AN INCOMING TIDE ISN'T A SURE THING:
FINANCING WATER QUALITY IMPROVEMENT EFFORTS

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I. INTRODUCTION TO FRIENDS OF CASCO BAY ~ CASCO BAYKEEPER

Friends of Casco Bay (FOCB) is a marine stewardship organization founded in 1989 to improve and protect the environmental health of Casco Bay. Businesses, environmentalists, government agencies, and community leaders recognize us as the pivotal player in bringing together parties with diverse interests to find effective solutions to problems that threaten the health of the Bay. We work in collaboration with town governments, concerned citizens, state and federal agencies, policy makers, scientists, academics, and other nonprofits. Using our collaborative, "work with" approach, FOCB has earned a reputation as a credible, science-based advocate for the Bay. We take pride in being scientifically grounded in our approach, using an ethic that balances economic vitality with environmental health. By acting as the voice of the Bay and by forging these collaborations among diverse groups we continue to have considerable success in resolving complex issues that impact the water quality of Casco Bay. We address critical threats to the Bay's ecosystem through advocacy, education, stewardship activities, innovative programs including our award-winning water quality monitoring program, and participation in a wide variety of collaborative involvements. The work that FOCB performs is vital to protecting the living and working environment of our community. Our programs make a significant difference in the welfare of the Bay, in the health of its marine life, and in the lives of the people of Maine who depend on and enjoy the Bay's resources.

Programs and Initiatives

The Baykeeper, Friends of Casco Bay's Baykeeper, Joe Payne

- One of the original seven members of the WaterKeeper Alliance.
- Effective advocate in assuring a balance between the environmental health and the economic vitality of Casco Bay.
- Builds and maintains alliances with clam diggers, lobstermen, mussel growers, oil and shipping executives, legislators, municipal officials, recreational boaters, boat pilots, scientists, state agencies, and philanthropists.
- Companies and entities now seek Joe's opinion before they embark on new projects that may negatively impact the Bay.
- Work has led to better oil spill prevention and preparedness, the restoration of clam flats, oil recycling, reductions in polluted runoff from land, reductions in sewage discharges, and greater awareness about the health of and potential impacts to the Bay.

Water Quality Monitoring Program

- Our award-winning Water Quality Monitoring Program (WQM) and Citizen Stewards Volunteer WQM Program collect critical baseline data on the water quality of Casco Bay, to monitor water quality and track pollutants that might threaten the Bay, ultimately to protect human health, habitats and critical species.
- Since 1992, we have been collecting critical baseline data on the water quality of Casco Bay.
- For 12 years, staff members have been collecting surface-to-bottom water quality data (profiles of the water column) year-round, at sites across the Bay's 200 square miles. Citizen Stewards Volunteer WQM Program was started in 1993, as part of the WQM Program. More than 450 volunteers have been trained by FOCB staff over the past 11 years to collect scientifically credible, seasonal surface seawater data.

- First program in the state of Maine to meet the stringent quality assurance standards of the EPA.
- EPA gave approval for Quality Assurance Project Plan (QAPP), protocols that ensure the accuracy of all our data.
- EPA honored the Citizens Stewards Program on the 30th anniversary of the Clean Water Act in 2002, by presenting their National Water Monitoring Day award to staff member Peter Milholland, Citizen Stewards Coordinator, citing the FOCB program as a model for other water quality programs.
- We now have over 160,000 water quality data points for Casco Bay, on dissolved oxygen, water temperature, salinity, water clarity, and pH, as well as qualitative observations.
- Scientific, municipal, and governmental interests utilize our data, including the National Oceanic and Atmospheric Administration, Gulf of Maine Ocean Observing System, U.S. Fish and Wildlife Service, Portland Water District, Maine Department of Environmental Protection, Maine Department of Marine Resources, and Woods Hole Oceanographic Institution.
- Our data has been used to upgrade the state-designated seawater quality classifications.

Preventing Pollution Discharges into the Bay:

Vessel Pumpout Program

- FOCB launched the Vessel Pumpout Program in 1995, in partnership with the Maine Department of Environmental Protection. 2003 was its ninth summer providing marine sewage pumpout services to boaters throughout Casco Bay. With one pumpout boat and one staff person, we have diverted over 80,000 gallons of raw sewage from going directly into the Bay. We work with boaters, marina operators and municipalities to increase the number of shoreside pumpout facilities available in the Bay. Our **vessel pumpout program** continues to grow, each year preventing more sewage from reaching the Bay. This ten year-old effort provides sewage pumpout services to recreational boaters throughout Casco Bay –an easy, legal alternative to overboard discharge of raw sewage. With one pumpout boat and one staff person, over 83,000 gallons of raw sewage have been diverted from going directly into the Bay.

Cruise Ship Pollution

- Pollution from large passenger cruise ships threatens the Bay. We are educating the public about the discharge of wastewater into Casco Bay from these "floating cities."
- In September 2002, we teamed up with the Maine League of Conservation Voters and Southern Maine Community College to host a Casco Bay Forum on the issue of overboard discharges from cruise ships.
- In 2004, we won passage of a new law that starts Maine down the road to sensible regulation of cruise ship discharges.
- This led to an effort to declare Casco Bay a "No-Discharge Zone" for sewage (treated and untreated) and gray water (from sinks, laundries, galleys).
- As a result of our leadership on this issue, FOCB was asked to join other environmental advocates from around the country to develop a national strategy to deal with this problem.

Public Education and Advocacy

- The **Casco Bay Curriculum** is a pilot project for teaching students in grades 4-8 about scientific inquiry, the environment, and marine issues, while building their appreciation of Casco Bay and a sense of stewardship.
- **BayScaping** is an outreach effort to encourage homeowners, municipalities, and businesses to reduce their use of lawn chemicals and convey the idea that what they put on their lawns may end up in the Bay. In conjunction with the Maine Board of Pesticides Control we continue to educate Master Gardeners and homeowners. In addition, our Storm Water Sampling Program continues to test for the presence pesticide and fertilizer compounds in neighborhood runoff.
- We were closely involved in the potential siting of a **liquefied natural gas (LNG) facility** in the Bay.

- Most of our work on behalf of the Bay is accomplished through **collaborative relationships**. As the only environmental organization solely focused on improving and protecting the environmental health of Casco Bay, we collaborate with scores of groups to bring together the Bay's many constituencies.

New Initiatives – How will we fund these?

- Our database software is 10 years old and needs to be updated and made available over the World Wide Web; an interactive Web application will make our research data more accessible to the Bay's communities. This will involve a major re-design of our database and will allow volunteers to enter data on line.
- Casco Bay Health Index will put our data into formats more readily understandable to the public.
- The overabundance of nutrients such as nitrogen, from polluted runoff for example, can lead to algal blooms and other conditions harmful to marine life. We plan to put nutrient sampling into our volunteer sampling program, involving a significant refocusing of our volunteers' time and energy, new training and new equipment.
- Stormwater sampling to detect the presence of pesticide and fertilizer compounds has been an effective mechanism to evoke changes in behavior, that is, reductions in the application of pesticides and fertilizers on lawns and landscapes that can runoff into the Bay. Building this program will raise awareness about nutrient pollution and about watersheds, lead to reductions in applications and thus runoff content, and raise visibility for FOCB.

II. FUNDING AND FINANCING ISSUES

- Finding a fit and diluting the mix: the benefits and challenges of dedicated funding, unrestricted freedom and financial diversity
  - Individuals
  - Foundations
  - Corporations
  - Governmental entities: agencies, municipalities, water resource management
  - Other Nonprofits
  - Earned Income: events, fees for service
  - Income from Endowments [$4.50 versus $100.00]

- Remixing the mix, or, shuffling the deck
  - Unrestricted
  - Restricted
  - Conditional
  - Time frame challenges
  - Operating vs Capital
  - Spendable vs Nonspendable

- Finding the source
  - Traditional paths
  - Pitfalls of federal funding for small nonprofits
  - Building relationships
  - Creating opportunity