

ATTACHMENT E

Part VIII: Specific Activities

Line 2a

The Little Falls Watershed Alliance, Inc. (LFWA), will propose, or recommend, and press for the adoption of legislation beneficial to the watershed by meeting with, and writing to, government agency officials, politicians and their respective staffs; testifying orally and in writing; and marshaling public support, as necessary. It will oppose legislation harmful to the watershed by similar means.

At present, LFWA, through the efforts of its vice president for government relations, spends about 1% of its total time on all advocacy activities. Of that amount, less than half of the time has been devoted to influencing legislation. LFWA spends no money on its efforts to influence legislation. The only legislative proposal that has been, and currently is being, addressed by LFWA would amend the Montgomery County Code to make clear that businesses must keep the sidewalks and other public spaces adjacent to the properties free of litter. If not cleaned up, this litter will enter the waterways of the watershed through the storm sewer system when it rains and cause environmental damage.

LFWA's efforts to promote this legislative proposal so far have consisted of a meeting with Mr. Bob Hoyt, Director of the Montgomery County Department of Environmental Protection; a later meeting with Ms. Karen Williams, Policy Analyst to Montgomery County Councilmember Roger Berliner; and a long e-mail to them and others discussing the need for the legislation, suggesting specific statutory language, and summarizing the fruits of LFWA's research on similar statutes that have been adopted around the country by other jurisdictions. A copy of the e-mail is attached to this attachment E.

LFWA estimates that planned advocacy activities will occupy 3 % of its total time, with legislative activities again accounting for less than half of that. LFWA will spend no money influencing legislation. Future legislative efforts could involve support for a Maryland or Montgomery County bottle-deposit law, support for a Maryland or Montgomery County ban on plastic bags, and support for Maryland Code changes needed to implement an anti-litter hotline.

Line 4a

Fund raising programs

The Little Falls Watershed Alliance, Inc. (LFWA) has not engaged in any fundraising yet. The following fund raising programs are planned.

1. E-mail solicitations

In e-mail communications with members and others, standard language will be included asking for contributions by check to be sent to LFWA's address or contributions through LFWA's website, discussed below.

2. Personal solicitations

At LFWA's meetings and events, attendees will be asked to make a donation. Also, LFWA's officers and directors will meet with representatives of other tax-exempt organizations and businesses to explain LFWA's mission and need for funds, and to request donations.

3. Website solicitations

LFWA's website will request donations by mail or through an intermediary online payment service such as PayPal. It will contain instructions on how to use the service and a link to the intermediary's website. It will say that donations by check are preferred because the intermediary will reduce the donation by a service charge (we anticipate 3 _ % of the gross donation). Any donations made through the intermediary will be deposited electronically in LFWA's bank account.

4. Government grant solicitations

LFWA will apply for government grants that would serve LFWA's environmental remediation and educational purposes.

Line 4d

LFWA will conduct fund raising activities, for itself only, in the District of Columbia and the following local jurisdictions in the state of Maryland: Montgomery County, the Town of Somerset, Chevy Chase Village, Friendship Heights Village, and other local jurisdictions within Montgomery County. No other organization will raise funds for LFWA.