

V(A). Planned Program (Summary)

Program # 3

1. Name of the Planned Program

Sustainable Community & Economic Development

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
602	Business Management, Finance, and Taxation	40%			
604	Marketing and Distribution Practices	10%			
607	Consumer Economics	5%			
608	Community Resource Planning and Development	30%			
801	Individual and Family Resource Management	15%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2014	Extension		Research	
	1862	1890	1862	1890
Plan	11.9	0.0	0.0	0.0
Actual Paid	6.6	0.0	0.0	0.0
Actual Volunteer	2.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
240334	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
1743537	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
262902	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Create Connecting Kids to e-Commerce Curriculum
- General activities in support of Sustainable Community and Economic Development (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - General activities in support of Sustainable Community and Economic Development (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
 - Personal and Family Resource Management Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - Personal and Family Resource Management Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
 - Resource Development and Management for Sustainable Communities (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - Resource Development and Management for Sustainable Communities (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
 - Small and Home Based Business Management Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - Small and Home Based Business Management Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)
 - Tourism Economic Development Education (Direct; Club, Conference, Program, Consultation, Scholarship, or Training)
 - Tourism Economic Development Education (Indirect; Applied Research, Media, Internet, Publication, Resulting from Training)

2. Brief description of the target audience

- Agricultural Producers (Adult)
- Business Assist Organization Staff (Adult)
- Community Leaders (Adult)
- Extension - staff (Adult)
- Families (Adult)

- General Public (Adult)
- Small or Home-Based Business Owners - Current (Adult)
- Small or Home-Based Business Owners - Potential (Adult)
- Volunteers (Adult)
- 4-H Youth (Youth)
- Extension Staff (Adult)
- Families (Youth)
- General Public (Youth)

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2014	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	5296	11447	372	15

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2014
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2014	Extension	Research	Total
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Direct; Club, Conference, Program, Consultation, Scholarship, or Training

Year	Actual
2014	1023

Output #2

Output Measure

- Indirect; Applied Research, Media, Internet, Publication, Resulting from Training

Year	Actual
2014	120

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Adopt sound business management practices
2	Increase profitability
3	Create jobs
4	Increase career aspirations and goal setting
5	Assess community needs and assets
6	Adopt effective community strategies
7	Mobilize community capacities, assets or resources
8	Assess current and projected impacts of climate change and adopt effective strategies to respond to and mitigate such change
9	Develop and assess a financial plan for managing household resources
10	Adopt a sustainable household budget
11	Make informed financial decisions
12	Model positive financial management behaviors to others
13	Engage positively in their community
14	Train, support and mentor others in leadership roles
15	Demonstrate leadership skills
16	Expand a business
17	Hire employees

18	Improve efficiency
19	Increase partnerships
20	Increase sales
21	Make more effective business decisions
22	Reconsider business plan
23	Reduce business management risks
24	Start a business
25	Stay in business
26	Implement practices that improve efficiency, reduce inputs and negative
27	Adopt sustainable living practices
28	Demonstrate civic engagement
29	Establish new farm enterprises
30	Youth will engage in safety practices
31	New crops and markets developed

Outcome #1

1. Outcome Measures

Adopt sound business management practices

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	638

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

Outcome #2

1. Outcome Measures

Increase profitability

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	116

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management

Outcome #3

1. Outcome Measures

Create jobs

Not Reporting on this Outcome Measure

Outcome #4

1. Outcome Measures

Increase career aspirations and goal setting

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	93

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
801	Individual and Family Resource Management

Outcome #5

1. Outcome Measures

Assess community needs and assets

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	155

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Access to Capital

Relevance- Aspiring and existing entrepreneurs need capital to start, improve, and expand their businesses to create high quality jobs for Mainers. Many business owners are challenged to secure adequate funding from traditional lenders to start or expand a business. However, by partnering with a regional economic development organization, traditional lenders such as banks are able to increase access to capital for Maine businesses that otherwise would not be eligible for financing.

What has been done

Response- UMaine Extension supports improved access to financing for Maine businesses through its collaboration with a regional economic development agency that provides Small Business Administration loan guarantees for prospective borrowers. As an active member of the Loan Review Committee, UMaine Extension provides guidance and oversight on credit and lending strategies, reviews loan applications, and along with other business and community leaders, arrives at loan recommendations.

Results

Results- In fiscal year 2014 the Loan Review Committee approved 42 loans totaling \$6.2 million. An additional \$12 million in private funds were leveraged. A total of \$18.2 million was invested in local communities as a result of this loan program, 77 percent more than in 2013. One hundred forty-two jobs were created or retained, an increase of 94.5 percent over last year. Seven of Maine's sixteen counties benefited from the program. Sixteen percent of the loans were for start-ups, 6 percent were for acquisitions, and 79 percent were for business expansions. The large increase in impact over last year is due to greater awareness and promotion of the program to loan officers and officials at banks and other financial institutions. Loan applications are up, as are the amount and number of loans approved and the number of jobs created and retained.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

Outcome #6

1. Outcome Measures

Adopt effective community strategies

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	170

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Senior Companion; Supporting Maine's Seniors and Saving over \$4 Million in Costs of Long-term Care

Relevance; Maine is the oldest state in the nation (U.S. Census Bureau). The median age is five years older than the U.S. median. About 16 percent of Maine's population is age 65 or older. As the population ages and baby boomers reach age 65, the number of seniors needing extra assistance to live independently rises. Without help, many older adults would have to move into costly assisted living facilities. There is an increasing need for education and training to help seniors to remain in their own homes.

What has been done

Response; For 33 years, the Senior Companion Program has provided a cost-effective way for Maine's seniors to remain in their homes. Volunteers aged 55+ with limited incomes (Senior Companions) provide companionship and non-medical support to homebound and/or isolated older adults. Senior Companions attend monthly regional trainings. Senior Companions receive an hourly stipend, insurance, and reimbursement for transportation. In 2013-14, 121 Senior Companions served 469 clients in 24,856 visits.

Results

Results; This program encourages the independence of Maine's seniors and increases their likelihood of remaining in their homes. The cost to operate the program in 2013-14 was approximately \$477,000 (72 percent-federal, 23 percent-state, 5 percent-local nonprofits). For every \$1.00 of state funding, \$3.35 of federal and nonprofit funding supported this program. Of all our clients, 43 would likely need to live in long-term care facilities if they were not receiving our assistance. All are at least 85 years old and have at least one chronic health condition. The estimated per person annual cost for nursing home care in Maine in 2013 was \$98,550. Therefore, these 43 clients would have paid \$4.2 million for long-term care. This represents a substantial savings to Maine's seniors, families, and the state. The 121 Senior Companions worked an average of 53 hours per month for a total of 76,776 hours in 2013-14. Using an hourly wage of \$20.10, the economic value of these trained volunteers during 2013-14 was \$1.5 million.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
608	Community Resource Planning and Development

Outcome #7

1. Outcome Measures

Mobilize community capacities, assets or resources

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	13

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Protecting Maine's Coastal Tourism Industry...and Coastal Beaches

Relevance- Unsafe bacteria levels degrade ecosystems, threatening public health and local tourism economies. Tourist spending in York County is estimated at over \$500 million annually. Goosefare Brook empties near popular swimming beaches between the towns of Saco and Old Orchard Beach. Routine monitoring has indicated chronic bacterial pollution discharging from the brook. Pollutants are transported from upland areas and sources are difficult to identify, often requiring intensive investigations.

What has been done

Response- UMaine Extension brought together local, state, and federal partners in a collaborative process focused on sharing resources and solving problems. A Municipal Guide to Clean Water was developed to build local capacity to address pollution issues. Since 2010, over 1,000 water samples have been collected from the brook. Pollution source tracking expanded to include optical brighteners, nutrients, pharmaceutical, and personal care products as potentially indicative of human-sourced fecal contamination.

Results

Result- The towns have used the Municipal Guide to Clean Water to direct their property surveys to identify malfunctioning septic systems, leading to removal of numerous grey and black water discharges in the watershed. This has also led to investigations and upgrades to sewer and stormwater infrastructure (total of ~30,000 linear feet). In 2014, the towns posted supplemental signage at the mouth of the brook alerting the public of the potential risk of oral water contact. The towns worked together to acquire grant funds in support of a watershed management plan. The condition of the watershed will be assessed, stormwater retrofitting projects and watershed

restoration planning will be launched, a suite of watershed health characteristics will be monitored, and public outreach and involvement will be emphasized in 2015. UMaine Extension personnel serve on the steering committee and will continue to support these and other important actions to address the health of Goosefare Brook.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management

Outcome #8

1. Outcome Measures

Assess current and projected impacts of climate change and adopt effective strategies to respond to and mitigate such change

Not Reporting on this Outcome Measure

Outcome #9

1. Outcome Measures

Develop and assess a financial plan for managing household resources

Not Reporting on this Outcome Measure

Outcome #10

1. Outcome Measures

Adopt a sustainable household budget

Not Reporting on this Outcome Measure

Outcome #11

1. Outcome Measures

Make informed financial decisions

Not Reporting on this Outcome Measure

Outcome #12

1. Outcome Measures

Model positive financial management behaviors to others

Not Reporting on this Outcome Measure

Outcome #13

1. Outcome Measures

Engage positively in their community

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	339

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Homemaker Program Supports Maine Communities

Relevance- UMaine Extension Homemaker group members help to extend the resources of UMaine Extension into their communities through educational opportunities and service projects. In the past year, more than 800 UMaine Extension Homemakers have had the opportunity to learn with others, make friends, and contribute to their community and county. Members gain leadership skills and can share their interests and talents with others.

What has been done

Response- Members help to meet many different community needs, such as providing food to food pantries, quilts and afghans to nursing home residents, toys for children, and transportation to medical appointments, among other things. Groups raise money for causes such as these through bake sales, quilt raffles, craft fairs, auctions, plant sales, refreshment booths, community dinners, and yard sales.

Results

Results- Multiple county groups provided funds for scholarships to 4-H camps in Maine, higher education scholarships to graduating seniors, homeless shelters, animal shelters, and municipal projects. UMaine Extension Homemakers contributed 19,618 hours in volunteer time statewide in the last program year.

If we use the value of volunteer time in Maine from Independent Sector (https://www.independentsector.org/volunteer_time)--\$20.10 per hour--the value of those volunteer hours was \$394,322.

In addition, the program garnered donations worth \$20,535. The total value of statewide materials and goods was \$12,060. Finally, the Coins for Caring program raised \$1,400 for the 4-H Bryant Pond Camp program in 2013. Therefore, the total value of the goods and services provided by UMaine Extension Homemakers was \$428,317 in 2013-2014.

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices
607	Consumer Economics
608	Community Resource Planning and Development
801	Individual and Family Resource Management

Outcome #14

1. Outcome Measures

Train, support and mentor others in leadership roles

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
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2014

63

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
801	Individual and Family Resource Management

Outcome #15

1. Outcome Measures

Demonstrate leadership skills

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	211

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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602 Business Management, Finance, and Taxation
608 Community Resource Planning and Development

Outcome #16

1. Outcome Measures

Expand a business

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	67

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #17

1. Outcome Measures

Hire employees

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	5

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #18

1. Outcome Measures

Improve efficiency

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #19

1. Outcome Measures

Increase partnerships

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	114

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #20

1. Outcome Measures

Increase sales

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	16

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #21

1. Outcome Measures

Make more effective business decisions

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	163

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #22

1. Outcome Measures

Reconsider business plan

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	26

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #23

1. Outcome Measures

Reduce business management risks

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	49

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #24

1. Outcome Measures

Start a business

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	200

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #25

1. Outcome Measures

Stay in business

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	15

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #26

1. Outcome Measures

Implement practices that improve efficiency, reduce inputs and negative

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	70

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation

Outcome #27

1. Outcome Measures

Adopt sustainable living practices

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
608	Community Resource Planning and Development
801	Individual and Family Resource Management

Outcome #28

1. Outcome Measures

Demonstrate civic engagement

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	6

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
607	Consumer Economics

Outcome #29

1. Outcome Measures

Establish new farm enterprises

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	86

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
602	Business Management, Finance, and Taxation
604	Marketing and Distribution Practices

Outcome #30

1. Outcome Measures

Youth will engage in safety practices

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	11

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management

Outcome #31

1. Outcome Measures

New crops and markets developed

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2014	76

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies)

Evaluation Results

UMaine Extension brought together local, state, and federal partners in a collaborative process focused on sharing resources and solving problems. A Municipal Guide to Clean Water was developed to build local capacity to address pollution issues. Since 2010, over 1,000 water samples have been collected. Pollution source tracking expanded to include optical brighteners, nutrients, pharmaceutical, and personal care products as potentially indicative of human-sourced fecal contamination.

Result - The towns have used the Municipal Guide to Clean Water to direct their property surveys to identify malfunctioning septic systems, leading to removal of numerous grey and black water discharges in the watershed. This has also led to investigations and upgrades to sewer and stormwater infrastructure (total of ~30,000 linear feet). In 2014, the towns posted supplemental signage at the mouth of the brook alerting the public of the potential risk of oral water contact. The towns worked together to acquire grant funds in support of a watershed management plan. The condition of the watershed will be assessed, stormwater retrofitting projects and watershed restoration planning will be launched, a suite of watershed health characteristics will be monitored, and public outreach and involvement will be emphasized in 2015. UMaine Extension personnel serve on the steering committee and will continue to support these and other important actions to address the health of Goosefare Brook.

Key Items of Evaluation

A number of Maine Coast towns are using the Municipal Guide to Clean Water to direct their property surveys to identify malfunctioning septic systems, leading to removal of numerous grey and black water discharges in the watershed. This has also led to investigations and upgrades to sewer and stormwater infrastructure (total of ~30,000 linear feet). In 2014, the towns posted supplemental signage the public of the potential risk of oral water contact.