

**SUBJECT:** INFORMING THE ASSEMBLY OF THE MANAGERS SIGNATURE ON AND SUBMITTAL OF THE ALASKA CLEAN WATER ACTIONS GRANT APPLICATION REQUESTING \$133,500 TO FUND A PUBLIC EDUCATION AND OUTREACH CAMPAIGN REGARDING HEALTHY RIPARIAN AREAS IN THE MAT-SU.

**AGENDA OF:** November 19, 2024

**ASSEMBLY ACTION:**

Presented to the Assembly 11/19/24 - *EMW*

**AGENDA ACTION REQUESTED:** For information only.

Route To	Signatures
Originator	 Recoverable Signature X M a i j a D i s a l v o Signed by: M a i j a D i s a l v o 11/4/2024
Department Director	X A l e x S t r a w n Signed by: A l e x 11/5/2024
Finance Director	X C h e y e n n e H e i n d e l Signed by: C h e y e n n e H e i n d e l 11/5/2024
Borough Attorney	X N i c h o l a s S p i r o p o u l o s Signed by: N i c h o l a s S p i r o p o u l o s 11/5/2024
Borough Manager	X M i c h a e l B r o w n Signed by: M i k e B r o w n 11/5/2024
Borough Clerk	X B r e n d a J . H e n r y f o r Signed by: B r e n d a H e n r y 11/5/2024

**ATTACHMENT (S) :** ACWA Grant Application (19 pp)

**SUMMARY STATEMENT:** The Matanuska-Susitna Borough (MSB) Planning Department is pursuing funding in the amount of \$133,500 from the Alaska Clean Water Actions (ACWA) grant to execute a public education and outreach campaign engaging residents, particularly homeowners along waterbodies, on the importance of healthy riparian areas and impacts to water quality. This project will address nonpoint source pollution by educating the public and homeowners on actionable measures that could be taken to protect,

improve, and re-create healthy riparian areas. The project will also educate homeowners on paths to compliance within existing and proposed shoreline setback regulations.

There is no match requirement associated with this grant funding application.



# Application for Alaska Clean Water Actions (ACWA) Grant SFY 2025 - 2027

**Deadline to Submit: October 21, 2024**

## Instructions

All project applicants must fill out this application form in addition to the appropriate workplan template for the Action Category. Workplan template links can be found on the [ACWA RFP webpage](#) under Proposal Templates. Use the appropriate workplan template for your proposal's Action Category to describe tasks, timelines, and deliverables. If you're unsure or have questions on completing the application, please contact Laura Eldred (907) 376-1855 or [laura.eldred@alaska.gov](mailto:laura.eldred@alaska.gov).

**Application:** Fill out all sections of this application form. Once completed, email this application, the completed workplan, and any additional supporting project information to [dec.acwa.grants@alaska.gov](mailto:dec.acwa.grants@alaska.gov).

If you have multiple projects, you must submit separate applications, workplans, and budgets. However, if your application is primarily for one Action Category but has tasks in another Action Category (e.g. BMP installation and public outreach about the project), you may submit one application, workplan, and budget. Contact the regional DEC representative listed on the ACWA RFP webpage if you have questions.

Applications must be submitted by **11:59 PM October 21, 2024**.

**Proposal Evaluation Scoring:** All eligible proposals will undergo a technical review and a scoring process using the evaluation criteria listed below each application section and available in Appendix F on the ACWA RFP webpage. To receive maximum points, your proposal must address all evaluation criteria.

---

## 1. Organization & General Information

Organization Name:	Matanuska-Susitna Borough, Planning & Land Use Division
Contact Person and Title:	Maija DiSalvo, Planning Services Manager
Phone:	907-861-7865
Email Address:	<a href="mailto:maija.disalvo@matsugov.us">maija.disalvo@matsugov.us</a>
Mailing Address:	350 E. Dahlia Ave. Palmer, AK 99645

<b>Unique Entity Identification Number (UEI):</b> Go to <a href="http://www.SAM.gov">www.SAM.gov</a> to look up an existing or get assigned a UEI. A UEI is required to receive Federal grant dollars through ACWA.	<b>QRK7LJ2Y3RJ1</b>
<b>Alaska Vendor Identification:</b> This allows DEC to pay you. If you are currently registered, please list your vendor identification. If you are not currently registered, be aware you will need to register if your application is awarded funding: <a href="https://iris-vss.alaska.gov/PRDVSS1X1/Advantage4">https://iris-vss.alaska.gov/PRDVSS1X1/Advantage4</a>	<b>MAB84586</b>
<b>Project Title:</b> Healthy Mat-Su Riparian Areas: Education and Outreach	
<b>Project Start Date:</b> March 1, 2025	<b>Project End Date:</b> February 28, 2027

**a. Will your organization be requesting grant funds as:**

- ☒ Expense Reimbursements every 6 months
- ☐ Funding advances every 6 months

**b. Will acceptance of grant funds need to be approved by a board, council, assembly, or other entity?**

- ☒ Yes - Approximately how much time does that process take?
- ☐ No

4-6 weeks

**1.1 Action Category** - Please check the box that most closely represents the type of project you are applying for. See the RFP document for more information on the Categories and priority watersheds.

- ☐ **Watershed Planning**
- ☐ **Best Management Practices to Improve or Protect Water Quality**
- ☒ **Public Education & Outreach**
- ☐ **Monitoring for Best Management Practice Effectiveness or Nonpoint Source Pollution**
- ☐ **Marine BEACH Pathogen Monitoring**

**1.2 Environmental Benefits** – Check all that apply to best describe the environmental benefits that will be derived from the proposed project.

- ☐ Restore an impaired water or segment of an impaired water?
- ☒ Protect water quality by preventing nonpoint source pollution?
- ☒ Reduce nonpoint source pollution but may not eliminate impairment?
- ☒ Promote reducing nonpoint source pollution on a watershed or regional scale?
- ☐ Monitor water quality for nonpoint source pollution?
- ☐ Other:

**1.3 Waterbody/Watershed Information** - List which water(s) or watershed(s) this project will affect in the box below. If you know the Hydrologic Unit Code (HUC), please include the HUC10 or HUC12. Or indicate if it is a regional or statewide project.

This is a regional project inclusive of all waters and watersheds across the Matanuska-Susitna Borough, with a focus on impaired waterbodies: Cottonwood Creek (subwatershed; HUC 190204010803), Wasilla Creek (subwatershed; HUC 190204010803), and Lake Lucille (watershed; HUC 19020402 and 19020505).

## 2. BUDGET

**2.1 Budget Summary** - Provide a summary of the requested grant funds per state fiscal year in the box below. Unspent dollars in one fiscal year are forfeited and do not get added to next fiscal year. There are no matching fund requirements being passed on to applicants.

Please see the submitted *MSB\_Budget\_Healthy Mat-Su Riparian Areas* for a detailed breakdown of the budget.

<b>State Fiscal Year 2025 (4 months) (March 1, 2025 – June 30, 2025)</b>	<b>Requested Grant Funds</b>
<b>Personal Services</b> (including benefits)	\$
<b>Travel</b> (including project mileage at 0.67 cents/mile)	\$
<b>Contractual</b> (for work carried out by another party (individual or organization) other than the grant recipient or its employees)	\$25,000.00
<b>Supplies</b>	\$
<b>Equipment</b> (include here if more than \$10,000)	\$
<b>Other</b> (printing costs, rental spaces, rental/lease equipment, insurance costs)	\$

<b>Subtotal of Direct Costs</b>	\$
<b>Indirect/Administrative</b> (Administrative fees cannot exceed 15% of Direct Costs without a federally approved Negotiated Indirect Cost Rate Agreement)	\$
<b>Grant Total FY25</b>	<b>\$25,000.00</b>

<b>State Fiscal Year 2026 (12 months) (July 1, 2025 – June 30, 2026)</b>	<b>Requested Grant Funds</b>
<b>Personal Services</b> (including benefits)	\$
<b>Travel</b> (including project mileage at 0.67 cents/mile)	\$
<b>Contractual</b> (for work carried out by another party (individual or organization) other than the grant recipient or its employees)	\$59,500.00
<b>Supplies</b>	\$
<b>Equipment</b> (include here if more than \$10,000)	\$
<b>Other</b> (printing costs, rental spaces, rental/lease equipment, insurance costs)	\$
<b>Subtotal of Direct Costs</b>	\$
<b>Indirect/Administrative</b> (Administrative fees cannot exceed 15% of Direct Costs without a federally approved Negotiated Indirect Cost Rate Agreement)	\$
<b>Grant Total FY26</b>	<b>\$59,500.00</b>

<b>State Fiscal Year 2027 (8 months) (July 1, 2026 – February 28, 2027)</b>	<b>Requested Grant Funds</b>
<b>Personal Services</b> (including benefits)	\$
<b>Travel</b> (including project mileage at 0.67 cents/mile)	\$
<b>Contractual</b> (for work carried out by another party (individual or organization) other than the grant recipient or its employees)	\$49,000.00

<b>Supplies</b>	\$
<b>Equipment</b> (include here if more than \$10,000)	\$
<b>Other</b> (printing costs, rental spaces, rental/lease equipment, insurance costs)	
<b>Subtotal of Direct Costs</b>	\$
<b>Indirect/Administrative</b> (Administrative fees cannot exceed 15% of Direct Costs without a federally approved Negotiated Indirect Cost Rate Agreement)	\$
<b>Grant Total FY27</b>	<b>\$49,000.00</b>

<b>Budget Request Grand Total (FY25 + FY26 + FY27)</b>	<b>\$ 133,500.00</b>
--	----------------------

*Evaluation criteria for Section 2 (15 points maximum): 1) Does the overall total project cost seem reasonable for the proposed work?*

### 3. Project Information

**3.1 Project Summary** - Provide a summary (abstract) of the project and expected outcomes. [200-word limit]

The Matanuska-Susitna (Mat-Su) Borough (MSB) is proposing a public education and outreach project to engage residents, particularly homeowners along waterbodies, in the importance of healthy riparian areas. The primary goal of this project is to reduce nonpoint source pollution by educating Mat-Su residents on actionable steps and measures they can take to maintain and improve riparian areas on private property. The project will focus on homeowners who have or are planning “habitable structures” (constructed facilities) within a 75-foot setback from waterbodies making them out of compliance with current and proposed MSB ordinances and contributing to nonpoint source pollution through daily activities or future construction.

The project will develop:

- (1) an educational website;
- (2) printed outreach materials;
- (3) presentations for MSB community council meetings and other venues;
- (4) tables to be staffed at events; and
- (5) about 1,000 letters to non-compliant property owners to provide a path to compliance through mitigation efforts.

MSB water quality will be improved by educating public and homeowners about:

- (1) the importance of maintaining riparian areas for protecting waterbodies from nonpoint source pollution; and

(2) compliance with existing and proposed MSB riparian buffers setbacks ordinances.

### 3.2 Project Purpose – Why is this project needed? How will this project address nonpoint source pollution? Describe how this project protects or restores water quality. [300 word limit]

About 1,000 Mat-Su properties have existing “habitable structures” within a 75-foot riparian setback of Mat-Su area lakes, including impaired waterbody Lake Lucille. These and other habitable structures on the impaired waterbodies of Cottonwood Creek and Wasilla Creek, as well as other lakes, streams, and rivers make them out of compliance with current and proposed MSB ordinances. While construction within and removal of riparian vegetation are sources of nonpoint source pollution, existing structures within setbacks have damaged intact riparian zones, disrupting their ability to act as a natural buffer against additional nonpoint source pollution running into waterbodies. This project is needed to educate the public on the importance of riparian areas and existing and proposed MSB ordinances that are in place for protecting water quality from nonpoint source pollution. This project is also needed because many of these property owners may be unaware of their non-compliance and need a path to compliance.

This project will address nonpoint source pollution by educating the public and homeowners on actionable measures that could be taken to protect, improve, and re-create healthy riparian areas. The project will also educate homeowners on paths to compliance within existing and proposed riparian setback regulations.

Heathy, intact natural riparian areas protect waterbodies from nonpoint source pollution by filtering stormwater runoff and preventing bank erosion. By educating the public and homeowners about the importance of riparian area buffers and associated existing and proposed riparian area setback ordinances, the MSB will be protecting water quality. Further, education could lead to removal of structures within riparian areas and improvements to natural riparian vegetation which would lead to less stormwater flow into waterbodies and water quality improvement.

**Evaluation criteria for Section 3 (15 points maximum):** 1) Is the project need clearly stated? 2) Does the proposed project address nonpoint source pollution? 3) Does the proposed project describe how it protects or restores water quality?

### 4. Project Workplan – Select the appropriate workplan template from the [ACWA RFP webpage](#) that corresponds to the Action Category selected in Section 1.1. Follow the instructions in the workplan template. Attach the completed workplan with the application to the submittal email listed below.

**Evaluation criteria for Section 4 (40 points maximum):** 1) Project design demonstrates sound technical merit? 2) Describes clear obtainable means to achieve project objective including logical project implementation steps, tasks, and proposed timelines? 3) Workplan identifies the appropriate task deliverables (including deliverables specifically requested in the RFP workplan template)? 4) Workplan shows appropriate planning to successfully accomplish tasks? (Examples may include site design, partner/community involvement, laboratory analysis, access to transportation (e.g. boats) and similar to complete the project.)



## 5. Applicant Qualifications & Funds Management

**5.1 Project Staff Experience** – Identify and briefly describe the qualifications of key members of the team (within the same organization and/or in partner organizations) who will complete the project. Consider their experience, knowledge, and skills in managing and completing similar projects. Please **do not** attach resumes. [300 word limit]

The Mat-Su Borough is a second-class borough with an elected Mayor and Assembly. Borough Manager Michael Brown acts as chief administrator. MSB Planning and Land Use Department would be responsible for completing this project. Key project staff includes:

**Alex Strawn**, Planning and Land Use Director, would oversee the project. With the MSB for over seventeen years, Alex has served as Planning and Land Use Director for the past four years and is also currently the staff member for the Waterbody Setback Advisory Board.

**Maija DiSalvo**, Planning Services Manager, would lead the project and be responsible for consultant oversight and material creation, distribution, and presentations. Prior to her roles as Planning Services Manager, Maija served as the MSB Long Range Planner where she executed outreach strategies and facilitated public meetings and workshops including presentations at MSB Assembly meetings and Board of Fisheries public workshops.

**Emily Laurin**, Media Design Specialist, would oversee website and social media content and creation, graphic development, and content scheduling. Emily has over 25 years in graphic design including experience in managing social media content ensuring messaging consistency across social media and print collateral.

The project could be supported by other MSB Planning and Land Use Department staff, including Jason Ortiz (Development Services Manager), Fred Wagoner (Planning Officer), and other Long Range Planners in the Planning Division.

**5.2 Grant Funds Management** – Describe the organization’s fiscal controls for managing grant funds. How does the organization track expenditures? Who will be responsible for tracking expenditures and grant funds? What previous experience does the organization have in managing grant funds? Will the organization be able to submit an accounting general ledger<sup>1</sup> report and any other requested documentation for the grant expenditures every 6 months? [300 word limit]

The MSB currently manages over 35 active grant projects. In past years we have managed up to 225 grants in a year, and as few as 20. We currently have a mix of Federal, State, and Foundation grants. A full list of active grants can be created and provided if needed. The grant management team, including staff and positions responsible for tracking expenditures and grant funds are:

**Pamela Graham**, Senior Grants Coordinator, has over 20 years of grant writing and management experience. Ms. Graham currently manages the borough grant application process as well as several

<sup>1</sup> An accounting ledger represents the record-keeping system for the grant funds that shows debits and credits to the account. This is typically with a financial management tool such as Excel, QuickBooks, or other accounting software used by the organization.

pass-through grant programs the borough is involved with. Ms. Graham is the primary party responsible for completing the U.S. Treasury Online Reports.

**Tonya Loyer**, Accountant, began as an accounting specialist with the primary responsibility of completing the financial reporting for active grants and coordinating with project managers to secure performance reports to ensure all reporting is completed on time. In her new role, she reviews reports provided by accounting specialists. She does some of the more complicated reporting activities herself, such as the reports required for the CARES act funding, where the documentation consists of hundreds of pages each month.

**Two Accounting Specialists** whose primary responsibility is completing the financial reporting for active grants and coordinating with project managers to secure the performance reports to ensure all reporting is completed on time will support this effort.

Borough budgets, audits, and other financials, including the MSB checkbook, are publicly available online at: <https://transparency.matsugov.us/pages/financial-information>.

*Evaluation criteria for Section 5 (20 points maximum): 1) Applicant identifies key project personnel, their qualifications, and experience with similar projects? 2) Applicant demonstrates organization has prior experience in grant management and provides examples of experience? If no prior experience, did the organization include compelling information on how they will successfully manage the project? 3) Applicant describes their accounting procedures for tracking grant expenses and managing the grant budget?*

## 6. Partners and Supporting Information

**6.1 Project Partners** - Who are the project partners? Describe how they are supporting the project. If the project has no partners, please explain. (Project-specific letters of support from project or community partners are encouraged and, in some projects, required.) [200 word limit]

The MSB is joined by the Mat-Su Salmon Habitat Partnership (MSSHP; <https://matsusalmon.org/>) on this effort. MSSHP's mission is to protect, restore, and enhance fish and aquatic communities through partnerships that foster fish habitat conservation and improve the quality of life of American people. Providing effective and inclusive outreach and education focused on healthy salmon habitats is an MSSHP priority, and one of the organization's strategies under that priority is to, "Improve community knowledge, awareness and understanding that leads to informed decision making and works towards salmon-friendly land use and development."

One of MSSHP's current foci is addressing alteration of riparian areas through:

- identification of priority riparian areas for salmon
- protection of priority salmon riparian habitat
- restoration of priority riparian habitat

They are also focused on impervious surfaces and stormwater pollution through:

- minimization of impacts on water quality
- minimize road runoff
- imperviousness impact assessment

The MSSHP's outreach committee would review educational materials created for this project and give input on education strategies. The partnership between the MSB and the MSSHP will provide more opportunity to broaden a regional ability to dovetail with MSB efforts and build a broader, more effective and targeted campaign.

***Evaluation criteria for Section 6 and General Application (10 points maximum): 1) If the project requires project partners, are project-specific letters of support included? If the project has no partners, did the applicant explain? 2) Is the application complete?***

**7. Application Checklist & Submittal** – Use the checklist below to make sure your proposal is complete.

- ✓ Completed application form
- ✓ Completed Workplan using template for appropriate Action Category
- ✓ Additional supporting information (Letters of Support, maps, photos, etc.)

Email the completed application and all attachments to:

[dec.acwa.grants@alaska.gov](mailto:dec.acwa.grants@alaska.gov)

Once submitted your application is considered final.  
Late or incomplete applications will not be reviewed.

**Project Title:** Healthy Mat-Su Riparian Areas: Education and Outreach

**Proposed Project Duration:** March 1, 2025 – February 28, 2027

### **TASK 1: Planning – Outreach Plan Development for Healthy Mat-Su Riparian Areas**

**Description:** Develop an outreach plan that includes the following components:

#### **a. Goals and Objectives of the Outreach**

The Matanuska-Susitna Borough (MSB) is proposing a public education and outreach project to engage MSB residents in maintaining and building healthy riparian areas. **The primary goal** of this project is to reduce nonpoint source pollution by educating MSB residents on actionable steps and mitigation measures they can take to maintain, improve, and restore riparian areas on private property.

The **objectives** of this project are as follows: (1) design and publish an educational website for all MSB community members, create social media posts, and write MSB Planning Department e-newsletter articles; (2) design and distribute outreach materials for posting or using at local office and community buildings, presentations, and local community events; (3) present to all 23 active MSB community councils and at other venues, as invited; (4) staff tables at community events; and (5) send about 1,000 focused letters to out-of-compliance home and property owners who may have a “habitable structure” (constructed facility) within a 75-foot setback from water, providing a path to compliance through riparian area mitigation efforts.

MSB will work with the Mat-Su Salmon Habitat Partnership (MSSHP) to develop and implement this outreach plan. Special attention will be paid to riparian areas adjacent to the impaired waterbodies of Cottonwood Creek, Wasilla Creek, or Lake Lucille, and other lakes, streams, and rivers where there is dense development.

#### **b. Audience and Key Messages**

**Target Audience:** Out-of-compliance home and property owners along waterbodies and on watersheds including the impaired Cottonwood Creek, Wasilla Creek, or Lake Lucille, who could have “habitable structures” within a 75-foot setback from water and developers and builders who plan and build projects in the MSB.

**Message:** A path to ordinance compliance through riparian mitigation efforts and project planning exists.

- Structures and construction of structures damage riparian areas and contribute to nonpoint source pollution.
- MSB has existing and proposed riparian setbacks ordinances which need to be followed.
- Mitigation efforts that could be implemented include: removing structures; re-planting natural vegetation, ensuring hazardous substances (like fuel tanks, fertilizers, pet waste) are stored/disposed of outside of the setback and will not contribute to nonpoint source pollution through runoff; planning any future construction outside of the setback zone.

**Target Audience:** MSB Residents

**Message:** Healthy riparian areas contribute to clean water and should be protected.

- Structures and construction of structures damage riparian areas and contribute to nonpoint source pollution.
- MSB has existing and proposed riparian setbacks ordinances which need to be followed.
- MSB welcomes creative community solutions to improve riparian health.

**c. Communication Activities and Tools**

Online/Social Media

- Educational website
- Social media (Facebook and Instagram)
- Articles in MSB’S bi-monthly e-newsletter “The Planner Platform”
- Other electric media, informational platforms

Print Media

- Posters
- Brochures
- Other media

Presentations

- MSB community councils
- Chambers of Commerce, garden clubs, and other venues, as invited

Events

- Staffed tables at:
  - Mat-Su Home Show
  - Community Day at Mat-Su Basin Salmon Habitat Partnership’s Salmon Symposium
  - Susitna River Coalition’s Riparian Replanting Day
  - Alaska State Fair

Targeted Communication

- Letters to homeowners that detail a path to compliance under MSB setback ordinance

Other Potential Community Partnership Facilitation, to be determined

- Building relationships with local entities who could partner in creative solutions for healthy riparian zones, for example;
  - A greenhouse offering “riparian friendly perennials”
  - Local library displaying kid friendly education materials like salmon life cycle books alongside a Healthy Mat-Su Riparian Area project poster.

**d. Timeline for Implementation**

Although construction season in Alaska is largely limited to summer months, planning occurs year-round. Since healthy riparian areas is a continuing MSB effort, this project would have the

capability to begin immediately once ACWA funds are awarded. While the project is front loaded in educational material development, distribution, presentations, and event attendance would occur over the course of the funding period.

**e. Measures of Success**

The project will administer a pre-project survey to assess MSB residents’ prior knowledge and awareness of the role riparian areas play in the protection of water quality (and other functions) and MSB’s waterbody setback ordinances. The project will measure success by the number of MSB residents and targeted homeowners reached. Project staff will monitor website traffic and social media engagement, record number of numbers of structures moved out of riparian setback areas, look for any growth or fluctuation in numbers of applications for land-use permits, note attendance and engagement levels at community council meetings and other presentations, seek anecdotal data via communication with informal community partners, and conduct a post-outreach project survey.

**Deliverable(s) and Permits:**

	<b>Deliverable</b>	<b>Due Date:</b>
1-1	Design pre-survey to determine level of understanding	March 2025
1-2	Distribute pre-survey	March 2025
1-3	Analyze results to help guide outreach plan	April 2025
1-3	Prepare draft outreach plan for DEC review (Word)	April 2025
1-4	Complete final outreach plan (Word and PDF)	May 2025

**TASK 2: Implement Outreach Plan**

**Task 2a. Educational Website and Social Media**

**Description:** An educational website will be designed and published for all MSB residents to learn about the importance of health riparian areas and how they can be maintained and improved. The website will include information about MSB’s riparian setbacks ordinance and pathways toward compliance for homeowners and future developers. MSB will work with the MSSHP outreach committee to develop the language and design of the website.

**Deliverable(s) and Permits:**

	<b>Deliverable</b>	<b>Due Date:</b>
2a-1	Develop and distribute a request for proposal for website design (this may or may not be combined with the outreach material preparation contract)	May 2025
2a-2	Evaluate and select website designer	June 2025
2a-3	Complete draft website	July 2025
2a-4	Publish final website	August 2025
2a-5	Update website quarterly	ongoing
2a-6	Prepare social media posting announcing website	September 2025
2a-7	Prepare ongoing social media postings announcing presentations, events, riparian education information, etc.	ongoing
2a-8	Prepare articles for the MSB Planning Department e-newsletter and other electronic media	ongoing

**2b. Outreach Materials**

**Description:** MSB will design and distribute outreach materials to be displayed at local community buildings, existing kiosks, and other locations and to be distributed at presentations, community events, and other venues (described under Task 2c and 2d). The materials include posters, brochures, and other items.

**Deliverable(s) and Permits:**

	<b>Deliverable</b>	<b>Due Date:</b>
2b-1	Develop and distribute a request for proposal for outreach material preparation (this may or may not be combined with the website designer contract)	April 2025
2b-2	Evaluate and select company	May 2025
2b-3	Complete draft poster, brochures, and other material design, as determined	June 2025
2b-4	Finalize poster and brochures and other materials	July 2025
2b-5	Print materials	July 2025
2b-6	Distribute materials	ongoing

**Task 2c. Mat-Su Community Council Meeting and Other Presentations**

**Description:** MSB will develop a presentation to give at all 23 active MSB community council meetings. The presentation will focus on the importance of healthy riparian areas, MSB's

riparian setback ordinance, and pathways to compliance for non-complaint property owners. Outreach materials developed under Task 2b will be distributed during presentations.

	<b>Deliverable</b>	<b>Due Date:</b>
2c-1	Develop PowerPoint presentation	August 2025
2b-2	Attend community council meetings in: Big Lake, Buffalo Mine/Soapstone, Butte, Chase, Chickaloon, Fishhook, Gateway, Glacier View, Greater Farm Loop, Knik-Fairview, Lazy Mountain, Louise/Susitna/Tyone, Meadow Lakes, North Lakes, Point MacKenzie, South Knik River, South Lakes, Susitna, Sutton, Talkeetna, Tanaina, Trapper Creek, Willow Area	Rolling, to begin September 2025
2c-3	Attend meetings with other community entities, including chambers of commerce, garden clubs, etc., as requested	Ongoing

### **Task 2d. Non-Compliance Letters**

**Description:** MSB will send approximately 1,000 focused letters to out-of-compliance home and property owners who may have a “habitable structure” within a 75-foot setback from water. The letters will include directions to come into compliance with the ordinance through structure removals and other riparian area mitigation efforts. Letters would include brochures developed under Task 2b. After the letters are sent, MSB will work with homeowners and developers to answer questions and protect and restore riparian areas.

#### **Deliverable(s) and Permits:**

	<b>Deliverable</b>	<b>Due Date:</b>
2d-1	Develop mailing list for out of compliance homeowners using GIS	June 2025
2d-2	Draft target letter sent to homeowners	July 2025
2d-3	Send letters	August 2026
2d-4	Work with homeowners and property owners	ongoing

### **TASK 3: Final Report**

The MSB will prepare a final project report describing the outreach activities that took place, public response, and an evaluation of success of the messaging in reaching the project’s target audiences as well as give examples of how it affected a desired behavior change if any (i.e. number of structures moved, land permit use applicants, etc.). The report will include recommendations for future effective outreach activities, photographs, and will be a stand-alone document that could be posted to the DEC web page. A draft report will be submitted to the DEC Project Manager for review and comments to incorporate into the final version.



ACWA FY2025 – 2027  
Public Education and Outreach  
Healthy Mat-Su Riparian Areas Workplan

**Deliverables:**

	<b>Deliverable</b>	<b>Due Date:</b>
3-1	Analysis and evaluation of measurable results (Word or Excel)	Fall 2026
3-2	Draft Report for DEC review (Word)	Fall 2026
3-3	Final Report (Word, PDF)	January 2027

	COST	NOTES
<b>TASK 1: Planning – Outreach Plan Development for Healthy Mat-Su Riparian Areas</b>		
Develop and implement and analyze online survey	\$10,000	2025
Draft plan	\$10,000	2025
Finalize plan	\$5,000	2025
<b>Task Total</b>	<b>\$25,000</b>	
<b>TASK 2: Implement Outreach Plan</b>		
<b>Task 2a. Educational Website and Social Media</b>		
Website Service/Labor		
Language, Graphics, Interface	\$15,000	2026
Social Media		
Content creation & scheduling	\$18,000	\$1,000 a month (2026-2027)
<b>Task Total</b>	<b>\$33,000</b>	
<b>2b. Outreach Materials</b>		
Service/Labor		
Language and Design	\$10,000	2026
Materials		
Poster Printing (25)	\$1,000	2026
Brochure Printing (2,000)	\$3,000	2026
<b>Task Total</b>	<b>\$14,000</b>	
<b>Task 2c. Mat-Su Community Council Meeting and Other Presentations</b>		
Service/Labor		
Presentation Development	\$5,000	2026
Presentations (30)	\$30,000	\$1000 for each presentation (2026-2027)
<b>Task Total</b>	<b>\$35,000</b>	
<b>Task 2d. Non-Compliance Letters</b>		
Postage	\$1,500	2026
<b>Task Total</b>	<b>\$1,500</b>	
<b>TASK 3: Final Report</b>		
Develop and implement online survey	\$10,000	2027
Draft plan	\$10,000	2027
Finalize plan	\$5,000	2027
<b>Task Total</b>	<b>\$25,000</b>	
<b>PROJECT TOTAL</b>	<b>\$133,500.00</b>	

**GRANT BUDGET FORMAT**

State Fiscal Year 2025 (4 months) (March 1, 2025 – June 30, 2025)	Requested Grant Funds	State Fiscal Year 2026 (12 months) (July 1, 2025 – June 30, 2026)	Requested Grant Funds	State Fiscal Year 2027 (8 months) (July 1, 2026 – February 28, 2027)	Requested Grant Funds
Personal Services		Personal Services		Personal Services	
Travel		Travel		Travel	
Contractual	\$25,000	Contractual	\$59,500	Contractual	\$49,000
Supplies		Supplies		Supplies	
Equipment		Equipment		Equipment	
Other		Other		Other	
Subtotal of Direct Costs		Subtotal of Direct Costs		Subtotal of Direct Costs	
Indirect/Administrative		Indirect/Administrative		Indirect/Administrative	
<b>Grant Total FY25</b>	<b>\$25,000</b>	<b>Grant Total FY25</b>	<b>\$59,500</b>	<b>Grant Total FY25</b>	<b>\$49,000</b>

PROJECT TOTAL      \$133,500



October 21, 2024

Maija DiSalvo  
Matanuska-Susitna Borough – Planning Department  
350 E. Dahlia Ave., Palmer, AK 99645

Dear Ms. DiSalvo,

The Mat-Su Basin Salmon Habitat Partnership was formed in 2005 to bring together local communities, non-profit organizations, state and federal agencies, and residents to prevent the negative impacts that development could have on salmon habitat. Mat-Su Salmon Partners share a common vision of *thriving fish, healthy habitats, and vital communities in the Mat-Su Basin*. The Mat-Su Salmon Partnership is a collaborative effort. This focus on a bottom-up, locally driven, voluntary and non-regulatory effort was inspired by the approach outlined in the National Fish Habitat Action Plan (NFHAP; [www.fishhabitat.org](http://www.fishhabitat.org)). The mission of NFHAP is to “protect, restore, and enhance the nation’s fish and aquatic communities through partnerships that foster fish habitat conservation and improve the quality of life for the American people.”

In 2008 the partnership completed a Strategic Action Plan that outlined goals for protecting and restoring salmon habitat in the Mat-Su Basin. Implementation of the plan and achievement of its goals will happen through efforts of partner organizations, like the Mat-Su Borough. This project to develop a borough-wide public outreach campaign to promote healthy riparian habitat and protect and improve water quality addresses top priorities of the Partnership identified in the plan. Specifically, this project will support meeting the plan’s conservation *goal 2 – to address Alteration of Riparian Areas*, and organizational outreach priorities *to improve community knowledge, awareness, and understanding that leads to informed decision making and works towards salmon-friendly land use and development*. This project is an important component in meeting the Partnership’s envisioned future where functioning riparian habitat is valued and prioritized as critical to healthy salmon populations and water quality in the Mat-Su Basin and is particularly relevant given the Mat-Su Borough’s current effort to update riparian setback standards in the Borough. The project is additionally consistent with the goals of the National Fish Habitat Action Plan.

Please consider this letter wholehearted endorsement from the Mat-Su Salmon Partnership of *Healthy Mat-Su Riparian Areas: Education and Outreach*. We look forward to working with you on this project to proactively conserve fish habitat and water quality and wish you success in finding additional funding!

On behalf of the Steering Committee of the Mat-Su Salmon Partnership,

A handwritten signature in black ink, appearing to read "Jessica Speed", is placed above the printed name.

Jessica Speed  
Mat-Su Basin Salmon Habitat Partnership Coordinator



**October 17, 2024**

Maija DiSalvo, Planning Services Manager  
Matanuska-Susitna Borough  
350 E. Dahlia Avenue  
Palmer, AK 99645

**Regarding:** Letter of Support for the Healthy Mat-Su Riparian Areas: Education and Outreach Project

Dear Ms. DiSalvo,

The Susitna River Coalition (SRC) understands that the Matanuska-Susitna Borough (MSB) is preparing a grant application to the State of Alaska Department of Environmental Conservation for the purpose of developing public education and outreach materials on the importance of healthy riparian areas.

The primary goal of reducing nonpoint source pollution is incredibly relevant to the work we do. Our organization's mission of supporting healthy communities and ecosystems is deeply aligned with this project's purpose.

We believe the proposed project by MSB to educate the public on actionable steps and measures they can take to maintain and improve riparian areas would complement our existing and future programming. We host an annual riparian planting day that seeks to improve salmon habitat and water quality in the MSB. Events like these would only be strengthened by a knowledgeable and engaged public invested in maintaining healthy local riparian areas.

SRC fully supports this project, and MSB is welcome to include this letter of support in its grant application package.

Sincerely,

*Melissa Heuer*

Melissa Heuer  
Grants & Finance Director  
Susitna River Coalition  
907-733-5400