



# County of Marin Community Service Fund Program Application Form

Application Date September 30, 2020

Fiscal Year July 1, 2020 - June 30, 2021

## Organization Information

**Full Legal Name:** Environmental Action Committee of West Marin

**Organization URL:** [www.eacmarin.org](http://www.eacmarin.org)

**Mission/purpose of your organization:**

Since 1971, EAC has remained engaged in the protection of West Marin's unique lands, waters and biodiversity through community engagement and education. Our work strives to provide long-term protection and conservation of the unique ecosystems and rural communities of West Marin, and serves as a foundation of environmental protection for future generations.

## Grant Request Information

**Program/Project Name:** Community and Visitor Stewardship Outreach & Education

**Summary of how County funds would be used for project:**

Develop and implement an outreach and education providing information to residents and visiting populations of western Marin County to improve environmental stewardship access to information about resources, regulations, and environment health.

**Amount Requested Dollar:** Develop and implement an outreach and education providing information to resid

**Total Project Cost:** \$19,000.00

**Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.**

Western Marin County is an area of high visitation that is both a benefit and a stressor for the local communities. High visitation and lack of visitor serving resources results in challenges that require attention to solve. One strategy is public outreach and education that this proposal seeks to develop. This project outlines a phased approach to create outreach and educational resources:

Phase I-A: Create Online environmental resource page listing regulatory agencies in one place for community members to access. This would include links to the appropriate regulatory agencies as applicable and would address topics like: water quality, water resources, recycling/trash, vegetation management, development permits, coastal zone permits, pollution reporting, nesting and migratory birds, public lands, etc.

Phase I-B: Convert the online resources page into a digital brochure (and formatted for print).

Phase I-C: Create digital visitor stewardship guide (and formatted for print) that outlines best practices and resources for visitors of West Marin addressing the common challenges including topics like: leave no trace, locations of public restrooms, trash and recycling information, bringing our own foodware, that outline best practices water quality, fishing regulations, camping locations, recreational opportunities across the different parks, and more.

Phase II: Implement a digital marketing plan to distribute the two guides to community partners, regulatory agencies, local newspapers, and across social media platforms.

Phase III: Spring 2021, print items and distribute to the target audiences through a specific marketing campaign to increase outreach and awareness of the issues.

Funding for this project would be directed at Phase I and II that would cover the costs for staff and interns to design to establish partnerships with stakeholders, conduct research, and design of resources. Printing costs are not included in this project scope.

**List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:**

Pollution/Trash: Improvements on visitor education begin to address the challenges of high visitation to West Marin that is creating potential impacts to public health due to pollution issues in Tomales Bay.

Access to Information (cross section of multiple community interests): The resources webpage and brochure creates one place for community members and visiting populations for quick access to find information concerning water quality, water resources, energy information (MCE/PG&E), vegetation management, wildfire, fishing, recreational use, development permitting, reporting pollution, etc. This provides clear information on the role of government agencies in the area and what services are provided. Currently, people need to do broad searches and end up either not reporting problems or contacting organizations like EAC to be directed to the appropriate resource for assistance.

**The total amount received for the past three fiscal years:**

Year	Amount	Project
2019 - 2020		
2018 - 2019	\$8,000.00	Youth Environmental Education and Community Science Engagement
2017 - 2018		

**No County funding was received for this project or others.**

**Project/program can be completed if amount received is less than requested amount of Community Service funds.**

**Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.**

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$8,000	\$0	
Federal Grant				
State Grant				
Individual Contributions		\$5,000	\$0	
Other Local Agencies				
In kind services		\$1,000	\$0	
Other	Pending Foundation Funding Request	\$5,000	\$0	
<b>Total Sources</b>		\$19,000	\$0	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$10,000	\$0	<i>Costs for staff and interns building materials</i>
Services and Supplies		\$0		
Capital				
Other		\$9,000	\$0	<i>Estimated Printing &amp; Distribution</i>
<b>Total Expenses</b>		\$19,000	\$0	