



Watershed Education Grant Application Instructions

Proposals Due: Friday, March 26, 2010

Grant Award Period: July 1, 2010 – June 30, 2011

These instructions and Grant Application Forms may be downloaded at: <http://wren.palwv.org>.

About WREN

The Water Resources Education Network (WREN) is a project of the Citizen Education Fund of the League of Women Voters of Pennsylvania (LWVPA-CEF). WREN is a nonpartisan informal collaboration among organizations and public officials working for the protection and management of Pennsylvania's water resources, both surface and ground water, through grass-roots education and informed policy-making. WREN provides training and grants for local coalition building to promote community awareness and development of public policies necessary to protect Pennsylvania water resources. The WREN Program focuses on two initiatives: Watershed Education to prevent nonpoint source pollution, and Source Water Protection Promotion to raise awareness about the importance of protecting public drinking water sources. Since 1992, LWVPA-CEF has provided over \$1.7 million in funding to over 265 community partnerships working to safeguard Pennsylvania water resources.

Goals of WREN Watershed Education Grant Program

The WREN Watershed Education Grant Program seeks to raise public awareness, encourage behavior change and improve public policies to protect water resources. WREN encourages grant applications for **Watershed Protection education projects** that will build awareness and educate Pennsylvania citizens and local officials about their role as environmental stewards to protect, improve, or remediate the watershed from the impacts of polluted runoff.

Eligible Projects

Eligible Projects must demonstrate collaboration among two or more organizations with active participation of a local municipality. Additional priority will be given to proposals that **encourage participation of a community water system as part of the project partnership, if a public water supply is located in the project area.** Please apply if your project will accomplish one or more of the objectives below:

- Build watershed awareness about impacts of polluted runoff (nonpoint source pollution)
- Promote community-based watershed stewardship
- Promote water-sustaining public /municipal policies and practices
- Educate and encourage water-sustaining individual behavior change using social marketing concepts.

Grant awards may be up to **\$5,000** for each project. Funding will be awarded for **Watershed Protection projects** which educate about how to protect, improve, or remediate the watershed from the impacts of nonpoint source (NPS) pollution as listed in PADEP's Nonpoint Source (NPS) Management Program 2008 Update:

NPS pollution includes:

- *drainage or runoff from resource extraction, abandoned coal mines, oil or gas wells;*
- *inadequate erosion control practices during construction and urban runoff;*
- *improper agricultural practices (erosion and sedimentation, nutrient management, pesticide application);*
- *improper timber harvesting practices;*
- *failing on-lot septic systems or other abandoned waste disposal sites;*
- *altered hydrology (changing the way water flows through an area.) due to impervious surface area, stormwater and floodplain management, riparian buffers, wetlands, natural stream channels.*

For general information about PADEP's Nonpoint Source (NPS) Management Program, visit <http://www.dep.state.pa.us> and go to **Non-point Source Pollution** under the "Water Topics." You can also contact your **County Conservation District Watershed Specialist**, located in your local telephone directory or contact the PA Association of Conservation Districts at 717.238.7223. Visit PACD website at <http://pacd.org/your-district/find-your-district/>.

Who is Eligible to apply?

All applications must be submitted by a partnership (two or more organizations). Projects must include at least one municipality* as an active partner in the project (if the applicant is not a municipality.) Priority will be given to proposals that include a Community Water System if one is in the project area.

- WREN welcomes requests from: municipalities, other government entities including municipal authorities and/or Councils of Government, watershed associations, civic groups, conservation organizations that promote local watershed efforts, community water systems, educational entities such as schools or universities, or other governmental or non-governmental organizations. Individuals may also participate in a Partnership without a group affiliation.
- A lead organization must be selected to handle financial matters and coordinate reporting.
- Meet with partners early during your proposal development to identify their roles, and answer questions. All partners should review the Grant Instructions and completed Grant Application, and submit a signed **Partner Form** with the application to WREN. Be specific about what each partner (or individual) will do in the proposed project, and if any cash funds or in-kind match will be provided by the partner organization. Partner Forms must include a signature along with printed name of either the chief officer of the organization or someone who can commit the organization from a fiscal and/or programming perspective.

Role of Partnership in WREN Grants

WREN experience has shown that the most successful projects are those run by a true collaborative partnership rather than by one agency or group acting for the whole. Consider other groups with similar interests, along with others who may benefit from your project. Be innovative! We look for signs that each partner identified in the application will be an ACTIVE contributor to the project, and hopefully willing to continue the effort after grant funding runs out. Develop a clear role for each of the partners.

- Please Remember:
 1. **A key focus of successful WREN Grants is a commitment to develop or strengthen a community partnership focused on improving local water resources.**
 2. **Priority** will be given to partnerships that include a community water system as a partner if a public water supply is located in the project area.
 3. **One or more municipalities must be an active member of the partnership.**
- *Note: Throughout Pennsylvania, citizens have stated a desire to see greater awareness and participation by their municipal officials in efforts that will protect water resources. Since grants are competitive, the strongest applications will demonstrate support of municipal officials as active partners to show commitment to the outreach effort. Municipal participation bodes well for future support and ongoing efforts in the community.*

Eligible Activities

1. The project may be a new activity or may supplement existing activities as long as the activities proposed for funding meet all of the requirements of this grant application.
2. The project's activities and outcomes must be educational, with activities relating to watershed protection (addressing Nonpoint Source [NPS] pollution).
3. If you have a project idea not listed below, but meets the goals of the NPS Grant Program, please contact WREN to discuss your idea before applying.

4. **Eligible activities** include, but are not limited to, the following:
- media or outreach campaign, public service announcements that encourage behavior change or improved public policies
 - workshops, forums, informational presentations for citizens and local officials
 - watershed awareness events such as storm drain stenciling or marking
 - steering or advisory committee development and meetings
 - educational activities/exhibits, such as rain gardens, tabletop displays, signs, or wayside structures, either temporary or permanent
 - print, web, video, and/or audio materials promoting solutions to nonpoint source pollution
 - projects to identify potential nonpoint contaminant sources in the watershed and notify the community about impacts
 - projects to identify best management practices and make them available to the public via demonstration projects such as rain gardens, rain barrels, farm tours, best management practices tours, native plants, low impact development, or environmentally friendly building design and landscaping approaches.
 - watershed festival/fair that include education
 - educational materials, including videos, newspaper articles and inserts, newsletters, fact sheets, restaurant placemats, brochures, handbooks, etc.
 - contests that include an education component (poster, poetry, logos, etc.)
 - educational materials and models for teachers, residents, officials, etc.

Ineligible Activities

If eligibility for funding is in question, contact WREN. Project activities that are advocacy (for example, attempting to influence local, state, or national legislation) will not be funded by WREN grants.

WREN does not fund the following:

- | | |
|----------------------------------------------------------------------------|---------------------------------------------------------|
| • land or major equipment acquisition | • construction (except for project related signs) |
| • entertainment - no food/beverages | • interest payments |
| • promotional items | • clothing |
| • lobbying (attempting to influence local, state, or national legislation) | • Activities required by a draft or final NPDES permit* |
| • sealing of abandoned wells | |

* WREN is not permitted to use federal Section 319 funds for any activity specifically required by a draft or final National Pollutant Discharge Elimination System (NPDES) permit. Examples of activities requiring NPDES permits include Phase I and II storm water management facilities (including operators of Municipal Separate Storm Sewer Systems – MS-4s) and Concentrated Animal Feeding Operations (CAFO/AFO) agricultural operations. Please contact WREN if you believe your proposal may implement an NPDES permit requirement.

Source of Funding

Funding for the watershed protection projects is provided by the PADEP Nonpoint Source Management Program through Section 319 of the federal Clean Water Act, administered by the Environmental Protection Agency (EPA.) The views expressed herein are those of the LWVPA-CEF and do not necessarily reflect the views of EPA, PADEP, or any of its sub-agencies.

Grant Match

A minimum 5% of the WREN Grant amount requested is required as an overall match. Match can include cash OR non-cash contribution such as materials, volunteer time, office space, facilities donation, food/beverage donations, professional support time.

How to Apply for a WREN Grant

Use this application to apply for a WREN Watershed Education Grant. Copies of this document may be downloaded at: <http://wren.palwv.org>. Your Application must include: **The Application Cover Page, Budget Summary Form, Partner Form (s), and Proposal Narrative of not more than 4 pages.**

Application Checklist

√	Nine (9) hard copies to be submitted with pages in this order:
√	1. Completed Grant Application Cover Page
√	2. Budget Summary Form (include source & description of 5% match)
√	3. Completed and Signed Partnership Form(s) for each Partner
√	4. Proposal Narrative (not more than four pages in length)

Please Provide the Following as Attachments: (Please label attachments clearly)

√	5 List source and description of 5% overall WREN Grant match
√	6. If a Nonprofit Organization, Proof of Legal Status

Application Deadline

Hard copy Applications must be sent and postmarked (if mailed) or received (if hand delivered) by **4:00 p.m. EST on Friday, March 26, 2010. No faxes.** In addition, please email a copy of your application to Julie Kollar at juliekwren@verizon.net

Send your application to:

League of Women Voters of PA - CEF
WREN Grant Application
226 Forster Street
Harrisburg, PA 17102-3220

League Phone: 800-692-7281

Julie Kollar Phone: 267-468-0555

We will notify you via email to confirm we've successfully received your application by **April 9, 2010**, and provide notice of decision by **May 14, 2010**.

Submittal Instructions

Submit your full application with **nine (9) hard copies** (double sided is welcomed) with each copy stapled in the upper left corner to the League Office above by Friday, March 26, 2010. No binders or cover pages please! Please email a copy of your application to Julie Kollar, WREN Program Director at juliekwren@verizon.net. Do not include attachments when emailing.

Proposal Narrative should be no more than **FOUR (4) pages** in length, not including the Application Cover Page, Partner Forms, and Budget Summary Page. Please limit attachments to only those relevant to the proposed activities. A page is defined as one, single-sided 8.5" x 11" page using no smaller than 10 point font.

Assemble application in the following order: Page 1 - Application Cover Page, followed by Budget Summary Page, followed by Partner Forms, followed by Proposal Narrative. A cover letter, table of contents and any other type of cover page is not necessary.

Proposal Narrative

Please use the following outline to organize your Proposal Narrative which is to be no more than 4 pages. We want to understand the key elements of your project – the **who, what, where, when, why and how**.

1. WHO - Briefly describe the lead partner organization and each partner.

- Establish that your partnership understands the problem and can address it.
- Establish that a municipality will collaborate as an active partner.
- Discuss whether a community water system is in the project area, and whether they will participate as an active partner.

2. WHAT are the specific objectives of the project? WHAT key problems will your project help solve? What public policy or behavior do you want to change?

- Clearly identify the specific objectives and problems your project will address. What presents the highest risk to water quality in your community?
- Summarize what you currently know about your community’s polluted runoff and its awareness of stormwater policies and issues. An informal survey of community awareness might be helpful to you to determine a focus for your project.
- Identify the barriers that prevent the desired behavior change; that is, what prevents people from taking action now? (social marketing approach)
- What is the key message your project will convey? In one sentence explain your overall message. Will you use “Water Words that Work?” See: <http://waterwordsthatwork.com/the-method/words/>

3. WHO is your target audience and why did you select them?

- Explain how you selected your target audience and how you will reach them (partner role if any).
- Will you use/modify existing materials or create new materials?

4. WHAT activities will you undertake?

Explain the activities you will undertake as specifically as possible. Identify any professional services or consultants you plan to employ in the course of conducting the project. The use of Professional Services where appropriate is strongly encouraged. *In particular, we strongly suggest working with professional graphics designers and editors on written materials.*

5. WHERE will your project activities take place?

- Indicate whether project will focus on an impaired water body per DEP 2008 Integrated List of All Waters (formerly 303(d) Report) at: <http://www.depweb.state.pa.us/watersupply/cwp/view.asp?a=1261&q=535678>
- Note: Projects in both “healthy” waters and “impaired” waters are eligible. WREN is requesting information about impaired waters for reporting purposes only.
- Does the municipal partner have a comprehensive plan and/or zoning that is protective of water resources? If your project helps to implement recommendations of a watershed or river conservation plan, please tell us what the recommendation is and how your project will implement it.

6. WHEN - What is the timetable with key milestones for your project during the grant period?

Milestone	Tasks	Target Date

7. HOW - How will you accomplish the specific goals of your project and what will be the measurable result for each?

Specific Goal	Measurable Result

8. What educational tools/models will you need to purchase (if any) using Grant Funds and where will they be housed?

9. How will you evaluate your project?

An evaluation plan is intended to be a tool for both you and WREN to use to refine and improve water policy and education initiatives in Pennsylvania. Evaluation of the project can be a means for others to learn from your experience in conducting the project. Keep in mind that an evaluation plan need not be elaborate or complicated if it is to be useful both to you and others. *Local colleges and universities may have programs designed to help community groups in developing a project evaluation plan.*

- a) Describe one or more methods that you will use to evaluate whether or not the individual activities and the project as a whole met the original objectives. Following are some ways of evaluating individual activities:
 - Distribute questionnaires and/or surveys at events to obtain attendees' opinions of the programs, knowledge gained, recommendations, and interest in additional programs
 - Document the number of fact sheets, brochures, or information packets distributed and follow up to determine how they were used
 - Consider follow up interviews with public officials, media and participants to determine what discussion or activity may have resulted from the project
 - Track any additional requests for information
 - Track the development of spin-off projects and emergence of coalitions
 - Comment on any noticeable changes in citizen behavior
 - Comment on any government actions, either local or county, to protect the watershed
 - Track the number of volunteers and organizations involved in organizing the project
 - Keep attendance sheets at all events
- b) What are the critical questions the evaluation will address? Consider the following:
 - Have the necessary information and technical tools been made available for protection activities to occur at the local level?
 - Has citizen and public awareness for the need to protect the watershed on a regional basis increased?
 - Has the capacity of citizen organizations and government agencies to work cooperatively to address watershed protection increased?
 - Have citizens participated in the local government process regarding watershed management?
 - Have local officials increased or demonstrated their willingness to increase their efforts to protect the watershed?

10. Will your program continue after the grant runs out?

- Tell us how your project will have a longer-term impact in your community beyond the time period of this grant.
- What plans do you have for the future after the grant period ends?
- If you believe your project can be a model for others, tell us how it might be replicated or transferred.

Application Cover Page

11. Complete all sections of the Application Cover Page. Give your proposed project a brief, descriptive title in 10 words or less. Avoid acronyms in title. Summarize the project's expected (measurable) outcomes to achieve with two or three sentences in the Project Summary space. Provide a more detailed description in the body of the proposal narrative.

Note: Projects in both "healthy" waters and "impaired" waters are eligible. WREN is requesting information about whether the project area will focus on an impaired waterway per DEP's Integrated listing <http://www.depweb.state.pa.us/watersupply/cwp/view.asp?a=1261&q=535678> for reporting purposes only.

Source of Funding – Budget Summary Page

12. What is your budget?

- Use the **Budget Summary Page** included in the grant application package to organize your budget. Be as specific as possible about anticipated costs.
- The Administrative and Program Outreach Personnel budget lines refer to staff employed by the applicant or their partners. Please identify who will receive compensation through the grant to the best of your ability.
- The Professional Services budget category refers to consulting or contractual services for the project either from an individual or from a company. If your project budget requests funding for Professional Services, please indicate to the best of your ability the name of the contractor, what tasks they will perform, and the expense to be incurred.
- Expenses for graphic arts designers and editors are eligible for WREN funding.
- Grant awards may be up to **\$5,000** for each project. Your breakdown for each line item, where applicable, should be:

Column 1: The amount requested from LWVPA-CEF

Column 2: Funding available from other sources for the proposed project, if any

Column 3: In-Kind Contributions (Match) - The known and estimated amount of in-kind contributions from local sources, cash contributions, and other sources of match (total in-kind must be at least 5% of the total amount requested from LWVPA-CEF)

Column 4: Total anticipated expenditures (the sum of the first three items.)

- A note about Grant Match: local contributions, or **in-kind support/service**: this is an important way to show local support for your project. You can include volunteer time as in-kind support/service by estimating the monetary "value" of volunteer's time. A "reasonable" hourly wage can be based on local average wages or on the Independent Sector's estimated value of a volunteer hour in 2008 of \$20.25 per hour. See http://www.independentsector.org/programs/research/volunteer_time.html#state for details.

Partner Form(s)

13. The quantity of project partners is not important; the key factor is the quality of their participation.

A Partner Form should be completed for each active partner, indicating the Project Tasks or Activities the Partner will undertake, and any funding, materials, or in-kind services the Partner will provide.

Projects must include at least one municipality as an active partner in the project.

Partnerships that include participation of a community water system will be given priority, if a water supplier is local to the project area.

Partner forms must include the **printed name and signature** from either the chief officer of the organization or someone who can commit for the organization from a fiscal and/or programming perspective.

How does WREN Evaluate Proposals for Selection?

LWVPA-CEF will give priority to partnerships that will accomplish one or more of the following objectives in the course of their project:

- a. Increase community's understanding of the existing public policies that protect the local water resources
- b. Increase community's understanding of its role in developing policies that protect the local water resources
- c. Increase community's understanding of the need to manage local water resources on a regional basis and the need for cooperation between neighboring communities
- d. Encourage cooperation between citizens, local government officials and private organizations in developing and implementing water resource protection policies and strategies
- e. Provide opportunities for citizens to participate in local government decision making
- f. Build awareness throughout the community with educational efforts that will encourage environmentally beneficial changes in habits or behaviors
- g. Offer a project that has the potential to benefit other Pennsylvania communities or citizens through re-use and information transfer of any skills, technology, or practices.

How does WREN Rank Proposals for Selection?

Your proposal will be evaluated using the following criteria:

- **Does the project include a community coalition with a municipality(ies) as an active partner?**
- **Does the project include a community water system as an active partner where appropriate?**
- Does the project incorporate into its design one or more of the LWVPA-CEF WREN objectives and include only eligible activities?
- Does the project meet all of the requirements?
- Does the proposal demonstrate that the Partnership and Project Leader(s) have the ability to complete the project?
- Does the project meet a specific or identified community education need related to watershed protection and management?
- Will the proposed educational activities meet the project objectives?
- Does the proposal contain a list of the major milestones and tasks of the project?
- Does the project demonstrate evidence of being able to obtain necessary educational resources, technical information, and expertise?
- Does the proposal include a relevant project evaluation?
- Does the project have a potential to be replicated or adopted by other communities?
- Does the proposal include a discussion of possibilities for sustaining education efforts or spin-off activities after the end of the grant period?
- Is the budget consistent with the proposed activities?
- Does the budget include the required 5% match through some type of in-kind contribution? Preference will be given to projects showing contribution of funds or in-kind services from project partners or other sources.
- Appropriateness of budget items. Requests for staff time are often appropriate; however, the amount of staff time relative to overall budget should be clearly justified.

Key Expectations of Successful Applicants

Project Leader(s) will be expected to:

1. Be responsible for financial management (which may be delegated), project outcomes, and reporting
2. Attend (or send a delegate to) the **Orientation Meeting June 15 - 16, 2010** to learn about WREN grant requirements, additional available resources, and to network with other funded projects; the two-day meeting will be in Carlisle Pennsylvania **at no cost to the grantee. Lodging, meals, and travel expenses for meetings will be paid by the LWVPA-CEF. Attendance is a required part of Project Scope of Work.**
3. Attend a final "Wrap-up" Meeting at the end of the grant period, MID JUNE, 2011
4. Periodically update the WREN project director about the project's progress
5. Provide at least three electronic photos of events funded by the WREN grant in reports
6. **Two copies** of an interim report are due by **December 15, 2010** and **two copies** of the final report are due by **July 15, 2011**. Reports need to be signed by a representative from each organization in the Partnership to assure consensus about the progress of the project. Electronic versions of reports and work products are to be submitted.
7. Because of certain legal and financial obligations that LWVPA-CEF must meet, all publications, pamphlets, video scripts or other public educational materials produced by the project must be reviewed and approved by LWVPA-CEF. This review is not meant to control the content of the materials but rather to ensure that LWVPA-CEF is able to meet the requirements that are imposed by the funders of our project. Reviewers will provide feedback on the readability and comprehensibility of the text and grantees must plan production of materials to incorporate review time.
8. Grantees must forward **two final hard copies and electronic files of all public educational materials** to LWVPA-CEF. Products produced as a result of your scope of work are to remain in the public domain for complete public access. Copyrighting is discouraged, but if it must be done, will be done in the name of the Commonwealth of PA.

All materials developed, and any articles written about granted projects, must acknowledge LWVPA CEF and Pennsylvania Department of Environmental Protection as the funding source.

Financial Management of Grant

1. Management of the funds must be done by an organization with a 501(c) (3) status, a government entity, or a Conservation District. As soon as funds are available for disbursement, grantees will receive up to 50% of the grant award in order to begin project work as soon as possible. The first payment is anticipated to be made no later than September 30th, pending receipt of funds from DEP. Before a second stipend (up to 40% of the grant award) is disbursed, all midpoint requirements (interim report, financial report and appropriate meeting attendance) must be met.
2. Any fees collected from the sale of WREN funded educational materials or WREN funded workshops or event must be deducted from the project's total allowable costs to determine the net costs eligible to be charged to the WREN grant.
3. Adjustments between budget line items or changes to the approved deliverables require a Project Change Request approval if the adjustment is significant or changes the approved scope of work in any way.
4. A financial report will be required at the mid-point and the conclusion of the project. Financial reports need to be signed by a responsible fiscal officer for the project. This person, if it is someone other than the Project Leader, must also sign the Letter of Agreement and Guidelines Document that are issued with the WREN grant award.
5. Please note that ten percent (10%) of the total grant amount will be withheld until the final report has been submitted to LWVPA-CEF and when the Project Leader(s) have met all grant obligations (including attendance at Wrap Up Meeting in **June 2011**.)
6. Original receipts must accompany interim and final financial reports unless otherwise authorized by LWVPA-CEF in writing. Expenses for professional services or program outreach personnel must provide documentation such as memo invoice, etc.
7. There will be a reimbursement allowance (to be determined) for mileage incurred related to the project.

For more Information

Visit the WREN Local Project webpage at <http://palwv.org/wren/local.html> for examples of educational projects, listed by county, that have been funded by WREN during the last several rounds of grant awards. See the WREN On-Line Resource Page at <http://palwv.org/wren/resource.html> for additional information about water resources management, protection and links to NPS pollution website.

Sign up for WREN's *Water Policy News* to stay informed at <http://wren.palwv.org/email.html>

A helpful website which contains information, tools, training and support to water resources education efforts can be found <http://www.epa.gov/nps/outreach.html>.

AT A GLANCE:

Amount:	Each award up to \$5,000 . Covers activities undertaken July 1, 2010 - June 30, 2011 .
Match:	A minimum 5% of the WREN Grant amount requested is required as an overall match. Match can include cash OR non-cash contribution such as materials, volunteer time, office space, facilities donation, food/beverage donations, professional support time.
Deadline:	4:00 p.m. Friday, March 26, 2010 (No faxes accepted) Applications must be postmarked (if mailed) or received (if hand delivered) at the following address: League of Women Voters of PA Citizen Education Fund Attn: WREN Grant 226 Forster Street, Harrisburg, PA 17102-3220
Reporting:	Two copies of a brief, interim report summarizing and evaluating the project to date are required by December 15, 2010 . Two copies of a final report are required no later than July 15, 2011 . Two copies of all public educational materials produced with this grant should be forwarded with final report. Electronic versions of reports and work products are required. For summary, see WREN Grant Milestones and Deliverables section.
Orientation/ Wrap-up Meeting:	Project Leaders from successful proposals are expected to attend a two day Orientation Meeting June 15 – 16, 2010 and a two day Wrap-up meeting MID JUNE 2011 (both at <u>no cost to the applicant</u> .) These meetings are organized to enable the project leaders to network with other WREN funded projects, share lessons learned; and to learn about resources available to enhance project success.
Source of Funds:	Funding is provided by Pennsylvania Department of Environmental Protection (PADEP) by virtue of the PADEP Nonpoint Source Management Program through Section 319 of the federal Clean Water Act, administered by the Environmental Protection Agency (EPA.) The views expressed herein are those of the LWVPA-CEF and do not necessarily reflect the views of EPA, PADEP, or any of its sub-agencies.
Contacts:	WREN Program Director Julie Kollar at (267) 468-0555 email: juliekwren@verizon.net Communications Director Edith Stevens (570) 839-8130 email: estevens@ptd.net The full application and guidelines for preparation can be downloaded at: http://wren.palwv.org