

**Table 1: Defining the Project and Outlining the Scope of Work**

\*The purpose of this table is to articulate a project idea to evaluate project necessity/relevancy and to strengthen project outcomes, steps, and deliverables. As you are developing your ideas, consider describing in your project justification section if the following three initiatives were incorporated: 1) Science, 2) Diversity, Equity, Inclusion, and Justice, and/or 3) Local Engagement.

<i>Item</i>	<i>Guidance</i>	<i>Response</i>
<b><u>Goal Implementation Team (GIT)</u></b>	As determined by the Chesapeake Bay Program.	
<b><u>Project Priority #</u></b>	List the rank of this project in relation to other projects being submitted by the same GIT. Teams may submit up to four project ideas, each with a rank of 1-4.	
<b><u>CBPO Creative Team Component(s)</u></b> (Yes or No)	Does this project involve components that require input from the following functional areas: Web and Creative, GIS, Communications, and IT.	No?
<b><u>Proposed GIT Technical Project Lead</u></b>	If this project idea is selected to move forward for bid, the person identified as the GIT Technical Project Lead will be responsible for reviewing and recommending the selected contractor; this person will also review and approve the selected contractor's work for the duration of the project. GIT technical leads cannot be a part of the bidding team or financially be involved in the project. Provide the following for the GIT Lead: 1) First and Last Name, 2) Organization, and 3) email address.	Kelsey Miller, PA DCNR Bureau of Forestry, <a href="mailto:c-kelmille@pa.gov">c-kelmille@pa.gov</a>
<b><u>Preparers</u></b>	List names of all parties beyond the GIT lead who were part of developing the content of this table; list first the lead preparer (the point of contact for questions/clarification). These entities will not be allowed to bid on the scope of work during the Request for Proposals (RFP) stage. Provide the following for each Preparer: 1) First and Last Name, 2) Organization, and 3) email address.	Teddi Stark, lead preparer, PA DCNR Bureau of Forestry, <a href="mailto:c-tstark@pa.gov">c-tstark@pa.gov</a>  Jason Swarts, preparer, PA DCNR Bureau of Forestry, <a href="mailto:c-jlswartz@pa.gov">c-jlswartz@pa.gov</a>
<b><u>Project Title</u></b> (10 words or less)	The title should be short and give a high-level view of what your project is trying to accomplish. Creative and catchy is fine only if it also captures the real purpose of your work. (Good Examples: "New Methods for Resilient Fish Ladder Design"; "Research and Database Creation for In-stream Litter Collection Devices"; "Development of Invasive Plant Management at Reforestation Sites").	Technical Guidance/Training for PA's Watershed Forestry Lawn Conversion Program
<b><u>Project Type</u></b> <b><u>(check all that apply)</u></b>	<u>Metric Development and Tracking Projects:</u> <ul style="list-style-type: none"> <li>• Support for science needed to develop metrics</li> <li>• Metric/indicator development</li> <li>• Performance measure development</li> <li>• Monitoring/tracking program development</li> <li>• Data collection program development</li> </ul>	<u>Logic and Action Plan Implementation Projects:</u> <ul style="list-style-type: none"> <li>• Economic modeling</li> <li>• Database development</li> <li>• Policy research and recommendations</li> <li>• <b>Training</b></li> <li>• Mapping, lands assessment</li> <li>• Baseline analyses</li> </ul>

	<ul style="list-style-type: none"> <li>Assessments of data to evaluate progress on metrics</li> <li>Modeling support</li> <li>Other (please describe)</li> </ul>	<ul style="list-style-type: none"> <li>Environmental monitoring</li> <li>Environmental demonstration projects</li> <li>Other (please describe)</li> </ul>	
<b><u>Proposed Outcomes</u></b>	<p>Outcomes are the changes you expect to see as a result of the work being completed. Examples of outcomes could be increased knowledge around how fish are changing habits/will change habits due to climate change; future fish ladders will be more successful due to readily available improved design standards; future fish passage policies will be reflective of resulting research.</p>		<p>Increased knowledge of the Urban Forest Planting and Conservation Landscaping BMPs, how to implement those BMPs, and how to communicate with landowners and potential technical providers to interest them in BMP implementation. PA will be able to further develop a strong Watershed Forestry Program to interest landowners with lawns to take action to contribute to load reductions coming from PA to the Bay.</p> <p>Connected to: Tree Canopy Outcome, WIP Outcome</p>
<b><u>Justification</u></b> (500 words or less)	<p>This is your elevator speech - why is this work important to the over-arching goals? Why is it important to the other GITs? How does this work build on previous work? Be succinct in your answer.</p>		<p>During Phase III WIP development, Pennsylvania's Forestry Workgroup identified a need to develop a program to encourage landowners with large areas of lawn to contribute to Bay load reductions by utilizing their properties in a more environmentally sound manner. Currently in PA, agricultural landowners are feeling the pressure to meet load reductions that are to come from the agricultural sector. To help bolster efforts from agriculture and do their part, too, PA is spearheading an effort to launch a new program to convert lawns to forests or managed native meadows via the new "Watershed Forestry Program".</p> <p>To achieve a true paradigm shift in PA so that everyone in the Commonwealth is doing their part to improve the Chesapeake Bay, a comprehensive approach is needed. The development of this new program will help bring in new stakeholders and landowners, build more momentum, and ultimately help PA meet all required load reductions.</p> <p>This project will result in a technical guide and training that includes critical information on properly implementing the BMPs and communications with landowners about the BMPs.</p>
<b><u>Proposed Project Steps and Timeline</u></b> <b><u>(up to 8 maximum)</u></b>	<p>List all of the major steps required to accomplish the project goals. Make sure to include any meetings with GIT teams and other relevant stakeholders (try to quantify meetings; a step to review draft deliverables by relevant stakeholders; and a step for the contractor to refine the deliverables after draft review. Indicate whether the methods by which a contractor will be expected to undertake the work are well known or whether you intend for the bidders to propose the methodology. Assume that work will start March 2021.</p>		<ol style="list-style-type: none"> <li>1.) March 2021: Contractor meetings with PA DCNR and key partners for project kick-off.</li> <li>2.) April - June 2021: Contractor begins work on technical guide, begins landowner surveys.</li> <li>3.) July-August 2021: Contractor conducts surveys with potential technical providers and stakeholder phone calls to assess gaps in knowledge, etc. and finalizes landowner surveys.</li> <li>4.) September 2021: Contractor submits technical guide draft.</li> <li>5.) October 2021: Contractor finalizes technical guide with feedback from PA DCNR and conducts site-prep training.</li> <li>7.) November 2021 - March 2022: Contractor coordinates with PA DCNR on technical training.</li> </ol>

		8.) March-April 2022: Training takes place; final report due to PA DCNR.
<b><u>Estimated Costs</u></b>	Provide an estimate of the project cost (generally \$25,000-\$75,000). Estimating accurate budgets can be a challenge. Some tips to improve budget accuracy: to start, estimate number of the hours and other costs like supplies and travel that it would take <i>YOU</i> to accomplish each of the steps identified above. Keep in mind that contractors can range from \$50-150 an hour (when indirect costs are factored in). Don't forget to include the time it would take for the contractor to attend any meetings. Finally, don't forget to account for contractor time to revise final products to incorporate stakeholder feedback.	\$75,000
<b><u>Cross-Goal Benefits</u></b>	List any cross-goal benefits succinctly	Water Quality, Vital Habitats, Healthy Watersheds?