

4.5 PSP Cover Sheet (Attach to the front of each proposal)

Proposal Title: Bay Delta Explorer 2000Applicant Name: ABAG/San Francisco Estuary ProjectMailing Address: P.O. Box 2050, Oakland, CA 94604-2050Telephone (510) 464-7977Fax: (510) 464-7980Email: jenniferk@abag.ca.gov or marciab@abag.ca.govAmount of funding requested: \$ 312,058 for 1.5 years

Indicate the Topic for which you are applying (check only one box).

- | | |
|--|---|
| <input type="checkbox"/> Fish Passage/Fish Screen | <input type="checkbox"/> Introduced Species |
| <input type="checkbox"/> Habitat Restoration | <input type="checkbox"/> Fish Management/Hatchery |
| <input type="checkbox"/> Local Watershed Stewardship | <input checked="" type="checkbox"/> Environmental Education |
| <input type="checkbox"/> Water Quality | |

Does the proposal address a specified Focused Action? X yes _____ noWhat county or counties is the project located in? Bay Delta Estuary and Watershed

Indicate the geographic area of your proposal (check only one box):

- | | |
|---|--|
| <input type="checkbox"/> Sacramento River Mainstem | <input type="checkbox"/> East Side Trib: |
| <input type="checkbox"/> Sacramento Trib: | <input type="checkbox"/> Suisun Marsh and Bay |
| <input type="checkbox"/> Sacramento Trib: | <input type="checkbox"/> North Bay/South Bay |
| <input type="checkbox"/> San Joaquin River Mainstem | <input checked="" type="checkbox"/> Landscape (entire Bay-Delta watershed) |
| <input type="checkbox"/> San Joaquin Trib: | <input type="checkbox"/> Other |
| <input type="checkbox"/> Delta: | |

Indicate the primary species which the proposal addresses (check all that apply):

- | | |
|---|---|
| <input checked="" type="checkbox"/> San Joaquin and East-side Delta tributaries fall-run chinook salmon | <input checked="" type="checkbox"/> Spring-run chinook salmon |
| <input checked="" type="checkbox"/> Winter-run chinook salmon | <input checked="" type="checkbox"/> Fall-run chinook salmon |
| <input checked="" type="checkbox"/> Late-fall run chinook salmon | <input checked="" type="checkbox"/> Longfin smelt |
| <input checked="" type="checkbox"/> Delta smelt | <input checked="" type="checkbox"/> Steelhead trout |
| <input checked="" type="checkbox"/> Splittail | <input checked="" type="checkbox"/> Striped bass |
| <input checked="" type="checkbox"/> Green sturgeon | <input checked="" type="checkbox"/> All chinook species |
| <input checked="" type="checkbox"/> Migratory birds | <input checked="" type="checkbox"/> All anadromous salmonids |
| <input checked="" type="checkbox"/> Other: Endangered Species listed on page 128 ERP Vol II | |

Specify the ERP strategic objective and target (s) that the project addresses. Include page numbers from January 1999 version of ERP Volume I and II:

Stressor Reductions in the Bay Delta by doing public outreach on invasive species, non-native wildlife, contaminants, harvesting of fish, and disturbance and other areas where the general public can reduce stressors (ERP Vol II pages 135-6, 151-155 and Strategic Plan Table 5-1)

Indicate the type of applicant (check only one box):

- | | |
|---|---|
| <input type="checkbox"/> State agency | <input type="checkbox"/> Federal agency |
| <input type="checkbox"/> Public/Non-profit joint venture | <input type="checkbox"/> Non-profit |
| <input checked="" type="checkbox"/> Local government/district | <input type="checkbox"/> Private party |
| <input type="checkbox"/> University | <input type="checkbox"/> Other: |

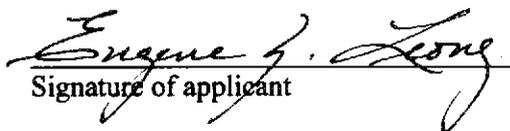
Indicate the type of project (check only one box):

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Planning | <input type="checkbox"/> Implementation |
| <input type="checkbox"/> Monitoring | <input checked="" type="checkbox"/> Education |
| <input type="checkbox"/> Research | |

By signing below, the applicant declares the following:

- 1.) The truthfulness of all representations in their proposal;
- 2.) The individual signing the form is entitled to submit the application on behalf of the applicant (if the applicant is an entity or organization); and
- 3.) The person submitting the application has read and understood the conflict of interest and confidentiality discussion in the PSP (Section 2.4) and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent as provided in the Section.

Eugene Y. Leong, Executive Director, Association of Bay Area Governments
Printed name of applicant


Signature of applicant

**CALFED Bay-Delta Program
1999 Ecosystem Restoration Projects and Programs**

Project Title: Bay Delta Explorer 2000: An internet based public education/outreach program to help educate the public about the Bay Delta Estuary and Watershed, including such issues as water quality, endangered species, threatened habitats, and exotic species

Primary Contacts:

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Participants and Collaborators:

San Francisco Estuary Project, primary participant
ABAG, primary participant
Advisory Committee of various stakeholder representatives, scientists and resource managers, including San Francisco Estuary Institute, Friends of the SF Estuary

Type of Organization:

Association of Bay Area Governments (ABAG) and the San Francisco Estuary Project (SFEP). ABAG is a Joint Powers State Agency – Council of Governments

Tax ID: 94-2832478

EXECUTIVE SUMMARY: Bay Delta Explorer 2000 is an internet based reference guide to the San Francisco Bay Delta Estuary. This proposal would assist CALFED in its efforts to restore the ecological health of the Bay Delta Estuary and improving water management for beneficial uses by providing on-line general reference information to the public.

Think of it...a teacher, traveler to Bay Area, student, or you, could learn which of the following is an invasive northern pike and which is a native squawfish



(The pike is on the left)

The Strategic Plan for Ecosystem Restoration (published by CALFED in February 1999) states: "Though there are still significant points of disagreement among stakeholders and CALFED agencies, this does not detract from the remarkable success achieved thus far in defining points of agreement." (p. 23.) Public Involvement and public outreach are two mechanisms called upon to enlarge the points of consensus for the Ecosystem Restoration Program. Electronic media are expected to facilitate collaboration.

Bay Delta Explorer 2000 is an electronic public outreach campaign to broaden points of consensus on ecosystem restoration and the health of the Bay Delta in general. It will provide the general public with general reference materials of the water, plants, animals, and processes of the Bay-Delta. An informed public can better understand the need for restoration and how it can participate in such a process. Further, Bay Delta Explorer 2000 will promote positive human interactions with the environment – actions within reach of the general public, such as not driving a jet ski in a wetlands environment, or not disposing of chemicals in storm drains. It will provide information about many of the Bay's unique features and publicize actions that individuals and groups can take to ensure a healthy future for this marvelous ecosystem in the next millenium.

An internet site is relatively inexpensive to start up and its potential audience is huge. The Association of Bay Area Governments is a pioneer in developing web sites that provide general reference information on the Bay Area. Our earthquake site (<http://www.abag.ca.gov/bayarea/eqmaps/eqmaps.html>) receives 5000 page downloads per day. It provides maps of high hazard areas, information on how to retrofit a house, pictures of damaged structures, and a way to ask questions anonymously.

The Bay Delta Explorer 2000 web site will be visually stimulating, engaging and interactive. We envision our Bay Delta Explorer 2000 web site to include the following exciting reference materials:

- Maps of different portions of the Bay and Estuary with click-able links to information on wildlife
- Photos of bay area native fish and introduced species, information on their life cycles, habitats, numbers, and predictions for species growth or decline in the next decade

- Information on water quality throughout the San Francisco Bay and Estuary
- Photos of wetlands being restored. General information on wetlands and links to wetlands related sites such as the Habitat Goals Project
- Links to greater Bay Area environmental organizations – governmental and advocacy – including information on local watershed stewardship groups
- Links to local newspapers that have featured articles of environmental interest
- Links to legislative initiatives and new regulations on topics related to the Bay and Estuary
- Downloadable fact sheets on environmental issues

Most of all, we would hope that a visit to the Bay Delta Explorer 2000 web site would be fun as well as informative, like ABAG's earthquake site, or Microsoft Encarta or Encarta Africana. That the visitor could click on a video clip of what a coho salmon looks like swimming; or see before and after pictures of a creek that has been restored; or hear a local student describe their school group's outing to rescue wildlife after an oil spill. The site would also have links to existing web sites such as the Estuary Institute's Eco Atlas (<http://www.sfei.org/ecoatlas/index.html>), the Oakland Museum's site on creeks (<http://oaklandnet.com/arts/arts.html>), and of course CALFED.

We envision advertising the web site via the internet to internet newsgroups. Reaching a large audience in this way is free. For instance, Bay Delta Explorer 2000 might email all AOL Aquaria newsgroup subscribers a letter whose subject reads: "Eels to the Bay, No way!" The text of the message might discuss eels imported to the US from Asia that have been found released in California streams. It would further describe the negative impacts of releasing non-native species to the environment and direct the reader to the Bay Delta Explorer 2000 home page for more information. We anticipate sending email messages announcing specific concerns about invasive species to the following groups: 1) high school science clubs; 2) aquaculture entrepreneurs; 3) aquarium enthusiasts; 4) recreational boaters and fishermen; 5) seafood distributors; 6) gardeners.

The site is flexible and can easily be kept current. ABAG staff would ensure that reports, studies, and proceedings from conferences received from CALFED, Estuary Project and other local governmental agencies were posted to the site throughout the year 2000. Additionally, when local watershed groups count fish in a stream, or write an article on progress restoring creeks, they could email the site's webmaster and have the information posted. If such a group has its own home page, it could link its page to the site.

Bay Delta Explorer 2000 would be nonpartisan – a committee comprised of scientists and public agency environmental personnel, including CALFED, would guide the development of materials. The committee would ensure that the web site's initial scope is balanced and its content is compatible with CALFED objectives as well as Estuary Project's Comprehensive Conservation and Management Plan (CCMP) for the Bay Delta Estuary. The committee will also evaluate the web site once it has been up for 4 months to ensure that it is meeting objectives. The project manager will seek out a team of college interns from a variety of backgrounds, such as ecology, biology, geography, environmental studies, engineering, planning and library science, to research and write web pages. ABAG's webmaster will give the pages a consistent look and make sure they are interactive and fun. We envision that a skeletal site could be posted within six months, that a state of the art site could be posted within a year, and that a second major posting could be added at month 18. The total project budget is \$312,048. Since ABAG has experience maintaining a public web site since June 1994 and hosts over 30 local government web sites, we believe this timetable and budget to be eminantly feasible.

PROJECT DESCRIPTION

Proposed Scope of Work: Bay Delta Explorer 2000 will provide the general public with an engaging, beautiful, and interactive way of discovering information about the San Francisco Bay and Estuary. The table below outlines the project phasing and scope of work for each phase:

Project approach and management:

Project Phase	Scope of Work	Deliverables	Schedule
1. Establish Web Site Framework	<ul style="list-style-type: none"> • Survey existing web sites on the Bay • Review approaches to presenting material for the general public • Draft web site framework and ideas for graphic look • Convene Advisory Committee to agree on site objectives and topic areas • Form development team who will conduct literature search and write pages 	<ul style="list-style-type: none"> • Minutes of Advisory Committee meeting • Web site design plan 	Months One and Two from Project Startup

The CALFED Ecosystem Restoration Program Plan (ERP) and action plan for the North Bay are the starting point for Bay Delta Explorer 2000. However, the organization and the scope of the web site need to be laid out with input from a variety of stakeholders. ABAG anticipates a two-month process with five steps to accomplish this:

1. Survey existing web sites and books on the Bay for content and organization
2. Review approaches to presenting material for the general public
3. Draft web site framework and ideas for graphic look, ways to navigate the site
4. Convene Advisory Committee to agree on topic areas and research approach
5. Hire research and development team to conduct literature search and write pages

The project manager, Jennifer Krebs, will begin researching web sites and books. She will draft a web site framework with ABAG's webmaster, David Melone. The Advisory Committee meeting will be held under the auspices of the Estuary Project, with Marcia Brockbank a key committee member. Other key committee members already committed to the project include Mike Monroe of the Habitat Goals Project and Andrew Cohen of San Francisco Estuary Institute who is an expert in invasive species. Both Ms. Brockbank and Mr. Cohen are members of the Western Regional Panel for the Aquatic Nuisance Species Task Force. We anticipate working closely with this group on Invasive Species issues. Terry Bursztynsky of ABAG, will offer technical direction on the Web site's framework, and along with Ms. Brockbank and Ms. Krebs, hire the research team.

Project Phase	Scope of Work	Deliverables	Schedule
2. Research, Write and Publish Beta Site	<ul style="list-style-type: none"> • Development team researches topics and writes draft web pages • Development team determines appropriate graphics, videos, web links • First web pages go on line 	<ol style="list-style-type: none"> a. Beta Site on-line b. Downloadable fact sheets on the following: <ul style="list-style-type: none"> • Profiles of threatened and endangered species of the North Bay • Profiles of invasive species and their impacts endangered species • Tips for environmentally friendly boating • Tips on safe pesticide use • Profiles of an ecosystem restoration project c. Public comment page d. Feedback form to track who is visiting the site 	Months Three through Six from Project Startup

Once the research/development team is in place, the next task is to write web pages and when appropriate establish hot links to existing sites. The research and writing of Bay Delta Explorer 2000 will primarily be accomplished by university student interns, who will be supervised by the Project Manager. The students will be directed to locate photos of endangered and invasive species which will be loaded on the web site. Because many documents already exist on how to use pesticides and herbicides safely (such as EPA's page <http://www.epa.gov/espp/how-to.htm#runoff>), links to sites with this information will be posted. Similarly California Department of Fish and Game has small pictures of threatened and endangered species, in addition to a site for children interested in the topic. These links will also be posted.

Project Phase	Scope of Work	Deliverables	Schedule
3. Public Outreach Campaign #1	<ul style="list-style-type: none"> Send flyers and email messages to target audiences to inform them on a select topic and invite them to visit the Beta Site 	<ul style="list-style-type: none"> Email notifications to internet newsgroups Flyers to at least one targetted audience 	Months Four to Six from Project Startup

Joan Patton, public outreach consultant to the Estuary Project, will write public outreach materials for select audiences to alert them to the web site and how they might use it. The first target audiences might be boaters and gardeners. Email will be sent to internet newsgroups. Flyers will be sent to appropriate mailing lists.

Project Phase	Scope of Work	Deliverables	Schedule
4. Update (complete) Site	<ul style="list-style-type: none"> Development team checks response to web site and evaluates web site's content vis-a-vis visitor response Advisory Committee meets to discuss remaining areas to be researched and written New pages posted, revisions made as needed 	<ul style="list-style-type: none"> Updated Web Site Materials on web site for students 	Months Six through Twelve from Project Startup

During this phase, a process similar to phase 1 will occur; however the goal of this phase is to ensure that the web site is complete. The student development team will review public response to the site. These responses may have been received via the public comment page or the tracking form developed in Phase 1. Ms. Krebs will monitor the work of the development team. Ms. Brockbank will participate in the Advisory Committee meeting.

Project Phase	Scope of Work	Deliverables	Schedule
5. Video on Invasive Species	<ul style="list-style-type: none"> Video production company will do video on invasive species and their impacts to endangered species 	<ul style="list-style-type: none"> One 15 minute video for the general public on invasive species, their effects on the Bay, and how to prevent their introduction Selected portions of the video to be posted on the web site 	Months One through Twelve from Project Startup

C.P.S. Associates, an independent video production company with extensive environmental experience, including "Keep It Clean - Preventing Pollution from Construction Sites" will produce a video on invasive species. This task will occur independently from the development of web site. However, clips from the video of invasive species and endangered species, will be downloadable from the web. Additionally, agencies, organizations or individuals will be able to order a copy of the video from the web site.

Project Phase	Scope of Work	Deliverables	Schedule
6. Public Outreach Campaign #2	<ul style="list-style-type: none"> Send flyers and emails to target audiences to inform them on the video, and invite them to visit the Web Site 	<ul style="list-style-type: none"> At least one flyer announcing the video and web site to teachers Email notifications to teachers and one other target audience about the web site and video Mailing to local media announcing the production of the video and web site 	Months Ten through Fourteen from Project Startup

Joan Patton will organize this public outreach campaign. It will focus on both the video on invasive species and the web site. As was the case with the first public outreach campaign, this campaign will target specific sectors: teachers and perhaps pet shop owners and aquarium enthusiasts.

Project Phase	Scope of Work	Deliverables	Schedule
7. Evaluate Site	<ul style="list-style-type: none"> Post new pages, as needed Convene committee to evaluate site for how it meets objectives and improvements needed Submit report to CALFED 	Report to CALFED	Months Sixteen to Twenty-One

During the last six months of 2000, Bay Delta Explorer 2000 would continue to be revised and updated. Ms. Krebs will review site feedback forms to track who is visiting the site, and post public comments. A draft report on these comments and the success of the site will be presented to the Advisory Committee. Ms. Krebs will then submit a report to CALFED detailing the success of the project.

Project Phase	Scope of Work	Deliverables	Schedule
Project Management	Ensure that all the tasks happen on time and on budget	All the above	Months One through Twenty-One

Ms. Krebs will serve a project manager for Bay Delta Explorer 2000. She will be responsible for contracting with independent contractors, hiring students for the development team, and assuring the participation of Advisory Committee members. She will also be responsible for submitting invoices to CALFED, writing the final report, and providing CALFED with any additional documentation requested. It is anticipated that project management will be on-going with roughly the same number of hours needed each month.

Location and Geographic Boundaries of the Project: The site would focus on the San Francisco Bay and Estuary. Particular emphasis on endangered species will be given to those mentioned in the Suisun Marsh North San Francisco Bay Ecological Management Zone. Attachment A shows the geographic boundaries of Bay Delta Explorer 2000.

ECOLOGICAL/BIOLOGICAL BENEFITS

The broad goal of ecosystem restoration is to find patterns of human use and interaction with the natural environment that provide greater overall long-term benefits to society as a whole (CALFED Ecosystem Restoration Program Plan, Revised Draft: February 1999, Volume I, p. 2.)

Ecological/Biological Objectives: Estuarine environments are among the most altered ecosystems in the world (Moyle and Leidy, 1991), and they are also among the most invaded ecosystems, especially in temperate regions. The San Francisco Estuary is considered the major estuary in the United States most modified by human activity (Nichols et al, 1986). The ERP Section on the Ecological Management of North San Francisco Bay enumerates a long list of negative impacts by humans on this ecological region. Some of these impacts are not caused by major infrastructure along the Bay or development, rather by private citizens.

Public education to prevent future negative impacts is less expensive than cleaning up problems. Given the multiple number of pathways and potentially devastating impacts from the actions of a single individual, education is essential for enlisting community cooperation in controlling introduction of non-native species and preventing pollution. With education, the general public can mitigate some of their actions that negatively affect the environment. These include:

- Accidental introduction of marine and estuarine organisms from ballast waters of ships
- Allowing toxins to be discharged to the North Bay and adjacent waterways
- Illegally harvesting fish
- High speed boat traffic and ski jet traffic in sensitive areas of the Bay Delta watershed

Downloadable fact sheets on these topics are easy to produce and inexpensive. The Great Lakes Information Network (GLIN <http://www.great-lakes.net/envt/envt.html>), produces and has links to such fact sheets (see <http://www.cciw.ca/glimr/data/great-lakes-factsheet/intro.html>). This site is visited by thousands of visitors per month, who now have resources on how to prevent water pollution.

ABAG can easily track the number of visitors to Bay Delta Explorer 2000 and their comments. The web site will include a feedback form for visitors to complete that will ask them evaluate the web site and note any actions they plan to take based upon what they have learned. ABAG can then post the results of the feedback form for others to review.

Linkages: The CALFED Ecosystem Restoration Program Plan (ERP) Volume II on the North San Francisco Bay lists organizations and issues that CALFED has acknowledged as key to improving the ecosystem. Two of the organizations listed, Estuary Project and the Habitat Goals Project, will sponsor and participate (respectively) in Bay Delta Explorer 2000. Information of both of these projects will be integral to the Bay Delta Explorer 2000 web site or linked to it.

Some of the visions for reducing stressors of concern in the ERP that can be addressed by educational efforts include:

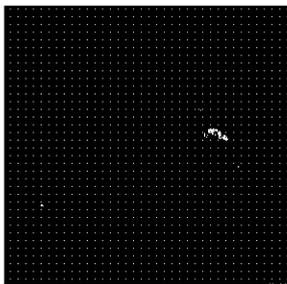
- Information to boaters on invasive species, and stopping ballast water discharges inside the Golden Gate Bridge
- Information to gardeners and the general public on non-native wildlife and the negative impacts of releasing non-native fish and plants to sensitive environments

- Information to boaters on reducing boat speeds in special areas to minimize disturbance
- Information to the general public and particularly gardeners on stopping storm water pollution to lower levels of toxins in storm water discharges to the Bay, including information on the proper use and disposal of pesticides and herbicides and Integrated Pest Management techniques (Volume II ERPP p. 153)
- Information to the general public on why not to abandon unwanted house cats in wetlands habitats and how cats compete with native coyotes for food (Volume II ERPP p. 152)
- Providing pictures and descriptions of native fish and information on why not to fish for them without permits to the general public

System-Wide Ecosystem Benefits and Compatibility with Non-Ecosystem

Objectives:

Bay Delta Explorer 2000 will be a resource in providing California residents and visitors information on environmental restoration, pollution prevention, endangered species, invasive species. Bay Delta Explorer 2000 will publicize the efforts of CALFED, CALFED sponsored projects, and the Estuary Project's Comprehensive Conservation and Management Plan. These efforts can only have a positive effect on the Ecosystem.



Red fox competing with native species for wetlands resources

TECHNICAL FEASIBILITY AND TIMING

The popularity of the internet continues to grow. No medium in the past has provided such universal access to information, and few have so completely captured the public's attention. As the public grapples with a plethora of issues regarding the turn of the millenium, the Bay Delta Explorer 2000 gives a perspective on the local environment and how people have shaped it and can shape it in the future in a positive way.

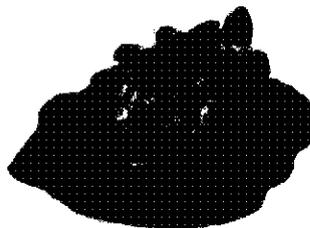
The Great Lakes Information Network (GLIN), which has been online since July 1993, averages just under 500,000 page views per month. GLIN has been a model for many other regional, national and international networks...most recently for a project in South America (a watershed shared by Bolivia, Paraguay and Brazil) and another (closer to home!) in the Gulf of Maine. Bay Delta Explorer 2000 will resemble GLIN; however, it will have more graphics, video, audio (more easily achieved in 1999 than in 1993) that can engage the public in a new way.

The Library of Congress is currently in the process of digitizing and posting some of its more unusual collection. According to a report in the New York Times (April 8, 1999 p D5), the Library hopes to have five million items on line by the year 2000, the year of the Library's bicentennial. A goal for the project is not to replace libraries, but "to drive kids back to the libraries and reading books." Similarly Bay Delta Explorer 2000 would in no way substitute for a visit to a wetlands, a boat ride through the delta, or a hike along a creek; however, it could educate the visitor about what he/she experienced, and place it in a historical, geological, and ecological context

ABAG and Estuary Project are expert in public outreach campaigns: both organizations regularly sponsor conferences and training seminars on a host of environmental and planning topics. The March 1999 State of the Estuary Conference attracted 800 people. ABAG's Hazmacon, a conference and training seminar on environmental issues, ran for 15 years. In peak years, 10,000 participants attended the conference.

Bay Delta Explorer 2000 is technologically possible, and inexpensive. If the site receives 500 page views and 100 visitors per day over one year at a development cost of \$240,000 for the site (not including video), then the cost of public outreach per participant is roughly 15 cents per person. The cost per visitor in subsequent years becomes less than one cent. We would hope to have more than 100 visitors per day – the cost of this effort is extremely low compared to its potential value.

Native mussel or Zebra?



Zebra

MONITORING AND DATA COLLECTION METHODOLOGY

The web site will include a feedback form that will ask the following questions:

1. What did you learn at this web site?
2. What would you like to see on this web site?
3. Will you do anything differently after visiting this web site?
4. How can we improve this site to make your future visits easier?

Additionally site visitors can offer comments that will be posted on a public comments page.

Biological/Ecological Objectives: Our primary biological/ecological objective is to promote positive human-environmental interactions vis-a-vis the San Francisco Bay. The third question on the feedback form will allow us to see what actions are listed and to compile them.

Monitoring Parameters and Data Collection Approach: The data collection approach is seeking public response to the questions listed above.

Data Evaluation Approach: The Advisory Committee composed of technical experts, stakeholders, resource managers and other interested parties will review outreach strategies and educational materials for the web pages to ensure accuracy and effective implementation. This committee will also review reports compiled by the webmaster on the feedback forms. At the end of the project, ABAG will submit a final report to CALFED detailing the successes and limitations of the project.

Table 2 Monitoring and Data Collection Information

Biological/Ecological Objectives			
Hypothesis	Monitoring Parameters and Data Collection Approach	Data Evaluation Approach	Comments/Data Priority
That the public can have more positive interactions with the Bay environment after reviewing educational materials provided	Web Page Feedback form with the following questions: <ol style="list-style-type: none"> 1. What did you learn at this web site? 2. What would you like to see on this web site? 3. Will do you anything different after visiting this web site? 4. How can we improve this site to make your future visits easier? 	Advisory Committee will review feedback forms every six months, and make corrections to web site as needed	We are uncertain what types of comments will be received by the public. We anticipate that there may be more questions asked of us than comments made.

LOCAL INVOLVEMENT

The Association of Bay Area Governments is a joint powers agency of 100 cities and nine counties located in the San Francisco Bay Area. The Association is governed by a General Assembly representing city and county officials, and has a 38-member Executive Board of county supervisors, mayors and city council members. The Executive Board provides policy direction to its committees and staff between meetings of the General Assembly, and approves the submittal of grants by ABAG and Estuary Project, such as this application. ABAG works cooperatively through interagency agreements and memoranda of understanding with other regional, state and federal agencies.

ABAG/SFEP will coordinate its activities with other organizations involved in research, management and education regarding the San Francisco Bay particularly: 1) CALFED; 2) San Francisco Estuary Institute, 3) The Habitat Goals Project, 4) San Francisco Estuary Project's Implementation Committee 5) the Friends of the San Francisco Estuary (youth estuarine science program). It will work closely with representatives of the targeted constituencies through its Advisory Committee members. It is not anticipated that this project would affect specific landowners or facility landowners, or have any potential third party impacts.

A notification letter for this project, as well as its paper and electronic distribution lists, are included as Attachment B.

A description of the Bay Delta Explorer 2000 proposal is also being distributed in the agenda packages the April 30, 1999 Friends of the Estuary Board meeting and the May 7, 1999 San Francisco Estuary Project Implementation Committee meeting. Members of these organizations represent local, state and federal agencies as well as business, industry, environmental and citizens groups.

COST

Budget: The budget tables "tasks", included in Tables 3 and 4 correspond to "phases" from the Project Description. The schedule for accomplishing the tasks is also laid out in the Project Description section. ABAG will invoice CALFED according to CALFED's procedures. ABAG will pay consultants when their deliverables have been accomplished. ABAG will pay student development team members on an hourly basis as the work progresses.

ABAG has a federally approved indirect cost rate which is included as Attachment C.

Task 5, the video on invasive species, is budgeted at \$72,000 and can be funded separately or together with State of the Bay.

Table 3 Total Budget (CALFED funds only)

Task	Direct Labor Hours	Direct Salary and Benefits	Service Contracts	Material and Ac. Costs	Misc and Other Direct	Overhead and Indirect	Total Cost (\$)
1. Define Framework for Web site	520	25753	2000		1000	10965	39718
2. Launch Beta Site	400	20090	20000		4000	8554	52644
3. Public Outreach Campaign #1	85	2719	5000	6000	1500	1158	16377
4. Complete Site	400	20090	30000		1000	8554	59644
5. Video	10	493	72000			210	72703
6. Public Outreach Campaign #2	85	2719	5000	6000	1000	1158	15877
7. Evaluate Site, Report	205	10205	12000		1000	4345	27551
8. Project Management	370	18263			1500	776	27539
TOTAL (\$)	2075	100335	146000	12000	11000	42722	312057

Table 4. Quarterly Budget

Task	10-99 to 12-99	1-00 to 3-00	4-00 to 6-00	7-00 to 9-00	10-00 to 12-00	1-01 to 3-01	Total (\$)
1. Define Framework for Web site	39718						39718
2. Launch Beta Site	20000	32644					52644
3. Public Outreach Campaign #1		16377					16377
4. Complete Site			25000	34644			59644
5. Video				72703			72703
6. Public Outreach Campaign #2				15877			15877
7. Evaluate Site, Final Report					20000	7551	27551
8. Project Management	4589	4589	4589	4589	4589	4589	27539
TOTAL (\$)	64308	53611	29589	127815	24589	12141	312058

COST SHARING

ABAG will provide a 2.5 % match to administer the grant. In kind services will be offered by Marcia Brockbank to assist with the following: review contract materials, documents, reports, and decision memoranda; meeting preparation and attendance. Representatives of the San Francisco Bay Regional Water Quality Control Board and EPA will also provide in kind technical review of documents. The estimate for the above in kind services is \$25,000 to \$50,000.

APPLICANT QUALIFICATIONS

Project Organization, Individual Roles and Responsibilities – Bay Delta Explorer 2000

Job Title	Responsibilities	Brief Biosketch
Project Manager	Coordinate Project with CALFED, Convene advisory committee, hire and coordinate research team, write report to CALFED, Ensure Tasks accomplished On Time and Under Budget,	<i>Jennifer Krebs is a Senior Environmental Planner for ABAG. In her tenure at ABAG she has coordinated the start-up of the Bay Area Green Business Program and the CUPA Academy. She is currently project manager for JARPA, the Joint Aquatic Resources Permit Application. All of these projects have been collaborative interagency efforts. The Green Business Program and JARPA were both funded significantly by grant funds. Ms. Krebs has also worked as a trainer, environmental inspector, consultant, and researcher. She has a MA in Geography from San Francisco State University (1990) and a BSFS from Georgetown University (1979).</i>
ABAG OnLine Director	Technical Direction - Ensure Web site is designed correctly and provides materials effectively to visitors with varying computer capabilities.	<i>Terry Bursztynsky, Director of Environmental Programs and Online Information Services for ABAG will be responsible for the overall technical direction of this project. He has been with ABAG since 1977. His recent duties include organizing the West Coast's largest hazardous materials conference and tradeshow, HAZMACON, and directing the operation of abagOnline. He has conducted a variety of projects in industrial wastes, toxic materials, municipal wastewater treatment, solid waste disposal, environmental assessment and water quality planning. Mr. Bursztynsky directed the 1994 TIIAP grant program at ABAG that expanded Bay Area Internet participation from 2 cities to over 85 cities, counties and special districts, receiving an award from the National Association of Regional Councils. He received a Master of Science degree from Northwestern University in 1968.</i>
Advisory Committee Members	Ensure that the Web Site content is balanced, concise and accurate	<p><i>Marcia Brockbank is Program Manager for the San Francisco Estuary Project and has overseen a wide array of consensus-based programs aimed at implementing the 145 actions recommended in the CCMP. She is a member of the Western Regional Panel on Aquatic Nuisance Species and will serve as a liaison with that organization. She has a B.A. from the University of Utah.</i></p> <p><i>Andrew Cohen is an internationally recognized expert on invasive species issues and a research scientist with San Francisco Estuary Institute.</i></p> <p><i>Mike Monroe is an environmental specialist with US EPA and co-chair of the Habitat Goals Project.</i></p> <p><i>Steve Moore is an environmental specialist working on invasive species issues for the San Francisco Regional Water Quality Control Board.</i></p> <p><i>Others to be added later.</i></p>
Webmaster	Design site look, ensure consistent organization	<i>Dave Melone is ABAG's webmaster. He is responsible for the care and maintenance of ABAG's web site and maintaining abagOnline - hosted clients' web servers. He has won web design awards, including the Los Angeles Times Pick award, for web sites he has designed. He has a B.S. in Psychology from Santa Clara University and continues to take course work in new media and graphic design.</i>

PR Lead	Write email press releases on site to target audiences	<i>Joan Patton is the Communications Program Director for the San Francisco Estuary Project and Program Manager for the Estuary Project's Boater Education Program. She has been responsible for organizing four State of the Estuary Conferences, the "Paint the Drain" urban runoff education/outreach program, and numerous other public education/outreach campaigns. She has a B.A. from U.C. Berkeley and an M.A. from USF.</i>
CPS	Video	<i>CPS Associates won an Award of Distinction in the environmental category at the 1998 Communicator Awards for its video projection, "Keep It Clean – Preventing Pollution from Construction Sites." CPS Associates has worked with the Estuary Project and the Regional Water Quality Control Board on other video projects.</i>

About our agencies:

The San Francisco Estuary Project is a joint state/federal/local partnership that was established in 1987 under the Clean Water Act's National Estuary Program to develop and implement the Comprehensive Conservation and Management Plan for the Bay Delta Estuary. SFEP's purpose is to develop effective management, restore water quality and natural resources, while maintaining economic vitality through implementation of the CCMP. The CCMP's nine program areas and 145 actions recognize the Estuary's environmental value and the need to manage habitats within the sub-watersheds from an ecosystem perspective. Since 1987, SFEP has undertaken a wide variety of public education/involvement programs to promote better understanding and protection of the San Francisco Estuary. Some of these include:

- First ballast water educational forum, 1996, San Francisco, 100 persons
- Clean Vessel Act boater education program, 100,000 persons
- Four State of the Estuary Conferences, plus media coverage, 2 million +
- "Paint the Drain" Campaign (storm drain stenciling), 12 counties
- Bimonthly newsletter to 3,500 people
- Ongoing educational workshops on topics such as the Mitten Crab Conference, Erosion Control Workshops, and Habitat Goals Workshops

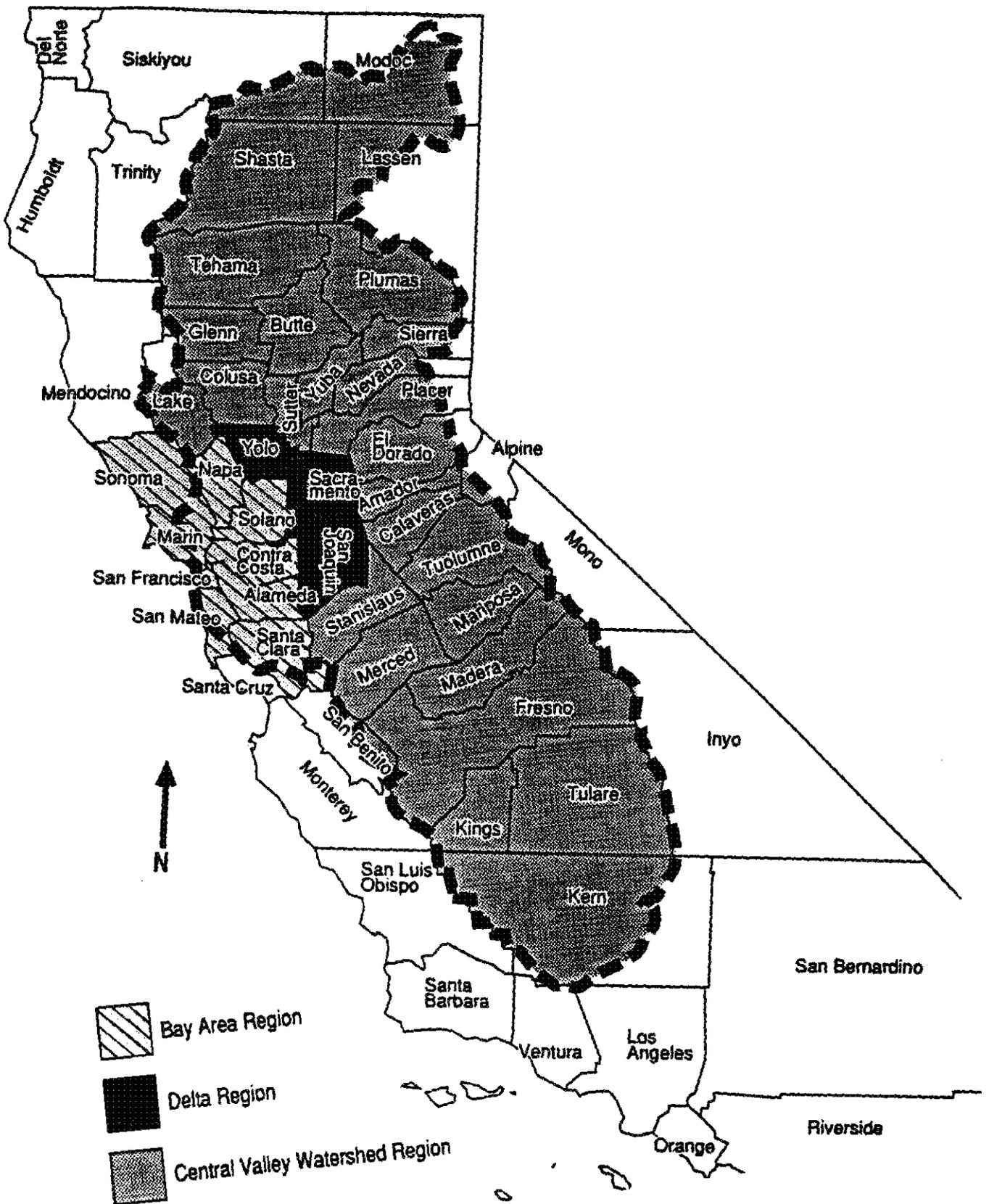
ABAG was organized in 1961 to solve problems in the areas of environmental quality, land use, transportation, housing and economic development, has served as San Francisco Estuary Project's fiscal agent since its establishment. It is designated for planning purposes under several federal and California laws, and serves as the area-wide clearinghouse for federal Executive Order 12372. The Association is governed by a General Assembly representing city and county officials, and has a 38-member Executive Board of county supervisors, mayors and city council members. The Executive Board provides policy direction to its committees and staff between meetings of the General Assembly. ABAG works cooperatively through interagency agreements and memoranda of understanding with other regional, state and federal agencies.

COMPLIANCE WITH STANDARD TERMS AND CONDITIONS

As a public agency, ABAG will submit all documentation required at the time of final contract.

FEBRUARY 1999 PROPOSAL SOLICITATION GEOGRAPHIC SCOPE

Attachment A



Attachment B Notification Letter and Lists

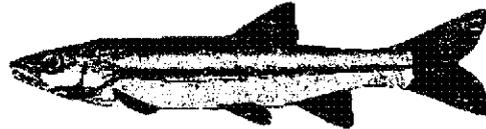
April 1999

Dear

ABAG and San Francisco Estuary Project are applying for a grant to initiate an outreach effort to the general public on the San Francisco Bay and Estuary – Bay Delta Explorer 2000. The goal of this outreach effort is to help people know the Bay better and know what actions they can take to protect this resource. The medium for delivering this public education campaign is a new web site. The web site will provide an interactive learning experience that will consolidate useful reference materials such as:

- Maps of different portions of the Bay and Estuary with click-able links to information on wildlife, particularly endangered species
- Photos of bay area wetlands being restored and general information on wetlands
- Links to greater Bay Area environmental organizations – governmental and advocacy – including information on local watershed stewardship groups
- Links to local newspapers that have featured articles of environmental interest
- Links to databases containing Bay/Delta environmental information
- Downloadable fact sheets on actions that the general public might take to positively impact the environment

Think of it...a teacher, traveler to Bay Area, student, or you could learn which of the following is an invasive northern pike and which is a native squawfish:



(The pike is on the left)

The site would have links to existing web sites such as the Estuary Institute's Eco Atlas (<http://www.sfei.org/ecoatlas/index.html>) and the Oakland Museum's site on creeks (<http://oaklandnet.com/arts/arts.html>). The site will also have a public comments section so that site visitors can have discussions with each other on environmental issues. To get an idea of what the site might look like and contain, you can check out the Great Lakes web site GLIN, <http://www.great-lakes.net/envt/envt.html>.

We very much would like your expressions of support for our project. If your agency, jurisdiction, or community could benefit from this project, please send us an email message of support by Tuesday, April 13, 1999. Be sure to mention the community or jurisdiction with which you are affiliated. If you would like further information, please email me at jenniferk@abag.ca.gov or call me at 510-464-7977.

Sincerely yours,

Jennifer Krebs
Association of Bay Area Governments

San Francisco Estuary Project

1515 Clay Street • Suite 1400
Oakland, CA 94612-1413
510 622.2465
Fax: 510 622.2501

April 12, 1999

Dear City/County Manager and Planning Director:

The Association of Bay Area Governments and the San Francisco Estuary Project are applying for a grant to initiate an outreach effort to the general public on the San Francisco Bay-Delta Estuary - the Bay-Delta Explorer 2000. The goal of this outreach effort is to help people understand the Bay-Delta better and know what actions they can take to protect this treasured resource. The medium for delivering this public education campaign is a new web site. The web site will provide an interactive learning experience about the Bay-Delta Estuary that will consolidate useful reference materials such as:

- Maps of different portions of the Bay-Delta Estuary with click-able links to information on fish and wildlife, their habitat, and particularly invasive species and endangered species
- Photos of Bay-Delta wetlands being restored and general information about wetlands
- Links to greater Bay-Delta environmental organizations - governmental and advocacy - including information of local watershed stewardship groups
- Links to local newspapers that have featured articles of environmental interest
- Links to databases containing Bay-Delta environmental information
- Downloadable fact sheets on actions that the general public might take to positively impact the environment

Think of it...a teacher, traveler to California, student, or you could learn which of the following is an invasive northern pike and which is a native squawfish:



(The pike is on the left)

The site would have links to existing web sites such as the San Francisco Estuary Institute's Eco Atlas (<http://www.sfei.org/ecoatlas/index.html>) and the Oakland Museum's site on creeks (<http://oaklandnet.com/arts/arts.html>). The site will also have a public comments section so that site visitors can have discussions with each other on environmental issues. To get an idea of what the site might look like and contain, you can check out the Great Lakes web site GLIN, at <http://www.great-lakes.net/envt/envt.html>.

We very much would like your expressions of support for our project. If your agency, jurisdiction, or community could benefit from this project, please send us an email message of support by Thursday, April 15, 1999. Be sure to mention the community or jurisdiction with which you are affiliated. If you would like further information, please email me at jenniferk@abag.ca.gov or call me at 510-464-7977.

Sincerely yours,

Jennifer Krebs
Association of Bay Area Governments

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Attachment C
ABAG Proposed Indirect Cost Plan for FY 99-00

			Information				
	General		System Support		Combined		
Personnel Costs	Rate	Hours	Amount	Hours	Amount	Hours	Amount
Adsit, C.	25.48	1,000	25,480			1,000	25,480
Bursztynsky, T.	66.76			600	40,057	600	40,057
Chan, J.	71.31	900	64,177			900	64,177
Edgerton, P.	36.03	1,700	61,256			1,700	61,256
Eeds, D.	53.20	1,300	69,159			1,300	69,159
Ishikata, M.	22.05	950	20,945			950	20,945
Jones, P.	65.49	400	26,195			400	26,195
Kendrick, S.	30.80			200	6,160	200	6,160
Lewis, K.	31.25	1,300	40,620			1,300	40,620
Loss, M.	52.69	1,100	57,954			1,100	57,954
Mar, B.	28.09	1,000	28,087			1,000	28,087
McDaniels, M.	25.77			400	10,308	400	10,308
Samar, B.	36.76			1,600	58,812	1,600	58,812
Sheng, S.	44.71	1,000	44,710	500	22,355	1,500	67,065
Sullivan, A.	38.91	300	11,674			300	11,674
Tse, B.	27.87	1,100	30,660			1,100	30,660
Williams, A.	47.48	400	18,990	1,300	61,718	1,700	80,708
Clerical	27.00	1,000	27,000	50	1,350	1,050	28,350
Intern	10.00			300	3,000	300	3,000
Total Personnel		13,450	526,906	4,950	203,761	18,400	730,667
Other Direct Expenses							
Consultants--Systems			28,000				28,000
Travel			1,000				1,000
Temporary Personnel			4,000				4,000
Printing--outside			6,000				6,000
Conferences & Meetings			2,000				2,000
Equipment Maintenance			30,000				30,000
Office Supplies			55,000		32,000		87,000
Subscriptions & Memberships			1,700				1,700
Computer Processing			3,500				3,500
Depre.--Furniture & Auto			70,000				70,000
Depre--Computers			0		147,000		147,000
Depre.--Office Building			134,000				134,000
Audit Fees			30,000				30,000
Building Maintenance			174,000				174,000
Utilities			45,000				45,000
Space Rentals			6,000				6,000
Automobile Expense			8,000				8,000
Mailing			48,000				48,000
Telephone			50,000				50,000
Public Information			2,000				2,000
Insurance			65,000				65,000
Recruiting			5,000				5,000
Labor Relations			6,000				6,000
Staff Training & Development			15,000				15,000
Software Development			50,000				50,000
Carry-over From Prior Year			121,189				121,189
Miscellaneous			1,500		1,000		2,500
Total Other Direct			961,889		180,000		1,141,889
Rental Income			0				0
Mailing Label Chares					25,000		25,000
Copying Charges					22,000		22,000
Total Overhead			1,488,795		336,761		1,825,556
Direct Labor Cost			4,287,596		4,287,596		4,287,596
Indirect Cost Rate			34.72%		7.85%		42.58%