



LEAGUE OF WOMEN VOTERS®  
PENNSYLVANIA – Citizen Education Fund



a project of the League of Women Voters  
of Pennsylvania Citizen Education Fund

Websites: <http://wren.palwv.org> & [www.sourcewaterpa.org](http://www.sourcewaterpa.org)



## Source Water Protection Education Grant Application Guidance

Proposals Due: Friday, March 23, 2012

Project Activity Period: July 1, 2012 – June 30, 2013

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

NOTE: Grants will be awarded by LWVPA-CEF subject to availability of funding from federal and state sources.

### 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 of 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 Project has two clean water initiatives: Watershed Protection 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 awarded almost \$2 million in funding through the WREN Project to over 300 community partnerships working to safeguard Pennsylvania water resources.

### Goals of WREN Source Water Protection (SWP) Education Grant Program

WREN's Source Water Protection Program seeks to raise awareness and educate public water suppliers, municipal officials, and citizens in Pennsylvania about the importance of protecting drinking water sources and to empower them to take action through preventive and corrective source water protection measures that reduce risks and appropriate land management for water supply areas.

The direct goal of the 2012 **Source Water Protection Education Grant Program** is to develop and support County and regional partnerships that will conduct community education to build an informed citizenry who adopt water-friendly environmental behaviors and will encourage local officials to take action that will protect drinking water resources today and in the future.

The objectives of the 2012 WREN **Source Water Protection (SWP) Education Grant Program** are to:

- Establish three County or regional **Source Water Protection Collaborative** partnerships with participation of public water suppliers, county/local officials, community stake holders and interested citizens with a willingness to enter into collaborative efforts that will protect public drinking water sources from contamination, and to assist in contingency planning to improve emergency response to potential contamination events;
- Develop three **Source Water Environmental Education Teams** (SWEETs) that will assist the Collaborative and public water systems by raising awareness and conducting public education about source water protection measures that will reduce risks to drinking water identified in the DEP Source Water Assessment or Source Water Protection Program.

## What is Source Water? Why is protection of source water important?

### *Safe Drinking Water Starts at the Source!*

Source water is the untreated, raw water from streams, rivers, lakes, springs and underground aquifers that serve as sources of a community's municipal drinking water. Many water sources are shared resources with communities upstream or within an aquifer. **SAFE** and **RELIABLE DRINKING WATER** is fundamental to the viability of Pennsylvania communities. In Pennsylvania, establishing a Source Water Protection Program is voluntary, and allows local control over local water quality issues.

*"While many Pennsylvanians get their drinking water from on-site private wells, the majority of consumers rely on public water supply systems. More than 2,100 community water supply systems in the state service more than 10.2 million people."*  
*Pennsylvania Water Atlas*

Drinking water sources are vulnerable to a variety of potential sources of contamination that include both point and nonpoint sources of pollution. Source Water Protection is an important component of watershed management and offers an extra margin of safety beyond water treatment technology, making it useful to guard against contaminants, including unregulated emerging contaminants.

By placing multiple integrated barriers from the source to the consumer at the tap, source water protection can help protect communities from the risk of contamination and waterborne disease from inappropriate land use practices and potential contaminant sources located in the vicinity of drinking water wells and surface water intakes. A successful **multiple barrier approach** includes:

- Source water protection measures and activities such as understanding water supply areas, identifying and reducing contamination in watersheds; and appropriate land management for water supply lands;
- Appropriate source water treatment;
- Properly trained, certified water operators.

The multi-barrier approach recognizes that while each individual barrier may not be able to completely remove or prevent contamination, and therefore protect public health, together the barriers work to provide greater assurance that the water will be safe to drink over the long term.

Public awareness and education about the ways to prevent contamination from daily activities in water supply areas is an important component of source water protection programs. Informed citizens are crucial to developing support that will make local source water protection a reality.

## Source Water Protection (SWP) Benefits

As the adage goes, "*An ounce of prevention is worth a pound of cure.*" Maintaining and improving source water quality is a logical, prudent, and sound economical approach that provides multiple benefits that include public health, economics, and overall protection for the ecosystems that provide clean drinking water:

- **Public Health Protection** – provides a first line of defense in a **multiple barrier approach** that reduces risks to public health by minimizing exposure to pollutants, such as metals, fertilizers, pesticides, volatile organic compounds, and waterborne diseases. Source water protection helps keep harmful contaminants out of the water supply, including emerging contaminants, such as pharmaceutical and personal care products, delivering safer water to the treatment plant and the consumer. Protection is especially important for sensitive populations like infants, expectant mothers, immuno-compromised individuals, and the large elderly population in PA. Protected high quality water supply areas contribute to quality of life for Pennsylvania citizens.
- **Reduced Treatment Costs** – Clean water is less expensive to treat and reduces system operation costs, energy costs, water treatment infrastructure costs, chemical treatment costs, water monitoring and testing costs, and overall system maintenance costs.
- **Economic Benefit** – Communities and consumers bear the economic burden when drinking water sources are contaminated. Source Water Protection ensures the viability of high quality low cost water supply sources over the long term in the watershed. It avoids the costs of contamination, monitoring, remediation, legal expenses, and costs of alternative supplies. The economic benefits from a public health standpoint are reduced health care costs and reduced loss of productivity and work time. Safe

and plentiful water enhances the community's potential to attract economic development and tourism to maintain a healthy economy in Pennsylvania. EPA has established that costs of protection are very low compared with high costs of remediation. The cost of a single contamination event can run into the millions of dollars: treatment systems may have to be expanded, or a new water source found to meet regulatory requirements or to address new contaminant threats. Other avoided costs include decreased property values, loss of tax base and loss of citizens' confidence in their drinking water, public utilities and community leaders.

- **Sustainability and increased certainty** – Protected water supply sources sustain local ecosystems that furnish drinking water and assure quality of life for future generations. Protection improves community confidence, provides more consistent influent water quality, and reduces emerging contaminants in source waters.

## Role of Partnership in SWP Grants

WREN has found that the most effective means to achieve tangible source water protection results, especially at times of shrinking resources, is to combine strengths and resources through community partnerships that work together to protect water resources. Collaborative action among a variety of stakeholders, motivated by a common interest in protecting drinking water can be a powerful uniting force. Common interest in safe drinking water, backed by good science of hydrology and geology, teamed with water supply land use planning and management, have produced positive results in Pennsylvania.

Most water utilities in Pennsylvania typically do not own or control land use in their contributing watershed and recharge areas. Watershed boundaries often do not match political jurisdictions. Wellfield areas or source watershed areas may overlap among multiple systems and municipalities or Counties. The need for source water protection may be a low priority or even invisible to many decision makers and the general public. Cooperation and “buy-in” from both public and private interests is essential to meet emerging challenges to assure a safe and reliable drinking water supply for the future. Fragmented efforts by individual groups, systems, or municipalities working in isolation are generally not effective on their own.

Potential collaborative partners include: water utilities; municipalities, counties, state, and federal government and agencies; regional and local land use planners; industries; agricultural interests and farmers; land conservancies, land owners and developers; emergency responders; watershed and conservation organizations; cooperative extension, conservation districts, civic and citizen groups; the media, public health providers, local Leagues, and other organizations. All have potential roles to play, but it only takes two or three key organizations to get the process started, and to keep it moving towards success.

WREN experience is that the most successful projects are run by a true collaborative partnership rather than by one agency or group acting for the whole. Consider groups with similar interests, along with others who may benefit from your project. Be innovative! Proposals should **outline a clear role for each partner and describe their role on the Partner Form.**

**Applicants are expected to demonstrate that the County or region commits to form a Source Water Protection Collaborative with the participation of multiple community water systems and municipalities who agree to participate as Partners.**

Reviewers 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. Since grants are competitive, the strongest applications will demonstrate commitment and support of county and municipal officials and multiple public water systems as active partners in the project.

## Who is Eligible to apply?

**Regional Project** - Applications must be submitted by a partnership (two or more organizations) that commits to form a **Regional Source Water Collaborative** and a **SWEET Team** that will conduct source water protection public education and provide guidance within the Region that includes at least one or more Community Water Systems within a specific geographic region or watershed. Priority will be given to proposals that include local municipalities as active partners in the project.

**County Project** – Applications must be submitted by a partnership (two or more organizations) that commits to form a **County Source Water Collaborative** (commitment of County Commissioners and/or County Planning Department, etc.) and a **SWEET Team** that will conduct source water protection public education and provide guidance within a County, with the long term goal of having all Community Water Systems in the County participate. Priority will be given to proposals that include local municipalities as active partners in the project.

- WREN welcomes proposals from coalitions of: community water systems, municipalities, Counties, other government entities including municipal authorities, Environmental Advisory Councils, and/or Councils of Government, watershed associations, civic groups, conservation organizations, public health organizations that promote source water protection efforts, 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.
- All partners should review the proposed WREN Grant Project Application, and complete and sign the Partner Form. Be specific about the role of each partner (or individual) in the proposed project, and state whether any cash funds or in-kind match will be provided by the partner organization. Partner Forms must include the signature of and printed name of either the chief officer of the organization or someone who can commit the organization from a fiscal and/or programming perspective.

### **Project Requirements to be conducted under a WREN Source Water Protection Education Grant**

Provided funding is available to LWVPA-CEF, funding will be awarded to conduct the following ten **required** project activities during the grant period. *Note: Educational events, activities and outreach beyond the **required project activities** are welcomed.*

The required Project Activities to be conducted during the project period are:

1. Form a **Source Water Protection Collaborative** partnership with participation of public water suppliers, county/local officials, community stakeholders and interested citizens that will work to protect public drinking water sources from contamination, and assist in contingency planning to improve emergency response to potential contamination events;
2. Form a **Source Water Environmental Education Team (SWEET Team – see information below)** that is comprised of at least three (3) members, with two (2) members from organizations other than a community water system, and at least one (1) member representing a community water system.
3. Develop a **Press Release** about the Source Water Collaborative, SWEET Team, goals of the project, and project partners.
4. Develop/modify and distribute a **Source Water Protection Fact Sheet or brochure** customized for the region/county to be distributed at the educational events (draft to be approved by WREN prior to distribution);
  - Outline county/region drinking water sources (groundwater aquifers and/or surface water sources [rivers, springs, streams, reservoirs, ponds, lakes] that serve the public water systems)
  - Outline the top risk factors to drinking water purity (urban stormwater runoff, agricultural nutrient runoff, failing septic systems, transportation corridors, etc.), as identified in the source water assessments\* or source water protection plans of the community water supplier(s)
  - Offer a set of recommended risk reduction activities for implementation that will be the focus of the education effort (identify and seal abandoned wells, pump out septics, assist with improved stormwater management techniques, household hazardous waste collection, etc.)
  - Distribute the Fact Sheet or brochure at SWEET Team presentations, community events. Make it available electronically for downloading at websites: the public water supplier, county, and municipal websites. Please note that a variety of examples exist that can be modified.

#### **5. Conduct Education Session for County/Municipal Officials**

SWEET Teams are expected to conduct a public information session for County and local municipal officials about the importance of source water protection and management measures. Use source water

protection maps and the visual teaching aids described below. The goal of the session is to enable County and local municipal officials, community stakeholders and members of the public the opportunity to learn:

- a. Where public water supply lands, recharge areas and protection zones are located
  - b. Any significant geologic aspects of the source water areas (sink holes, karst geology)
  - c. The major potential risk factors in the source water protection areas to purity as identified in DEP's Source Water Assessment Program Report (SWAP), DEP Source Water Protection Technical Assistance Plan (SWPTAP) Management Strategies, or other source water protection plan
  - d. Suggested source water protection management measures to reduce risks in source water areas
  - e. Relevant information on emergency response plans, contingency plans, alternate water supplies.
  - f. Assist county and local officials about their roles and responsibilities in protecting source waters, beneficial or detrimental municipal policies and practices, and how land use impacts drinking water quality and land use practices appropriate for water supply lands
  - g. Discuss the group's perspective on the adequacy of current ordinances and whether existing land use approaches are protective of community water supplies for the future
  - h. Conduct survey/evaluation to determine audience knowledge pre and post event.
6. Conduct **three (3) additional public education events** during the grant period at locations around the region/County using the visual teaching aids described below to educate citizens about the importance of protecting their sources of drinking water.

These events may be special source water protection/water resource events, or may be conducted jointly with ongoing community events such as fairs, community days, etc. WREN recommends that SWEET Teams consider conducting short presentations at events such as meetings of civic organizations (Rotary, Kiwanis, Lions Club and Jaycees), local League of Women Voters, Fire Departments, Chambers of Commerce, Scout programs, or other organizations where community leaders may gather. Use an evaluation tool to determine results.

- Target audience: community stakeholders, businesses and industries operating within the county/target region, large landowners (golf courses/business campuses, educational institutions), agricultural producers/farmers, residents, civic organizations, conservation groups, public health professionals, and residents in the source water protection areas.
7. Offer to conduct a **presentation to a local school district**, and if granted permission, make the presentation within a school or schools using the models.
  8. Pilot use of **Passport to Clean Water Checklist** located at WREN's SWP webpage: [www.sourcewaterpa.org](http://www.sourcewaterpa.org) under the Tab "The Basics," click on "Checklist." Assist municipalities and water systems in selecting three (3) source water protection risk factors for attention by the Collaborative - e.g. transportation risks, malfunctioning septic systems, agricultural runoff, polluted stormwater runoff, etc.
  9. **Demonstrate teamwork with public water systems** by serving as a resource to the local public water system(s) to assist with education and outreach as a partner in their drinking water source protection efforts and to businesses within the source water protection areas about how to minimize pollutants that may reach the water supply.
  10. Complete a **Project Evaluation that will evaluate the success of the project and lessons learned**. Determine an appropriate project evaluation method – see *Project Evaluation section on page 16*.
  11. **Other** source water protection education/outreach activities as determined by the Collaborative.

## **SWEET TEAM OVERVIEW**

- The purpose of the **SWEET** Team is to raise public awareness and provide Pennsylvania citizens with education and guidance about protecting their sources of drinking water. SWEET Teams can assist with information about:

- where public water supply lands are located, location of source water protection zones, recharge areas, and any significant geologic aspects of the source water areas (e.g. sink holes, karst geology)
- the major potential sources of contamination (risk factors) to the county/regional public water supplies using information in the source water assessments\* or Source Water Protection Technical Assistance Plans (SWPTAP) developed by DEP
- source water protection management measures needed to prevent, capture, or minimize pollutants before they arrive at the water treatment plant
- land use practices appropriate for water supply lands in the County or region
- emergency response coordination for spill management etc.

➤ The SWEET Team will consist of at least three partners. Suggestions for potential SWEET Team members:

County/Local Planning Commission Member, Conservation District Educator/Watershed Specialist, Educator, Healthcare professional, Public Water System Member/Water Professional, Water Authority Board Member, Cooperative Extension Staff, Municipal/County/COG Official, Watershed Association Member, Environmental Advisory Council Member, Land Conservancy Representative, Agricultural Representative, Civic leader/Municipal leader/Corporate Sustainability representative from area business, volunteers with professional water resource background.

- SWEET Teams are to conduct community source water protection education using the visual tools/models outlined below.
- SWEET Team members are expected to have the capability to conduct public educational presentations as well as experience in natural resource protection. Teams should become familiar with the risk factors outlined in source water protection assessments (SWAP) Reports\* or Source Water Protection Technical Assistance Plans (SWPTAP) completed for the public water systems within their target areas.
- SWEET Teams are expected to use the following three (3) Visual Teaching Aids for municipal and public education events during the project:
  1. Ground water flow model (that demonstrates the behavior of ground water, movement of contamination, and the relationship of ground water to surface water),
  2. EnviroScape® Drinking Water & Wastewater Treatment Model that demonstrates the source of drinking water pollution and its prevention by tracing the path of water from **source** to **treatment** plant, to the end user, and beyond,
  3. Maps that illustrate the source water protection areas within the region or county. Consult DEP Regional SWP Coordinator for maps.

NOTES ON Visual Tools: Grantees are expected to practice and develop a comfort level in demonstrating the models prior to public events. Grantees are encouraged to investigate whether models such as a groundwater simulator model and EnviroScape may already be on hand locally that may be borrowed. A variety of models may be available through the County Conservation District ([www.pacd.org](http://www.pacd.org)), or local watershed organization. Please check with WREN if you need assistance locating models. Groundwater models may also be available through PRWA or the Pennsylvania Groundwater Association (<http://www.pgwa.org/>).

**Ground water simulator model**– It is often difficult for audiences to understand an unseen underground resource like groundwater, and how it becomes polluted. The groundwater simulator is an effective tool to demonstrate the impacts of point and nonpoint source pollution on water resources through the use of colored dyes to depict how water as well as contaminants can migrate through the environment and to drinking water wells.



**Groundwater Simulator Model**



**EnviroScape® Drinking Water and Waste Water Treatment Model**

## Award Information

Please be advised that project award funding under the 2012-3013 Source Water Protection Education Grant Program is dependent upon the availability of federal and state funding support to the League of Women Voters of Pennsylvania Citizen Education Fund/WREN Project. Given current federal and state budgetary challenges, LWVPA-CEF and WREN do not have the ability to **guarantee funding** for these grants.

WREN expects to conduct the Grant Program for July 1, 2012 to June 30, 2013, and award three County or Regional source water protection education projects up to a **maximum of \$7,000** each.

- **A County Project** will concentrate on protection of source waters for community water supplies within a specific county with funding available up to a maximum of \$7,000.
- **A Regional Project** will focus on protection of multiple community water supplies within a specific watershed: aquifer wide (groundwater systems) and/or watershed protection efforts (surface water systems), and address cross-jurisdictional issues. Funding is available up to a maximum of \$7,000.
- County and Regional Source Water Protection Education Projects shall form **Source Water Protection Collaboratives** and **Source Water Environmental Education (SWEET) Teams** that will coordinate educational efforts among communities and public water systems for greater efficiency due to limited resources. Projects will seek to build capacity among local municipal officials and local organizations to facilitate delivery of source water education to community residents.

\* NOTE: The **Source Water Assessment Summary** also referred to as a **“SWAP” Report**, can be obtained from the regional office of PA Department of Environmental Protection. An Executive Summary is available online for many systems at: <http://www.elibrary.dep.state.pa.us/dsweb/View/Collection-10045>. Click on County to access specific system. If you are unable to locate the report for the public water system, please contact your DEP region office and ask to speak with the person who handles source water protection in the Region:

### PA DEP Region Offices and SWP Contacts

|   |  |   |
|---|--|---|
| <p style="text-align: center;"><b>Northwest:</b><br/>(814) 332-6176<br/><i>Jake Moore</i></p> <p>Butler, Clarion, Crawford, Elk, Erie, Forest, Jefferson, Lawrence, McKean, Mercer, Venango, and Warren</p>     | <p style="text-align: center;"><b>Northcentral:</b><br/>(570) 327-3422<br/><i>Mark Stephens</i></p> <p>Bradford, Cameron, Centre, Clearfield, Clinton, Columbia, Lycoming, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga, and Union</p> | <p style="text-align: center;"><b>Northeast:</b><br/>(717) 772-4048<br/><i>John Van Zant</i></p> <p>Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Schuylkill, Susquehanna, Wayne, and Wyoming</p> |
| <p style="text-align: center;"><b>Southwest:</b><br/>(412) 442-4051<br/><i>Tom McCaffrey</i></p> <p>Allegheny, Armstrong, Beaver, Cambria, Fayette, Greene, Indiana, Somerset, Washington, and Westmoreland</p> | <p style="text-align: center;"><b>Southcentral:</b><br/>(717) 705-4913<br/><i>Cathy Port</i></p> <p>Adams, Bedford, Berks, Blair, Cumberland, Dauphin, Franklin, Fulton, Huntingdon, Juniata, Lancaster, Lebanon, Mifflin, Perry, and York</p>     | <p style="text-align: center;"><b>Southeast:</b><br/>(484) 250-5900<br/><i>Kevin Smith</i></p> <p>Bucks, Chester, Delaware, Montgomery, and Philadelphia</p>  |

For more information about PA DEP’s voluntary SWP Plan process, please visit WREN’s source water protection website at <http://www.sourcewaterpa.org> or download the [Fact Sheet](#). Also see publications aimed at SWP at the WREN website at <http://wren/palwv.org/resource.html>.

## 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  |
| • legislative advocacy and lobbying (attempting to influence local, state, or national legislation) | • activities required by a draft or final NPDES permit such as CAFO's or MS-4s* |
| • sealing of abandoned wells  |   |

\* WREN is not permitted to use its funds for any activity specifically required by permits such as 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 **Source Water Protection Education Projects** is provided by the Pennsylvania Department of Environmental Protection (PADEP) Source Water Protection Program through Section 1452 (State Revolving Loan Fund for Drinking Water Source Water Protection.) of the Safe Drinking Water Act of 1996. 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. Project award funding is dependent upon the availability of federal and state funding support to the League of Women Voters of Pennsylvania Citizen Education Fund/WREN Project.

## Grant Match

A minimum 5% of the WREN Grant amount requested is required as an overall match. Match share can consist of cash OR in-kind services. Examples of in-kind services: use of grantee's labor/staff time, equipment and/or materials, volunteer time, office space, facilities donation, food/beverage donations, professional support time to complete the agreed upon scope of work. Cash share cannot be derived from other DEP-provided funds.

## How does WREN Evaluate Proposals for Funding?

Your proposal will be evaluated using the following guidelines:

- Does the project meet all of the requirements, with active roles defined for the partners?
- Does the proposal demonstrate clear goals, objectives, and measurable outcomes that will protect public drinking water sources and conduct the **Project Requirements** outlined above?
- Does the project demonstrate that it will address the specific county/regional needs for source water protection and management?
- Does the project demonstrate that it will assist local communities with specific source water protection management measures that are appropriate based on risks outlined in the source water assessments or Source Water Protection Technical Assistance Plans (SWPTAP) completed by PA DEP within the County/region?
- Does the proposal demonstrate that the Partnership and Project Leader(s) have the ability to complete the project?
- Does the project demonstrate that it will make use of visual models and visual environmental education materials? Will the project re-use existing educational materials or create new ones?
- Does the proposal contain a list of the major milestones, specific tasks with target completion dates, and clear deliverables for the project?

- Does the proposal include a Project Evaluation to determine audience's increased knowledge and project success?
- Does the project have the potential to be replicated or adopted by other counties/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 accurate, reasonable and consistent with the proposed activities? Are budget items appropriate? Requests for staff time are often appropriate; however, the amount of staff time relative to overall budget should be clearly justified.
- Does the budget include the required 5% match through cash or 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.

### Key Expectations of Successful Applicants

- Completion of all required Grant Activities, including formation of a **Source Water Collaborative** and a **Source Water Environmental Education Team (SWEET)** that conducts all required educational activities and completes grant deliverables as agreed.
- Attend the WREN Orientation and Wrap-Up Meetings as required. (See below.)

#### **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 mandatory **Orientation Meeting on June 12 and 13, 2012** to learn about WREN grant requirements, additional available resources and to network with other funded projects. The meeting will be at Dickinson College, Carlisle, Pennsylvania. **There is no out of pocket cost to grantee: lodging, meals, and travel expenses for meetings will be paid by the LWVPA-CEF. Mandatory Attendance at Orientation and Lessons Learned Wrap-Up Meetings with new grantees at the end of the grant period, MID JUNE 2013; attendance is a required grant activity and will be included in each Project Scope of Work.**
3. Develop and complete a **Project Evaluation. This is a mandatory grant requirement.** Grantees are expected to "begin with the end in mind" and plan and execute an appropriate method to evaluate the audience's increased knowledge of source water protection as a result of the project. While final results of the **Project Evaluation** are to be submitted with the Final Report, grantees are expected to evaluate the results of activities on an ongoing basis, and gather Lessons Learned throughout the project, not as an afterthought.
4. Develop a **Press Release** about the goals and objectives of the project, and participating Partners.
5. Periodically update the WREN project director about the project's progress.
6. Provide at least three digital photos of events funded by the WREN grant in reports.
7. Submit the required reports via email:
  - **Interim Progress Report** is due by December 15, 2012. This report will summarize the planning and activities that have taken place to ensure the successful completion of the project and any anticipated changes to the original time frame and budget. Include Budget Sheet indicating project expenses incurred to date, copy of Press Release and Project Evaluation Summary to date.
  - **Final Report and Project Evaluation** is due by July 15, 2013. This report will describe the project activities conducted, grant products developed for the project, project successes, lessons learned, the results of your project evaluation (including project outcomes), and recommended changes/modifications for future projects. Photos and grant materials will be submitted with Final Report. Submit Final Budget Sheet with complete project expenses and documentation, including in-kind contributions.
  - Reports are to be signed by a representative from each organization in the Partnership to assure consensus about the progress of the project, scanned, and sent electronically.

8. Because of legal and financial obligations that LWVPA-CEF must meet, electronic drafts of all public educational materials produced using grant funding by the project must be submitted for review and approval by LWVPA-CEF/WREN prior to printing and distribution, including publications, pamphlets, video scripts, press releases, presentations and web materials. 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. Grantees are expected to ensure materials have an appropriate readability level for the target audience. WREN reviewers will provide feedback and grantees must plan production of materials to incorporate review time, which is typically about 2 weeks.
9. Grantee must submit final electronic files of all public educational materials and reports produced under grant to LWVPA-CEF.
10. Products produced with grant funding must 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.
- 11 **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. To be a grantee, management of the funds must be done by an organization with a 501(c)3 status, a government entity, or a Conservation District; otherwise applicant(s) must partner with a sponsor that meets this criteria.
2. Funds distribution - As soon as funds are available for disbursement, LWVPA-CEF will issue the first disbursement of up to 25% of the grant award in order to begin project work. The first payment is anticipated to be made no later than September 30<sup>th</sup>, pending LWVPA-CEF receipt of funds from DEP. For second disbursement (25%), grantee must submit Project Press release and evidence of method planned for Project Evaluation to WREN. Prior to disbursement of the third payment (up to 40% of the grant award), all midpoint requirements (i.e. acceptable interim report, financial report and grant products created to date) must be met. Final disbursement, ten percent (10%) of the total grant amount, will be withheld until the final report, project evaluation and grant products have been submitted to LWVPA-CEF and when the Project Leader(s) have met all grant obligations (including attendance at Wrap-Up Meeting in **June 2013**.)
3. Any fees collected from the sale of WREN funded educational materials or WREN funded workshops or events must be deducted from the project's total allowable costs to determine the net costs eligible to be charged to the WREN grant.
4. 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.
5. A financial report will be required to be submitted with the Interim Report and Final Report. Financial reports need to be signed by a responsible fiscal officer for the project.
6. Scanned itemized receipts must accompany electronic copies of interim and final financial reports. Please keep hard copies of receipts in case LWVPA-CEF contacts you to provide this information. 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

WREN Source Water Protection Website: [www.sourcewaterpa.org](http://www.sourcewaterpa.org)

WREN website: <http://wren.palwv.org>

League of Women Voters of PA website - contains Marcellus Shale study guides etc: [www.palwv.org](http://www.palwv.org)

For examples of WREN funded Watershed and Source Water Protection Education projects listed by County over the years, please go to: <http://palwv.org/wren/local.html>. Hundreds of educational resources are available at 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 free newsletters - ***Water Policy News and WREN E-news*** to stay informed at <http://wren.palwv.org/email.html>

PA DEP homepage: <http://www.depweb.state.pa.us>

PA DEP Source Water Protection Website:

<http://www.dep.state.pa.us/dep/deputate/watermgt/wc/Subjects/SrceProt/SourceAssessment/default.htm>

PA DEP Drinking Water management:

[http://www.portal.state.pa.us/portal/server.pt/community/drinking\\_water\\_management/10543](http://www.portal.state.pa.us/portal/server.pt/community/drinking_water_management/10543)

EPA Source Water Protection website: <http://water.epa.gov/infrastructure/drinkingwater/sourcewater/protection/>

National Source Water Protection Collaborative website: <http://www.protectdrinkingwater.org/>

Pennsylvania Rural Water Association website: [www.prwa.com](http://www.prwa.com)

Examples of a regional Source Water Protection Collaborative websites:

Schuylkill Action Network: [www.schuylkillwaters.org](http://www.schuylkillwaters.org)

Delaware River Basin: <http://www.delawarebasindrinkingwater.org/>

Southwest Pennsylvania: <http://www.3rain.org/>

## How to Apply for a WREN Grant

Use this application to apply for a WREN Source Water Protection 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, signed Partner Form (s), and Project Description of not more than 4 pages.**

### Application Checklist

|                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <b>Nine (9) hard</b> copy sets to be submitted with pages in this order:     |
| <input checked="" type="checkbox"/> | 1. <b>Completed Grant Application Cover Page</b>                             |
| <input checked="" type="checkbox"/> | 2. <b>Budget Summary Form (include source &amp; description of 5% match)</b> |
| <input checked="" type="checkbox"/> | 3. <b>Completed and Signed Partnership Form(s) for each Partner</b>          |
| <input checked="" type="checkbox"/> | 4. <b>Proposal Narrative (not more than four pages in length)</b>            |

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

|                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | 5 <b>List source and description of 5% overall WREN Grant match</b>  |
| <input checked="" type="checkbox"/> | 6. <b>If a Nonprofit Organization, Proof of Legal Status</b>   |
| <input checked="" type="checkbox"/> | 7. <b>Submit Proposal to LWVPA-CEF no later than March 23, 2012; email to <a href="mailto:juliekwren@verizon.net">juliekwren@verizon.net</a></b> |

### 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 23, 2012**. **No faxes will be accepted. Late submissions will not be considered.** You **must** also email a copy of your application to Julie Kollar at [juliekwren@verizon.net](mailto:juliekwren@verizon.net)

### Submittal Instructions

A total of nine (9) sets (1 original plus 8 copies) of the application are required to be submitted (double sided is welcomed) with each copy stapled in the upper left corner to the League Office below postmarked by Friday, March 23, 2012. No binders or cover pages please!

**1. Email the application (Cover page, Narrative, Budget page without attachments) to Julie Kollar, WREN Project Director at: [juliekwren@verizon.net](mailto:juliekwren@verizon.net)** Do not include additional attachments when emailing.

#### **2. Mail the nine sets of 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

**We will notify you via email to confirm we have successfully received your application by April 19, 2012, and will provide notice of decision by May 16, 2012.**

**Putting the Proposal Together:** 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 Project Description.

**Cover letters, table of contents, and any other type of cover page are not necessary.**

## Application Cover Page

### Complete all sections of the Application Cover Page.

- **Title** - Give your proposed project a brief, descriptive title in 15 words or less. Avoid acronyms in title. Example: *Source Water Protection Education for Action in Springfield County; From the River to the Tap: What We Can Do to Keep it Clean.*
- Complete the Cover Page information including amount of Grant Funding requested (up to \$7,000).
- **Project Summary** – Provide a concise summary of the project’s expected (measurable) outcomes, target audience, and project deliverable(s) / work product(s) using two or three sentences in the Project Summary space. Provide a more detailed description in the body of the proposal narrative.

Here are examples:

*Project partners will form a county-wide Source Water Environmental Education Team (SWEET) to conduct source water protection public education workshops in all four regions of the county. The goal is to encourage action to reduce risks to water supplies from potential contaminants such as transportation corridors, leaking underground storage tanks, and malfunctioning septic systems, and to assist the Pleasant County Source Water Protection Coalition in expanding the number of municipalities participating from the current group of six members to include all 20 public water systems in the county. Community outreach events are planned featuring visual models such as the groundwater model and source water area maps; project funds will be used to develop a Source Water Protection brochure that will be posted at County and municipal websites and distributed at the library, public workshops, business association meetings, and other educational events.*

*Awesome County is forming a county-wide coalition with the participation of all twelve Public Water Suppliers that will educate citizens, municipal officials and businesses about ways we can protect our drinking water source areas from pollution and address the increasing level of gas well drilling in the county. The coalition will create a Source Water Environmental Education Team (SWEET) that will conduct training using visual models, design and distribute educational materials at public events, and engage local leaders to implement specific management measures that will reduce risk and protect Awesome County’s drinking water for the future.*

## Budget Summary Page

### What is your Project Budget?

- Use the **Budget Summary Page** included in the grant application package to itemize your WREN Grant expenses and sources of funds. Be as specific as possible about anticipated costs for each of the project activities listed, including any educational tools or models that may need to be purchased. If you are producing a fact sheet or brochure, estimate the number to produce and the cost. 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 be receiving 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 be perform, and the expense to be incurred. Note: WREN encourages the use of graphic arts designers and editors for any print materials. Professional quality print materials are expected.
- Any product to be produced using grant funding must be itemized and appear on budget sheet.
- Grant awards may be up to **\$7,000** for each County or regional source water protection education project. Your breakdown for each line item, where applicable, should be:
  - Column 1: The amount requested from LWVPA-CEF/WREN
  - 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.)

- **\*Grant Match:** Local contributions or **in-kind support/service** provide 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 2010 of \$21.36 per hour. See [http://www.independentsector.org/programs/research/volunteer\\_time.html#state](http://www.independentsector.org/programs/research/volunteer_time.html#state) for details.

## Partner Form(s)

The project must be conducted by a partnership at the County or regional level (e.g. at an aquifer or watershed level). The partnership will include a commitment from the County or if a regional proposal, will include at least one local municipality and one or more community water systems. In addition, other local and/or regional organizations such as COGs, watershed associations, civic groups, community water systems, planning commissions, additional municipalities and governmental entities (including municipal authorities), conservation districts, land conservancies, schools and universities, and other public interest organizations are encouraged to participate.

***The quantity of project partners is not important; the key factor is the quality of their participation.*** Since the goal of WREN grants is to develop or improve collaboration, we are interested in specific ways the partners will provide support to the project.

- Complete a Partner Form for each Partner that will be active in the Project, signed by an individual authorized to commit the organization. Indicate the Project Tasks or Activities the Partner will undertake, and any funding, materials, or in-kind services the Partner will provide.
- Complete a Partner Form for the active County/Municipal Partners. Partnerships that include participation of multiple municipalities will be given priority.
- Projects must include at least one or more community water systems as active partner(s) in the project with defined role(s). Indicate the tasks and activities that will be undertaken by the community water system(s). A Partner Form should be completed for each community water supplier that will actively participate in the education project; note whether they will be part of the SWEET Team.
- Partner forms must include complete contact information. **Forms must be signed** by the chief officer or individual authorized to act on behalf of the organization. Signed Partner Forms should be scanned and sent with the required email submission.
- General letters of support are not needed or accepted. Since the goal of WREN grants is to develop or improve collaboration, WREN is more interested in specific ways the partners will provide support to the project, rather than letters of support.
- Individuals may also participate in a Partnership without a group affiliation.

## Project Description

Please use the following outline to organize your Project Description 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, grant partners, and potential SWEET Team members.**

- Briefly describe the qualifications of the lead organization to complete the project?
- Establish that your partnership commits to form a County or Regional Source Water Collaborative and Source Water Environmental Education Team (SWEET). List the public water suppliers that will actively participate in the Collaborative and SWEET Team.

- Discuss whether local municipality(ies) will participate as an active partner.

**2. WHAT is the key source water issue your project will address?**

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- 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 marketing message the 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? (i.e. farmers, business owners, etc.)**

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- Briefly explain why you selected your target audience for the education sessions, how you will reach them, and what you expect them to do as a result of participating in your project.

**4. How are you going to use WREN funds to accomplish the ten SWP Project requirements?**

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*Explain the education/outreach 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. Please note the use of Professional Services to create the Fact Sheet/brochure is strongly encouraged. Professional results are expected - WREN strongly suggests working with professional graphic designers and editors on written materials.*

**Requirement #1** – Develop a Source Water Collaborative; outline the key members and major risk factors the Collaborative will address; types of activities the Collaborative envisions to address the risks.

**Requirement # 2** – Develop a SWEET Team that uses visual educational tools/models – use table to outline potential organizations and roles; if known, please identify potential SWEET Team Members:

| Name | Organization | Role |
|------|--------------|------|
| 1.   |              |      |
| 2.   |              |      |
| 3.   |              |      |
| 4.   |              |      |
| 5.   |              |      |
| 6.   |              |      |

**Requirement #3** – Develop a **Press Release** about the Source Water Collaborative & SWEET Team, goals of the project, and project partners.

**Requirement #4** – Develop/modify and distribute a **Source Water Protection Fact Sheet or brochure** –

- Describe the brochure or Fact Sheet you will develop or modify; how will it be distributed? Will it be posted to websites? Indicate whether you will create a new product from scratch or re-use/modify existing educational materials.
- What quantity of materials will be produced and distributed (if applicable)? Include cost estimates on Budget Sheet.

**Requirement #5** – Conduct **Education Session for County/Municipal Officials** – how will County/municipal officials be encouraged to attend? Describe publicity and any incentives.

**Requirement #6** – Conduct at least three (3) **source water education outreach events**. Identify potential events and selected community groups for presentations.

**Requirement #7** – Presentation to a local school district. What school district(s) and grade levels will be targeted? Is a field trip to tour a public water supply a possibility?

**Requirement #8** – Pilot use of **Passport to Clean Water Checklist** located at [www.sourcewaterpa.org](http://www.sourcewaterpa.org) Go to Tab “The Basics” and click on the “Checklist.” How will pilot be done? Which systems?

**Requirement #9** – Serve as a resource to local public water systems with their drinking water protection efforts. Describe how the SWEET Team will advertise its availability and services it will provide. How will water systems that are not initially members of the Collaborative be encouraged to participate?

**Requirement #10** – Complete a **Project Evaluation** that will evaluate the success of the project and lessons learned – Briefly describe the types of evaluation tools you will use to assess knowledge gained, etc. Consult Project Evaluation section for guidance.

**5. WHERE will your project activities take place?**

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- Indicate the County or region (aquifer or watershed) and public water systems and municipalities where the project will take place.
- Indicate whether the water systems have implemented source water protection programs or have participated in the DEP SWPTAP Program.
- Does the County and target municipality(ies) have a comprehensive plan and/or zoning that is protective of water resources?

**6. WHEN – Provide a timetable with key milestones for your project during the grant period?**

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| Milestone | Tasks | Target Date |
|-----------|-------|-------------|
|           |       |             |
|           |       |             |
|           |       |             |
|           |       |             |

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

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| Specific Goal | Measurable Result |
|---------------|-------------------|
|               |                   |
|               |                   |
|               |                   |
|               |                   |

**8. State whether educational tools/models will need to be purchased using Grant Funds and where will they be housed/stored? Include purchases on the budget sheet.**

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**9. Project Evaluation - HOW will you assess whether the project has been successful and gather Lessons Learned? Please describe the Measures of Success you will use for evaluation and expected results. Will you commit to develop the evaluation method early in the project?**

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Project Evaluation is a requirement for WREN Projects; and is now considered a best management practice by most funders. Evaluation of the project is a means for others to learn from your experiences, both the successes as well as the shortfalls. Grantees should assess activities throughout the project, not just at the end. Keep in mind that an evaluation plan need not be elaborate or complicated to be useful to you and others. Project Evaluation should include both quantitative and qualitative indicators of project accomplishments. Will

you capture numbers and anecdotes? How will you gather feedback from your municipal officials? How will you gather resident feedback?

One of the most important value-added elements is to assess the extent to which the project will help to build partnership among the local groups and institutions, and lay the groundwork for further collaboration. How will you assess this aspect?

- Describe the technique(s) you will use to assess the results of your activities and whether the project as a whole met the original objectives. Outline your expected results.
- Example Project Evaluation Techniques:
  - questionnaires/surveys
  - pre-event and post-event tests
  - direct observation
  - comments/feedback about interest in additional programs
  - Follow up interviews with public officials and project participants to gather feedback and determine whether perceptions or opinions changed, awareness increased, specific skills or knowledge increased, or the target audience moved to take specific action
  - 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 to track the number of participants.
- What questions will the evaluation address? Consider the following:
  - Was the message understood?
  - What was the response to the information?
  - Have the necessary information and technical tools been made available for protection activities to occur at the local level?
  - Have local officials increased or demonstrated their willingness to increase their efforts to protect the watershed?
  - Has citizen and public awareness for the need to protect the watershed on a local or 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?

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

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- 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.

**WREN 2012 Source Water Environmental Education Team Grant  
AT A GLANCE:**

|  |   |
|--|---|
| <b>Award Amount:</b>                                     | <p><b>County or Regional Project Award</b> – up to \$7,000. <i>(Depending on state funding 7/1/12)</i><br/>         Project Activity Time Period: <b>July 1, 2012 - June 30, 2013.</b></p>  |
| <b>Match:</b>  | <p>A minimum 5% of the WREN Grant amount requested is required as an overall match. Match can include cash <b>OR</b> in-kind services such as materials, staff/volunteer time, office space, facilities donation, food/beverage donations and professional support time.</p>  |
| <b>Proposal Deadline:</b>                                | <p align="center"><b>Application Due Date: Friday March 23, 2012</b></p> <p><b>4:00 p.m. Friday, March 23, 2012</b> <i>(No faxes accepted)</i></p> <p>Applications must be postmarked (if mailed) or received (if hand delivered) at the following address:</p> <p align="center"><b>League of Women Voters of PA Citizen Education Fund<br/>         Attn: WREN SWP Grant<br/>         226 Forster Street<br/>         Harrisburg, PA 17102-3220</b></p> <p><b>In addition to required hard copy submission, please also email proposal without attachments to: <a href="mailto:juliekwren@verizon.net">juliekwren@verizon.net</a></b></p> |
| <b>Required Reporting:</b>                               | <p>Interim Report must be emailed summarizing project progress to date with Budget Sheet with expenses incurred, by December 15, 2012. Electronic copy of the Final Report and Budget Sheet is required no later than July 15, 2013. Electronic copies of all public educational materials produced with this grant shall be provided with final report. Electronic files of reports and all work products produced under the grant are required.</p>   |
| <b>Required Attendance Orientation/ Wrap-up Meeting:</b> | <p>Project Leaders from successful proposals must attend a <b>two day Orientation Meeting June 12 – 13, 2012 at Dickinson College in Carlisle, PA.,</b> and a <b>two day Wrap-up meeting MID JUNE 2013</b> (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.</p>  |
| <b>Source of Funds:</b>                                  | <p>Funding for <b>Source Water Protection</b> education projects is provided by the Pennsylvania Department of Environmental Protection (PADEP) Source Water Protection Program through Section 1452 (State Revolving Loan Fund for Drinking Water Source Water Protection) of the Safe Drinking Water Act of 1996. 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. <i>Project funding is subject to availability of funds to LWVPA-CEF from PADEP.</i></p>   |
| <b>Contact:</b>  | <p>WREN Project Director Julie Kollar at (267) 468-0555 email: <a href="mailto:juliekwren@verizon.net">juliekwren@verizon.net</a></p> <p><b>The full application and guidelines for preparation can be downloaded at:</b><br/> <a href="http://wren.palwv.org">http://wren.palwv.org</a></p>  |