
Name of Organization: National Wildlife Federation, Great Lakes Nat. Res. Ctr.

Type of Organization: Other

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Lake Superior Project

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Project Title: Lake Superior Habitat Education & Outreach

Project Category: Habitat (Ecological) Protection and Rest

Rank by Organization (if applicable): 1

Total Funding Requested (\$): 72,660 **Project Duration:** 1 Years

Abstract:

The Lake Superior Project, a project of the National Wildlife Federation (NWF), will educate local governments and communities around Lake Superior about the habitat section of the Lake Superior Lakewide Management Plan (LaMP), focusing on important habitat sites in their areas. NWF and local partners will provide information to local decision makers to enable them to take actions to protect and restore important habitat at the local level.

Key elements of the project will be: (A) Identification of key locations for education and outreach, (B) Identification of key organizations to work with on outreach, (C) Collection of information for dissemination and production of outreach materials, (D) Education and outreach to local governments, NGOs, and landowners.

Geographic Areas Affected by the Project

States:

- | | |
|---|---|
| <input type="checkbox"/> Illinois | <input type="checkbox"/> New York |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> Pennsylvania |
| <input checked="" type="checkbox"/> Michigan | <input checked="" type="checkbox"/> Wisconsin |
| <input checked="" type="checkbox"/> Minnesota | <input type="checkbox"/> Ohio |

Lakes:

- | | |
|--|------------------------------------|
| <input checked="" type="checkbox"/> Superior | <input type="checkbox"/> Erie |
| <input type="checkbox"/> Huron | <input type="checkbox"/> Ontario |
| <input type="checkbox"/> Michigan | <input type="checkbox"/> All Lakes |

Geographic Initiatives:

- | | | | | |
|--|----------------------------------|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Greater Chicago | <input type="checkbox"/> NE Ohio | <input type="checkbox"/> NW Indiana | <input type="checkbox"/> SE Michigan | <input type="checkbox"/> Lake St. Clair |
|--|----------------------------------|-------------------------------------|--------------------------------------|---|

Primary Affected Area of Concern: Not Applicable

Other Affected Areas of Concern:

For Habitat Projects Only:

Primary Affected Biodiversity Investment Area: Bad River Watershed/Bayfield Peninsula

Other Affected Biodiversity Investment Areas: Keweenaw Peninsula
Lake Superior Highlands/Isle Royale

Problem Statement:

The Lake Superior Binational Program's Habitat Committee is a unique collaborative endeavor by Lake Superior resource managers to protect and restore important habitat for plants and animals in and around Lake Superior. Although habitat identification efforts are on-going, the Habitat Committee has made significant progress in identifying important habitat areas and sites for protection and restoration around the Lake Superior basin. See map at www.d.umn.edu/~pcollins/lspb/current/hab.gif. The Habitat Committee has also identified current protection and restoration efforts. See Lake Superior Habitat Strategic Plan at www.d.umn.edu/~pcollins/lspb/current/strategic.htm. However, local governments and individual landowners continue to make decisions that may individually or cumulatively impact these important habitats without the benefit of information about how these decisions will affect those habitats. Outreach to these decision makers is necessary to ensure that they have at hand the information developed through the Binational Program and LaMP processes when making such decisions.

As part of its Strategic Plan, the Habitat Committee lists as a priority action, "Foster an understanding of the relationship between individual land use decisions by citizens and local governments and cumulative effects on ecosystem integrity." NWF's proposed project is aimed at fulfilling that action. Furthermore, the Habitat Committee will complete a document titled "Status of Habitat in the Lake Superior Basin" in April, 2000 as part of the LaMP. One essential aspect of the LaMP is reaching out to local governments, NGOs and the public and engaging them. No structure to perform this education and outreach is currently in place with respect to habitat protection. A goal of this project will be to create buy-in to the LaMP habitat protection efforts at the local level.

Proposed Work Outcome:

NWF proposes to perform outreach and education activities to inform local governments and landowners about the LaMP Habitat Committee's work, about important habitat in their area, and about steps they can take to protect or restore that habitat. NWF anticipates initial consultation with the Habitat Committee to identify priority areas for outreach and education. These would likely be areas where significant portions of important habitat are in private ownership or are facing development pressures. The geographic unit defining these priority areas will be the county, although education will also be directed at municipalities, townships, and tribal councils. Our first year's efforts will focus on at least three county-wide areas; more if time permits. We will enlist the aid of at least one local NGO in each county to identify outreach opportunities and to provide a link to local communities.

Specific elements of the proposed project are: (1) Identification of key locations for education and outreach, (2) Identification of key organizations to work with on outreach, (3) Collection of information for dissemination and production of outreach materials, (4) Education and outreach to local governments, NGOs, and landowners (may include presentations at

board or council meetings, mailings, media pieces, workshops, etc.).

(1) Identification of key locations for education and outreach

NWF will work closely with the Habitat Committee to prioritize areas in the Lake Superior Basin in which to engage in outreach and education efforts.

(2) Identification of key organizations to work with on outreach and education efforts

NWF will enlist the aid of local organizations to provide links to local communities, possibly to carry out some of the education activities (such as speaking with individual landowners, meeting with township boards, etc.), and to identify unique educational opportunities in individual communities. Financial support for activities of local organizations is included in the budget under the contractual line item.

(3) Collection of information for dissemination and production of outreach materials

A key to the success of this project will be NWF's ability to provide local governments and landowners with ideas for actions that they can take to further the goals of the habitat portion of the LaMP, i.e., protecting and restoring habitat. This will of course encompass a broad range of activities given both the range of habitat types and land ownership and management patterns. Relying heavily on the work of the Habitat Committee, NWF will gather information about particular habitats and appropriate protection and restoration activities to present to local decision makers. NWF will also collect and/or prepare materials that explain the LaMP process and that give an understanding of the cumulative effects of apparently minor decisions and activities on ecosystem integrity. Preparation of materials will include such things as mailings to landowners in key habitat areas, media pieces, and presentation materials for workshops, board meetings, etc.

(4) Education and outreach to local governments, NGOs and landowners

NWF will design an education and outreach strategy to reach out to local governments, NGOs and the public geared toward distribution of information about the habitats identified in the LaMP. Elements of this strategy may include: mailings, presentations at board meetings and other public meetings, workshops, and utilization of media outlets and the internet.

The outcome of the proposed work will be a greater understanding in the Lake Superior Basin about habitat status, trends, stresses and sources of stress to important habitats, and actions that can be taken by local governments and landowners to mitigate those stresses. Awareness of these issues will provide a basis for resource managers and the public to make decisions and take actions that will protect and restore habitat and contribute to the ecological health of the watershed.

Project Milestones:	Dates:
Project Start	10/2000
Identification of Key Locations	11/2000
Identification of Key Organizations	11/2000
Initiate activities in 1st county area	01/2001
Initiate activities in 2nd county area	04/2001
Initiate activities in 3rd county area	06/2001
	/
Project End	09/2001

Project Addresses Environmental Justice

If So, Description of How:

NWF will be working equally with tribes and other governments as priority-identified areas arise.

Project Addresses Education/Outreach

If So, Description of How:

This is an educational outreach project designed to educate local governments and landowners about the habitat goals of the Lake Superior LaMP and actions they can take to further those goals.

Project Budget:

	Federal Share Requested (\$)	Applicant's Share (\$)
Personnel:	30,000	9,000
Fringe:	9,300	2,790
Travel:	4,000	2,000
Equipment:	2,000	0
Supplies:	3,000	0
Contracts:	12,000	0
Construction:	0	0
Other:	5,755	0
Total Direct Costs:	66,055	13,790
Indirect Costs:	6,605	1,379
Total:	72,660	15,169
Projected Income:	0	0

Funding by Other Organizations (Names, Amounts, Description of Commitments):

NWF will match \$15,169 or 17% of the total project budget.

Description of Collaboration/Community Based Support:

NWF will collaborate closely with the federal, state, provincial and tribal agencies of the Binational Program's Habitat Workgroup. NWF will also collaborate with local NGOs on project activities.