



Puget Sound Starts Here ECO-Net Block Grant Proposal

Project Title

Citizen-Driven Community Engagement: Interpretations of Puget Sound

Revised: 1/4/14

Prepared by:

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Project Description: NSEA would like to collaborate with the other members of the Whatcom ECO-Net to use part of the block grant funds to support service projects developed by students of the Bellingham Citizen Action Training School (CATS) through the development of brochures and posters to accompany these projects. These materials would target the general public through a creative, citizen-driven community engagement efforts developed by a student of the Bellingham CATS program with the support of NSEA and with input of and content from other Whatcom ECO-Net members.

The Citizen Action Training School is a Puget Sound-wide program that NSEA is conducting that teaches a wide-range of topics related to Puget Sound and local watershed ecology and the regulatory agencies and processes that affect shorelines, land use, and water quality. The curriculum is delivered over 12 weeks of weekly classes, and following 50 hours of training students are expected to plan and implement a service project in their community related to the 3 Puget Sound Partnership Strategic Initiatives: 1) Protection and restoration of habitat, 2) Prevention of Urban Stormwater Pollution, and 3) Recovery of Shellfish Beds. We have just wrapped up weekly sessions with our Bellingham class, and the students are hard at work on their service projects- innovative, citizen led solutions to the issues they have just learned so much about.

The focus of this project is to spark that initial connection to Puget Sound that is so essential to our efforts to build awareness. We will develop a poster and brochure that illustrates the places that community members can access shorelines in Whatcom County that can be prominently displayed at busy public places. The Whatcom MRC has some excellent graphics already prepared that illustrate beach access that will serve as the foundation for program design. In addition, the poster and brochure will have the PSSH logo prominently displayed and link (via a QR code) to digital content such as pugetsoundstartshere.org, Whatcom ECO-Net member group websites, and resources for stewardship, LID, etc.. Design work and outreach to local governments and businesses to determine locations these posters can be displayed will be conducted by the CATS student with the support of the CATS

Coordinator at NSEA and with content provided by the other Whatcom ECO-Net members. Initial inquiries are under way with the City of Bellingham and Whatcom County Libraries, for example, and this kind of high traffic, public space is preferred so we can reach our target audience.

Project Timeline: Poster and brochure design will be completed by March 2014, materials will be printed and posted in some locations by May 2014 and will be available for Puget Sound Starts Here events.

Project Budget:

Budget Category	Requesting from PSP	Match from NSEA or other ECO-Net groups	Total Budget
Staff Coordination	\$250	\$250	\$500
Printing Posters and Brochures*	\$750	\$100	\$850
Totals	\$1,000	\$350	\$1,350

*We will print at least 5 posters and 500 brochures

Funds would mainly be used to cover printing of the posters and brochures. In addition, some funds would be used to support staff time for the CATS Coordinator at NSEA. The bulk of the design work would be done by the volunteer CATS student so this keeps costs very low for this kind of project. We are eager to work with our fellow ECO-Net members between now and the grant deadline of 1/24/14 to incorporate additional budget items as needed to support the needs of other member groups as part of the collaborative process.