

## **FORMAT FOR INFORMATION AND EDUCATION PROJECT PROPOSALS**

### **1.0 PROJECT PROPOSAL SUMMARY SHEET**

A Project Proposal Summary page will precede each proposal.

### **2.0 STATEMENT OF NEED**

2.1 Explain how this project is consistent with water quality priorities that are specified in the State NPS Management Program document or the equivalent State information and education strategy, and why this project is needed to strengthen the State Nonpoint Source program. EPA understands that the link between information and education projects and water quality benefit may be indirect and not immediate. Often it will not be possible to attribute actual changes in water quality to these projects. For example, we will assume that improved public awareness of the NPS problem, evaluated by some indirect measures, will lead to water quality benefits. However, the need for the project should be focused on water quality.

Examples of information and education projects that have been linked to water quality benefits are:

- A newsletter to improve understanding of NPS pollution control or pollution prevention.
- A new video to demonstrate wellhead protection techniques was developed and circulated;
- A better decision-making procedure for attaining or maintaining designated uses has been developed and shown during a pilot project.
- A new CD-ROM with watershed simulation games and state-specific information is being developed for the Region.

#### Demonstration Projects

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- A demonstration of nutrient management best management practices (BMPs) in an area where farmers have not used these practices.
  - Restoration of degraded stream conditions by using grazing management systems.
  - Demonstration of TMDL implementation.

The project proposal should describe the informational void that the project will fill. A needed project will not duplicate other efforts, instead it will enhance previous work by adapting existing materials to a targeted area, create new information/training or the project may continue previous efforts such as a State NPS newsletter. The need

statement should indicate why the approach that is being proposed is the best method to meet the need, e.g., why a video is a better approach to reach the targeted audience than a series of workshops.

Proposals for on-the-ground demonstration projects need to provide information on the existing or potential water quality problems. Specific information on impairment of, and threats to, designated uses, sources, pathways, timing of pollution problems and history of the problems need to be included. Also, information relevant to the type of water quality problem being addressed should be included, for example: irrigated agriculture, animal feeding operations, rangeland, silviculture, construction, urban runoff, resource extraction, hydrologic or habitat modification. The project area should be shown on a map with important details delineated.

2.2 Describe and provide a justification for the selection of the audience being targeted and addressed. Provide information utilizing a targeting method such as: age (e.g., elementary school, adult); location (e.g., statewide, watershed); association (e.g., private land owners, trade organizations); and current knowledge base (e.g., aware but needs details, needs new methods).

### **3.0 PROJECT DESCRIPTION**

3.1 Describe the goals(s) for the project. Goals are broad statements linked to the project need and are achievable through measurable objectives. Goals may describe for example, changes in public attitudes or awareness of NPS problems and solutions; BMPs to be demonstrated and why; new tools to be developed and for whom; and the benefits to be derived in terms of water quality.

3.2 List and provide a narrative description of each objective and task. Objectives specify in more detail what is to be accomplished to help meet the goal, (e.g., educate the state legislators that represent areas having populations of greater than 50,000 regarding the sources and impacts of urban NPS pollution; reduce nutrient contributions from 10 animal feeding operations of 50-300 head of cattle in Weld and Larimer Counties).

Each objective should have at least one associated task to be performed to accomplish the objective. Tasks are specific activities that include milestones, outputs, responsible parties, and costs. The costs presented in this section should be the total cost for each task, including §319, and all other sources of funding.

**Following is an example of the format to present goals, objectives and tasks.**

#### 3.1 Goal

*The goal of this project is to implement a comprehensive media campaign and supporting activities that will increase the awareness of the general public in Colorado about the causes and solutions to urban polluted runoff. This project will partially achieve all of the goals set forth in the Draft White Paper of the Information/Education subcommittee of the Nonpoint Task*

*Force. It will fully achieve Goal Three of that document, which is to “proactively engage in public information relating to NPS issues.” This project also will accomplish the first goal of the Urban/Construction Subcommittee — to educate the general public in urban areas about nonpoint source pollution.*

*This campaign will include basic information about urban runoff covering such topics as what behaviors lead to polluted runoff and how polluted runoff affects Colorado’s water resources. Targeted audiences will be informed about the role of storm sewers in polluted runoff; what they are, what they do, and where they lead. A small number of easily-understood, highly-focused messages will provide non-technical, easily implemented solutions to the household-generated urban runoff problem. Consistency of the message will be maintained through the use of recognizable logos and graphics throughout the campaign. This project will provide baseline data about the public’s awareness of household polluted runoff through the survey and will establish an ongoing, easily accessible clearinghouse of nonpoint source information.*

### *3.2 Objectives*

*One of the overriding objectives of this project is to develop a statewide educational effort. To deliver this program to all parts of the state, volunteers from fifteen of the local Leagues of Women Voters in Colorado will be recruited to work in their communities. Local project managers will be designated to coordinate activities in each community. Training will be given to local project managers and volunteers. Stipends will be given to participating local Leagues to cover administrative expenses, such as office rent, utilities, equipment, supplies postage and administrative costs, and to provide an incentive to participate fully in the project.*

*The use of local Leagues will develop a cooperative working relationship with individuals, entities and agencies across the state to coordinate and advance the dissemination of information about urban polluted runoff. These relationships will create an infrastructure of interested organizations on which future partnership efforts can be based. Local League involvement will ensure that local programs implemented through this project reflect the cultural diversity represented within communities throughout the state.*

*The League’s commitment to urban polluted runoff educational efforts will continue beyond the two year grant period. The use of League volunteers will persist with the continuation, as appropriate of local community projects. Funds will be solicited from other organizations to maintain the nonpoint source information clearinghouse, the toll-free number and the home page after the initial project is completed. Again, League volunteers will be recruited to staff the clearinghouse.*

***Objective 1    Develop an assessment tool to determine current levels of awareness about urban polluted runoff.***

*Task 1    Contact colleges and universities about working with a graduate student or intern. Identify a student to compile data on existing assessment tools and develop pre- and post- surveys for this project. Work with the student and faculty advisor to develop an assessment tool and a procedure for conducting the survey. Assemble an advisory committee to evaluate the accuracy and usefulness of the survey as well as provide advice on the technical merit of the project. Evaluate the assessment tool.*

*Tabulate the results of the survey with the student. Publish the results of the survey and notify interested parties of its availability.*

*Product Pre- and post-survey instrument, survey results, accurate assessment of current public awareness of urban polluted runoff.*

*Estimated Cost \$8,200.00 ----- \$2,000 - 319 Grant, \$6,200 - In-kind match (Assessment development, student intern, advisory committee, administration, management and overhead)*

*Task 2 Create a network of local League volunteers to administer the survey. Provide training for local League project managers and volunteers. Use local League volunteers to administer the survey through a telephone poll.*

*Product A network of local League volunteers, survey results, accurate assessment of current public awareness of urban polluted runoff.*

*Estimated Cost \$21,000.00 — \$7,200 - 319 Grant, \$13,800 - In-kind match (Local League volunteers, student intern, local League stipend, travel expenses, administration, management and overhead).*

***Objective 2 Develop and conduct a comprehensive urban polluted runoff media campaign***

In subsequent objectives, include applicable tasks in same format as shown for Objective 1. Number tasks in a continuous sequence. For example, under the previous Objective 1, there were two tasks identified. The next task identified under Objective 2 should be listed starting with Task 3 and followed sequentially. Following this format is necessary, as it will assist the State agency in entering project information into the Grants Tracking System.

3.3 Using a format similar to the attached milestone table, provide a project schedule that shows each task, output, quantities and timing of each output, agency(ies) responsible for each task and estimated project duration and milestone listed sequentially for each objective. Interim milestones need to be sufficiently frequent so that problems can be identified and corrected. Show milestones for mid-year, annual, and final project reports, and monitoring. Estimated costs for each task should be correlated with the project budget table, Section 6.0.

3.4 Briefly explain why the lead project sponsor is the appropriate entity to coordinate and/or carry out the project.

3.5 Describe the plans and roles/responsibilities for assuring proper operation and maintenance (O&M) of §319 funded BMPs. This is to include frequency of on-site O&M evaluations during the life of the BMP, entity to do the evaluations, frequency of on-site O&M reviews with project sponsors by the state/tribe, follow-up procedures with

the landowner/user in case there are O&M problems (and the state/tribe role), and actions to be taken if a landowner abandons a §319 funded BMP before the end of the BMP's lifespan. All or part of the above can be covered by written state/tribal procedures, but it needs to be referenced in the proposal.

#### **4.0 COORDINATION PLAN**

4.1 Identify the lead project sponsor and each cooperating organization. Discuss the responsibilities, roles and commitments assumed by the cooperators and/or contractors in the project planning and implementation. Also state the mode of agreement by which cooperating organizations will interact (e.g., MOU, MOA, contract or informal agreement).

4.2 Describe local support for the project. Some examples of local support are: requests from the local landowners, conservation district, or county for the project; results from town meetings; or favorable reactions to the description of the proposed project in a local newspaper.

The EPA encourages letters of commitment of resources. The State should certify that all the appropriate letters of commitment have been received rather than attaching the letters to the proposal.

EPA is concerned that use of 319(h) funds be well coordinated with other pertinent programs. Local project sponsors should obtain from their State NPS coordinator the information needed to address coordination and linkages.

4.3 Describe how the project will coordinate with pertinent, 319 and non-319 funded NPS education programs, watershed projects, demonstration sites, and training programs being conducted by other organizations. Other programs and agencies that may have comparable responsibilities and linkages are, USGS monitoring, other groundwater programs, drinking water programs, source water protection programs, projects conducted by water conservancy districts, regional council of governments, water quality and cost share programs assisted by the NRCS, resource restoration projects assisted by the Forest Service and the Bureau of Land Management, and educational activities conducted by the Cooperative Extension Service.

4.4 Describe similar activities that are being undertaken in the study region. Provide a description of how the proposed project complements the existing project and does not unnecessarily duplicate other 319 project activities.

This consideration differs from the coordination issue presented in section 4.3. If 319 funds are being proposed to support activities that are normally the responsibility of other organizations and/or funding sources, provide an explanation justifying the use of NPS funds. EPA is concerned that Section 319 funding not be used to replicate efforts or assume other agencies' responsibilities for activities being carried out in the project area.

Examples of other agencies and programs that may be conducting similar activities or producing similar materials are: Information and Education efforts funded by the EPA Pollution Prevention and Environmental Education Programs; projects funded by Clean Water Act 104(b)(3); Cooperative Extension Service; state water research centers; universities; state natural resources or wildlife agencies; and state funded groundwater programs.

## **5.0 EVALUATION AND MONITORING PLAN**

5.1 Describe the plans for evaluating how well the project goals, objectives and tasks have been met. When appropriate, the plan should describe how changes in behavior as a result of the project will be evaluated. Include the different types of evaluation tools to be used, such as recording requests for NPS newspapers and videos, exit and follow-up surveys for training courses, and reader surveys. Include the entity(ies) responsible for the evaluations. Identify how the results from monitoring and evaluation will be used to assist in developing future projects.

5.2 For demonstration projects, monitoring should be considered for determining project effectiveness (direct water quality and/or surrogate methods). Examples of demonstration projects for which monitoring should be considered would be animal waste facilities, remediation of hydrologic modification impacts, wetland detention basins, and TMDL implementation.

5.3 For those demonstration projects where monitoring will occur, it is a priority for the States, Tribes and EPA that data collected under the 319 program be useable and of high quality. Region 8 states and some tribes have EPA-approved Quality Assurance Project Plans (QAPPs) for the nonpoint source program (or separate QAPPs for ground water monitoring and surface water monitoring). Quality Assurance Project Plans contain the 16 elements required by the EPA Region 8 Quality Assurance Program.

All projects using section 319 funds to collect "environmental data" are required to have a project-specific sampling and analysis plan (SAP). Sampling and Analysis plans must address the 16 elements required of the QAPP, and are approved by the State and EPA. Contact the State or Tribe for specific guidelines on preparing SAPs.

Project sponsors may either reference the State QAPP for the standard operating procedures (SOPs) for each type of monitoring to be performed (e.g., photo points, water sample collection, fish shocking, etc.), or attach them to the SAP. Identify any site-specific amendments required for this project that are not covered by the QAPP. A plan/schedule to develop the appropriate procedures must be identified in the proposal. States and Tribes will approve project-specific SOPs.

The project sponsor has the option of providing the SAP (and SOPs referenced) in this section of the project proposal, or including the development of the SAP and SOPs as project tasks with specific milestone dates. The SAP should reference any applicable

information from the project proposal and the State's programmatic QAPP, where applicable, to avoid redundant information.

5.4 Describe the monitoring strategy for the demonstration project, including goals, objectives, and tasks proposed to evaluate whether project goals and objectives have been met. Describe sampling and analysis design and specify parameters to be measured e.g., up-stream/down-stream, paired watersheds, site trend, existing groundwater wells, up-gradient/down-gradient wells, geomorphology and/or riparian measurements, random, systematic, stratified random (e.g., by season or discharge).

Locate on a map sampling sites in relationship to BMP applications and priority treatment areas.

5.5 Describe how and when data will be stored, managed and reported. All data collected using §319 funding must be entered into the EPA STORET database (Memorandum of Agreement for Storing Water Quality Data in STORET, October 20, 1998). While the State is responsible for assuring that the data is entered into the database, the project sponsor may do this if they have the capability. The sponsor should contact their State NPS coordinator to find out how to gain access to this database. This requirement should be addressed in this section.

5.6 Describe any models used, if applicable.

5.7 Describe the long-term funding plans for the operation and maintenance (O&M) of restoration activities.

## **6.0 BUDGET**

6.1 Present the project budget in the format provided. Part 1 should indicate the amount and source of all federal and non-federal funds that will be used during each year of the project. The budget table is to include personnel support, BMP and other expenses that are expected to be paid with Section 319 and State and local match sources. Cost by task will not be required. The state fiscal year (July 1-June 30) should be used to discuss and display budget information.