/A

d) If appropriate, describe whether, and how, the project can be combined or coordinated with other TMDL implementation projects.

The newspaper would be a fitting complement to the recently produced TMDL DVD which will be released in 2010 as well as other outreach programs conducted by the Tahoe Environmental Research Center and other EIP partners.

Monitoring

- Describe the project monitoring that will be implemented as part of this project including:

- List the questions the monitoring program is designed to answer.

N/A

- Describe any coordination with, or input from, the science community on monitoring and adaptive management that has occurred on the development of this nomination and what changes (if any) to the project were made as a result of this input.

N/A

- Describe the methods and strategies (i.e. monitoring, research, or both) that will be used to verify whether the project goals and objectives have been met? (*Note: A detailed monitoring plan and/or research plan is not required, however, enough detail must be provided to allow someone that is unfamiliar with the project to understand and evaluate the proposed methods and strategies.*)

N/A

- Describe whether the monitoring or research associated with this project fits into or is part of a larger monitoring or research program.

N/A

- Describe how information from the monitoring and/or research will be used to improve the continued performance of the proposed project or future similar projects.

N/A

Attachments

- If applicable, include 8 ½ X 11 map depicting the project

Appendix B-8

LAKE TAHOE RESTORATION PROJECTS ESTIMATED NECESSARY EXPENSES & KEY MILESTONE DATES

Project Name:	Lake Tahoe Environmental Newspaper Project	Agency:	EPA in collaboration with TRPA
Prepared by:	Julie Regan, TRPA	Phone:	775-589-5237
SNPLMA Project #:		EIP #:	EIP #16, EIP #10172

Identify estimated costs of eligible reimbursement expenses:

1. Planning, Environmental Assessment and Research Costs (specialist surveys, reports, monitoring, data collection, analysis, NEPA, etc.)	\$ 0		%
2. FWS Consultation – Endangered Species Act	\$ N/A		%
3. Direct Labor (Payroll) to Perform the Project	\$ 45,000	18	%
4. Project Equipment (tools, software, specialized equipment, etc.)	\$ 3,500	1	%
5. Travel (including per diem where official travel status required to carry out project, such as serve as COR, experts to review reports, etc.)	\$ N/A		%
6. Official Vehicle Use (pro rata cost for use of Official Vehicles when required to carry out project)	\$ 0		%
7. Cost of Contracts, Grants and/or Agreements to Perform the Project	\$ 200,000	81	%
8. Other Direct and Contracted Labor: Agency payroll for the Contracting Officer to do project procurement, COR, Project Inspector, Sec. 106 Consultation if required, NEPA Lead, Project Manager, Project Supervisor, and subject experts to review contracted surveys, designs/drawings, plans, reports, etc.; Also covered is the cost to contract for a Project Manager and/or Project Supervisor if contracted separately from other project contracts)	\$ 0		%
9. Other Necessary Expenses (see Appendix B-9)	\$ 0		%
TOTAL:	\$ 248,500	100	%

Estimated Key Milestone Dates:

Milestones/Deliverables:	Date:
Funding Award	1/1/2011
Editorial Board and Working Group Formation	3/1/2011
Editorial Calendar and Masthead Design Completed	4/1/2011
Prototype Layout Completed	5/1/2011
Debut Issue Completed for Approval	10/1/2011
Final Completion Date: 11/1/2011	

COMMENTS: