

Zachary Bashoor  
(406) 369-5162  
shoorsolutions@gmail.com

See Presentation:  
[Project Clean Water](#)

# Project Clean Water

Project Clean Water is a community driven campaign that creates funding opportunities for resource restoration projects that directly influence Missoula's airshed and watershed. Creating educational opportunities that promote the benefits of sustainable natural resources and their impact on Missoula's economy. A project must have a clear prospectus and relevant to Missoula intention in creating a higher quality of living from:

- Clean Water
- Clean Air
- Education

The project's objective must then address at least two of three categories:

- **Public Health**
  - Cleaner water for consumption
  - Cleaner air (less particulates) throughout the year
  - Safety for residents and recreators
- **Natural Resource Sustainability**
  - Restore/maintain watersheds
  - Improve forest health
  - Enhance habitat for desired wildlife
- **Economic Stability**
  - Improve designated recreational areas/Create aesthetically healthy forests
  - Further opportunity for wildlife conservation
  - Create favorable conditions for non-resident travelers/spending

The campaign relies on local business/community members donating resources that get funneled to appropriate conservation organizations poised for said projects/educational opportunities. Businesses/Community members may choose which project(s) or scope of project(s) their resources go to. Businesses/Community members can expect a direct return on investment from these organizations in an agreed upon form of advertising/public acknowledgement of partnership. They can also expect an indirect return on investment through a greater quality of living that increases non-resident travelers/spending.

The goal is to make the Missoula community and its natural resources self-sustaining through a fund that gives everyone a long term return back on investment, all the while improving the quality of life in Missoula through public health, sustainability, and economic stability. Making Missoula a paradigm that other communities will look up to and further creating educational opportunities through Missoula.

**Example:**

<b>Poised Organizations</b>	<b>Community Members/Industries</b>
<ul style="list-style-type: none"> <li>● Blackfoot Challenge</li> <li>● Trout Unlimited</li> <li>● Clark Fork Coalition</li> <li>● Rocky Mountain Elk Foundation</li> <li>● 5 Valley's Land Trust</li> <li>● National Forest Foundation</li> <li>● The Nature Conservancy</li> <li>● Bitterroot Resource and Conservation District</li> <li>● United Way of Missoula County</li> <li>● Missoula Area Chamber of Commerce</li> <li>● University of Montana</li> <li>● National Wild Turkey Federation</li> <li>● Destination Missoula</li> </ul>	<ul style="list-style-type: none"> <li>● Coffee shops</li> <li>● Breweries/Bars</li> <li>● Retail/Hospitality</li> <li>● Fly Shops</li> <li>● Guides</li> <li>● Manufacturing</li> <li>● Business Development</li> <li>● Agriculture</li> <li>● Recreation</li> <li>● Service</li> </ul>

Ex.

## Pattee Creek Restoration Project

- **Organizations: Lolo Restoration Committee, Trout Unlimited Westslope Chapter**
- **Entities involved:**
  - City of Missoula
  - Missoula County
  - Missoula Fire Department
  - Montana DNRC
  - USFS
  - Private Landowners

**This project is supported by:**

Insert Business Logos Here

<b>Project Description:</b> <ul style="list-style-type: none"> <li>● <b>Road Maintenance</b></li> <li>● <b>Forest/Stream side RX</b></li> <li>● <b>Black = Both</b></li> </ul>	<b>Clean Water</b> <ul style="list-style-type: none"> <li>● <b>Better water drainage</b></li> <li>● Better soil stability</li> <li>● Lower fire intensity (Less sterilization)</li> </ul>	<b>Clean Air</b> <ul style="list-style-type: none"> <li>● Removes detritus fuels (lower fire intensity)</li> <li>● Burns in Fall/Spring</li> </ul>	<b>Other benefits</b>
Public Health	<ul style="list-style-type: none"> <li>● Reduced sediment runoff in Pattee Creek</li> <li>● <b>More water flow</b></li> </ul>	<ul style="list-style-type: none"> <li>● Reduced amount of smoke (particulates) from local areas</li> <li>● Better lung function</li> </ul>	<ul style="list-style-type: none"> <li>● Quicker access for emergency response</li> <li>● Lower fire intensity in high density areas</li> <li>● Mitigated hazards in high rec. areas</li> </ul>
Natural Resource Sustainability	<ul style="list-style-type: none"> <li>● Less sediment, cleaner living conditions for aquatic species</li> </ul>	<ul style="list-style-type: none"> <li>● Less smoke, healthier conditions for wildlife</li> <li>● Sight/vision for predators and prey not impaired</li> <li>● Heavy smoke = low chlorophyll</li> </ul>	<ul style="list-style-type: none"> <li>● Less ground sterilization - More reprod</li> <li>● Reduced insect infestation</li> <li>● Desirable species favored</li> <li>● Enhanced habitat for desired wildlife</li> </ul>
Economic Stability	<ul style="list-style-type: none"> <li>● Less water filtering</li> <li>● <b>Access for recreators</b></li> <li>● Aesthetically clear water for recreation</li> </ul>	<ul style="list-style-type: none"> <li>● Healthy, Desired conditions for recreation</li> <li>● Influences aesthetics and tourism</li> </ul>	<ul style="list-style-type: none"> <li>● Aesthetics</li> <li>● Wildlife</li> <li>● Ease of travel</li> <li>● Lower firefighting costs</li> <li>● Product/Biz</li> </ul>

