



LEAGUE OF WOMEN VOTERS®
PENNSYLVANIA—Citizen Education Fund

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Water Resources Education Network
a project of the League of Women Voters of PA Citizen Education Fund

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www.sourcewaterpa.org
www.waterwisepa.org

2014 Watershed Education Grant Application Guidance Proposals Due: Friday, March 21, 2014

Project Activity Period: July 1, 2014 – June 30, 2015

These instructions and Grant Application Forms may be downloaded at:

<http://wren.palwv.org> and www.waterwisepa.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 through the WREN Project, LWVPA-CEF has awarded over \$2 million in funding to over 365 community partnerships working to safeguard Pennsylvania water resources.

2014 WREN Watershed Education Grants Overview

Fostering and supporting Pennsylvania communities that will form or strengthen a local coalition of stakeholders that will educate themselves, fellow citizens, and municipal officials about their water resources, and the public policies necessary to protect them.

2014 Funding:

- Selected Watershed Education projects will be funded up to a maximum of \$5,000
- In-kind donation or cash match of 15% is required
- Funds must be managed by an organization with a 501(c)3 status, a government entity or a Conservation District
- Source of funding is PA DEP Nonpoint Source Management Program through Section 319 of the federal Clean Water Act, administered by the Environmental Protection Agency (EPA) and the PADEP Growing Green Program through the Environmental Stewardship and Watershed Protection Act of 1999.

Eligible Applicants:

- All applications must be submitted by a community partnership of two or more organizations.
- Project partnership 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 within the partnership if a system is in the project area.
- WREN welcomes proposals from: municipalities, and other government entities including municipal authorities, planning commissions, environmental advisory councils, and/or Councils of Government, watershed associations, civic groups, conservation organizations that promote local watershed efforts, community water systems, educational entities such as schools, colleges or universities, or other governmental or non-governmental organizations.

Program Requirements:

- Funded project activities must begin July 1, 2014, and be completed by June 30, 2015.
- All selected applicants will submit an Interim progress report (11/15/14) and a Final report (6/15/15) with documentation of expenses incurred.
- Project leader(s) will participate at the two-day Orientation Meeting June 10-11, 2014, in Carlisle, PA, **and** at the two day Wrap Up/Lessons Learned Meeting mid June 2015 to share Lessons Learned at minimal cost to applicant.

Application Deadline

- Postmarked **March 21, 2014**, and email copy without attachments by 4 pm. 3/21/14 sent to WREN Project Director: juliekwren@verizon.net

Notification:

- Selected recipients will be notified by **May 16, 2014**.

How to apply:

- Complete the WREN Watershed Education Grant Application, Budget Sheet, and Partner Forms.
- **Mail** nine (9) complete hard copy sets to:
League of Women Voters of PA Citizen Education Fund
Attention: WREN Watershed Ed Grant Application
226 Forster Street
Harrisburg, PA 17102-3220
- **In addition to mailing sets, email** the proposal Cover sheet, Budget Sheet and narrative (max 4 pgs) to WREN Project Director Julie Kollar at juliekwren@verizon.net by 4 pm 3/21/14. Do not email attachments.

Questions:

Please review grant guidance; most questions are addressed within the guidance. If you have any questions, please email WREN Project [Director](#) Julie Kollar at juliekwren@verizon.net or call (267)468-0555.

Goals of WREN Watershed Education Grant Program

The goal of the WREN Watershed Education Grant Program is to raise public awareness, encourage behavior change, and improve public policies that will protect water resources in Pennsylvania. WREN invites grant proposals for **Watershed Protection Education projects** from a coalition of stakeholders that will enhance local coordination and cooperation, and educate Pennsylvania citizens and local officials about their roles as environmental stewards to protect, improve or remediate the watershed from the impacts of polluted runoff.

What is Polluted Runoff or Non-Point Source (NPS) Pollution?

Polluted runoff, also known as nonpoint source pollution (NPS), is a major cause of water quality problems in Pennsylvania and nationwide. NPS pollution, unlike pollution from a pipe, comes from many diffuse sources. NPS pollution is caused when runoff from rainfall or snowmelt moves over and through the ground, picking up pollutants along the way, and deposits them into streams, lakes, rivers, wetlands, and underground aquifers. Some pollutants occur naturally, such as nutrients from sediments, manure or pet wastes; others are manmade, such as fertilizers or automotive grease. These pollutants include:

- Excess fertilizers, herbicides, and insecticides from agricultural lands and residential areas;
- Oil, grease, and toxic chemicals from urban runoff and energy production;
- Sediment from improperly managed construction sites, crop and forest lands, and eroding stream banks;
- Salt from irrigation practices and acid drainage from abandoned mines;
- Bacteria and nutrients from livestock, pet wastes, and faulty septic systems; and
- Atmospheric deposition and hydro-modification.

Paved or impervious surfaces, inadequate stormwater management, acid mine drainage, poorly maintained septic systems, lack of floodplain management, unlimited livestock access to streams, and removal of streamside forested buffers, all contribute to NPS or polluted runoff. Nonpoint source pollution is a difficult water quality problem to manage because there are many diverse stakeholders that need to be engaged, with each actor contributing a small amount to the cumulative problem. Protective or restorative activities include increasing the use of best management practices (BMPs), like those outlined in the PADEP stormwater manual, coupled with effective public education and outreach that offers residents and local officials an opportunity to learn about ways to protect local water resources and how to properly implement BMPs on public and private property.

Role of Partnership in WREN Grants

WREN has found that the most successful projects are run by a true collaborative partnership rather than by one person or entity acting for the whole. Collaborative efforts are key to successful local conservation and restoration efforts to leverage and share expertise and resources, especially at times of shrinking budgets.

Watershed boundaries often do not match political jurisdictions; upstream activities may impact downstream residents. Fragmented efforts by an individual group or municipality working in isolation are usually not effective.

WREN looks for evidence that each partner identified in the application will be an ACTIVE contributor to the project, and is willing to continue the effort after grant funding runs out. Consider groups with similar interests, along with others who may benefit from your project. Be innovative!

Best proposals will outline a clear role for the municipal partner and each additional partner. Describe their specific roles on the Partner Form.

- **WREN Grantees are expected to commit to create a new community collaboration or to strengthen an existing local partnership that will conduct community education about NPS impacts on local water resources and the solutions.**
- Applicants are encouraged to **invite a community water system to participate as a partner** if a public water system is located within the project area.
- Applicants are encouraged to invite local civic organizations or faith-based groups to be active partners in the project.

Role of Municipal Partner and Local Officials in WREN Grants

A key goal of WREN projects is to improve the capacity of local officials to act as environmental stewards of local water resources and to encourage water-friendly land use decisions.

In Pennsylvania, local municipal officials have jurisdiction over most land use decisions that affect water resources. They have the power to develop and implement [Comprehensive Plans](#), and to enact ordinances and land use regulations under the [Pennsylvania Municipalities Planning Code](#). Many, however, have had little or no training to assist them in the proper management of their local or regional water resources (ground and surface waters) or watershed challenges and appropriate solutions. For this reason, local officials are a key target audience for WREN projects. **WREN REQUIRES that applicants demonstrate how local officials within one or more local municipalities will actively participate in the project.**

- **WREN Grantees are expected to educate municipal officials about local watershed(s), NPS risks, green infrastructure benefits, and the relationship between land use and clean water. One or more municipalities is required to participate as an active member of the partnership.**
- Successful proposals will clearly describe how the project will educate municipal officials and offer details that demonstrate the active participation of the municipal partner in the Project Description. The Municipal Partner Form (signed by an authorized individual) must explain the role that local officials will play in the project and how the municipality will support the project.
- Some examples of an active municipal role:
 - ✓ Host a municipal demonstration project of a NPS best management practice at a visible public facility
 - ✓ Commitment to train public works staff on ways to reduce municipal polluted runoff at municipal sites through proper management of streamside buffers on parkland or naturalized basins
 - ✓ Workshops and tours of best management practices for local officials coupled with their participation to install a demonstration project on public lands
 - ✓ Commitment to review ordinances in an effort to reduce nonpoint sources of pollution
 - ✓ Give the welcome at a workshop for residents on BMPs, proper septic management, etc.
 - ✓ Attend and show support at project public education events. For example, municipal official(s) give a welcome and introduction to residents at project events and highlight the municipality's commitment to clean water, the need to reduce polluted runoff; appear in newspaper coverage about the project.
 - ✓ Post information at municipal website and in municipal newsletters that highlights grant project activities and offers educational information for residents and businesses about how to reduce nonpoint source pollution.

Who is Eligible to apply?

All applications must be submitted by a **community partnership of two or more organizations**.

Project partnership must include at least one municipality as an active partner in the project (if the applicant is not a municipality.)

- WREN welcomes proposals from: municipalities, and other government entities including municipal authorities, planning commissions, environmental advisory councils, and/or Councils of Government, watershed associations, civic groups, conservation organizations that promote local watershed efforts, community water systems, educational entities such as schools, colleges or universities, or other governmental or non-governmental organizations.
- Priority will be given to: proposals that include a Community Water System within the partnership if one is in the project area; and /or proposals that engage local civic organizations as a project partner, such as Rotary International, Kiwanis, Lions Clubs International, United States Junior Chamber (Jaycees), Boy Scouts of America, Girl Scouts of the USA or other civic or business clubs.
- A lead organization must be selected to handle financial matters and coordinate reporting. The lead organization must have 501(c) 3 status, or be a government entity or a Conservation District.
- All partners should review the Grant Instructions and the completed Grant Application, and submit a signed **Partner Form** that identifies their role in the project. Be specific about what each partner (or individual) will do in the proposed project, and list any cash funds or in-kind match being provided by the Partner. Partner Forms must include the signature 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. Individuals without a group affiliation may also participate in the Partnership.
- **Note: The target audience for WREN Grants is adults** comprised of residents, farmers, business people and county and municipal officials. Students are *not* the primary target audience for WREN Grants, as there are a variety of other funding sources available for K-12 student education. Schools are welcome to participate in WREN Projects and may serve as powerful teaching vehicles to reach adult target audiences. However, please explore other grant opportunities for funding if the target audience for the project is primarily students.

Eligible Projects & Funding

Grant awards may be up to a maximum of \$5,000 per project. Please apply if your project will accomplish one or more of the objectives below:

- Form a new partnership or strengthen an existing partnership committed to address nonpoint source pollution problems
- Promote awareness among local municipal officials and residents about local water resources, community-based watershed stewardship practices, and solutions that will prevent nonpoint source pollution
- Educate and demonstrate innovative solutions to NPS that can be replicated
- Promote water-sustaining public /municipal policies and practices that will minimize nonpoint source pollution, or identify changes needed to current municipal regulations and ordinances to encourage greater use of best management practices
- Educate and encourage water-sustaining behavior change using social marketing concepts.

Funding will be awarded for Watershed Protection Education projects that educate the local community and municipal officials about how to protect, improve, or remediate the watershed from the impacts of nonpoint source (NPS) pollution as listed in the [PADEP's Nonpoint Source \(NPS\) Management Program 2008 Update](#).

According to PADEP NPS Program Update, NPS pollution includes:

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

For general information about **PADEP's Nonpoint Source (NPS) Management Program**, visit http://www.depweb.state.pa.us/portal/server.pt/community/nonpoint_source_management/10615; or view the Update at <http://www.eibrary.dep.state.pa.us/dsweb/Get/Document-70897/394-2000-002.pdf>. 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/>.

Eligible Project Activities

- 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.
- Project activities and outcomes must be educational and address watershed protection from impacts of Nonpoint Source Pollution.
- Target Audiences: Best proposals will clearly show how the project will engage municipal officials and additional target audiences of adult residents, businesses, farmers, and other community stakeholders.
- Grantees are encouraged to use material from previously funded WREN grant projects, or the [EPA Nonpoint Source Outreach Toolbox](#) in developing projects, rather than starting from scratch. Materials from previously funded projects are available on the WREN websites: <http://wren.palwv.org/> and www.waterwisepa.org. Estimate the quantities and costs for materials to be developed or produced under the grant and list on the Budget Sheet.
- If you have a project idea not listed below, but meets the goals of the DEP NPS Management Program above, please contact WREN Project Director to discuss your idea before applying.
- **Examples of Eligible Project activities** include, but are not limited to, the following:
 - Showcase demonstration project of NPS best management practices on municipal property or publicly accessible open space; include interpretive signage to educate the public. Conduct trainings for local officials and public works staff on operation and maintenance of best management practices.
 - Educational tours for municipal officials and community leaders of best management practices that address NPS issues.
 - Workshops, forums, informational presentations for citizens and local officials about nonpoint pollution sources in the watershed and offer solutions to the community. For example, clinics for on-lot septic system education, AMD remediation projects, retrofitting homeowner association (HOA) stormwater basins, etc.
 - Share scientific information about existing local water quality impairments in the watershed; provide educational content that characterizes local water quality problems and potential NPS solutions. Discuss local water quality monitoring efforts and post local water quality information and solutions on municipal website, municipal newsletters.
 - Conduct educational forums about green infrastructure techniques to manage wet weather to maintain or restore natural hydrology by infiltrating, evapotranspiring, harvesting, and using stormwater. Such practices may include the preservation and restoration of natural landscape features, such as forests, floodplains and wetlands, coupled with policies such as infill and redevelopment that reduce overall imperviousness in a watershed. On the local scale, green infrastructure may include site- and neighborhood-specific practices, such as bioretention, trees, green roofs, permeable pavements, rain gardens, and cisterns or rain barrels.
 - Conduct review of existing local codes, regulations and ordinances to determine barriers and ensure policies work together to protect water quality. Develop a format for use by decision makers to create public policies that will reduce nonpoint source pollution and reduce imperviousness in a watershed. Conduct trainings for municipal officials and staff on target opportunities for improvement.
 - If no current grassroots watershed group exists, a WREN project may help establish a new collaboration, such as watershed associations in several watersheds in the county.
 - Watershed awareness events such as festivals, fairs, or storm drain stenciling/markings.
 - Steering or advisory committee development and meetings.
 - Educational activities/exhibits, tabletop displays, interpretive signs, or wayside structures.
 - Projects that 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.
 - Media or outreach campaign, public service announcements that encourage behavior change or improved public policies.

- Educational materials, including videos, newspaper articles and inserts, newsletters, fact sheets, restaurant placemats, brochures, handbooks, etc.
- How-To Videos, "Explainer" videos, print, website, or audio materials promoting solutions to NPS.

Ineligible Project Activities

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

WREN does not fund the following:

<ul style="list-style-type: none"> • Activities required by a draft or final NPDES permit such as CAFO or MS-4 Permit* 	<ul style="list-style-type: none"> • construction (except for project related signs)
<ul style="list-style-type: none"> • entertainment - no food/beverages 	<ul style="list-style-type: none"> • interest payments
<ul style="list-style-type: none"> • promotional items 	<ul style="list-style-type: none"> • clothing (T-shirts, hats, etc)
<ul style="list-style-type: none"> • Legislative advocacy and lobbying (attempting to influence local, state, or national legislation) 	<ul style="list-style-type: none"> • land or major equipment acquisition
<ul style="list-style-type: none"> • sealing of abandoned wells 	

* WREN is not permitted to use federal Section 319 or Growing Greener 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 WREN Watershed Education 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), and the PADEP Growing Green Program through the Environmental Stewardship and Watershed Protection Act of 1999. 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 15% of the WREN Grant amount requested is **required** as an overall match. Match share can consist of cash **AND/OR** in-kind services, such as use of grantee's labor, 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 match cannot be derived from other DEP-provided funds.

Grant Selection Criteria

Proposals will be evaluated using the following guidelines:

- Does the project meet all requirements? Is a clear role outlined for the municipal partner?
- Is the proposal clearly written with a well-defined NPS educational goal, clear objectives, and measurable outcomes?
- Does the proposal clearly outline how it will engage and educate local officials?
- In addition to local officials, does the proposal demonstrate it will focus on a specific target adult audience and the perceived benefits and barriers of the audience? Is the specific desired "end state" behavior identified? Example: the main interest is not having people purchase rain barrels, but rather ensuring that they are installed and used.
- Does the proposal demonstrate that the Partnership and Project Leader(s) have the ability to complete the project?
- Does the project demonstrate an innovative approach that has potential for replication?
- Does the proposal contain a list of the major milestones, specific tasks with target completion dates? Is there a clear set of deliverables for the project?

- Does the project demonstrate evidence of being able to obtain necessary educational resources, technical information, and expertise? Will the project re-use existing educational materials or create new ones?
- Does the proposal include a Project Evaluation to assess community engagement, impact, project success, and the audience's increased knowledge?
- Will the project take place without WREN funding? Is the budget accurate, reasonable and consistent with the proposed activities? Are budget items appropriate? If WREN funding is requested for project deliverables (rain barrels, rain garden, brochures, etc.) does the budget clearly show the quantity and/or size to be funded with grant funds? If funding is requested for staff time, does budget show who will be compensated, number of hours, hourly rate, and no fringe benefits? Is the amount of staff time relative to overall budget clearly justified? If funding for paid consultant(s) is included, is the consultant identified with hours worked, and hourly rate? Is the amount less than 10 percent of the total grant amount?
- Does the budget show the required 15% match through cash or in-kind contribution? Preference will be given to projects showing contribution of funds or in-kind services from project partners or other sources.
- Does the proposal include a discussion of possibilities for sustaining education efforts or spin-off activities after the end of the grant period?

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 mandatory **Orientation Meeting June 10 - 11, 2014**, to learn about WREN grant requirements, additional available resources, and to network with other funded projects; the two-day meeting will be at Dickinson College in Carlisle Pennsylvania **at minimal cost to the grantee. Lodging and meals (at Dickinson College) for 2 individuals will be paid by the LWVPA-CEF. Travel expense reimbursement will be calculated on a mileage reimbursement rate of \$0.30/mile plus tolls. Mandatory Attendance is a required activity and will be included in each Project Scope of Work.**
3. Attend the mandatory final "Wrap-up" Meeting at the end of the grant period, MID-JUNE, 2015 to share **Lessons Learned with new grantees.** Please do not apply if project cannot send a representative to Wrap Up Meeting. **Lodging and meals for 1 individual will be paid by the LWVPA-CEF.**
4. Periodically update the WREN project director about the project's progress.
5. Provide at least three digital photos of events funded by the WREN grant with reports.
6. Submit required reports via email:
 - **Interim Progress Report** is due by November 15, 2014. This report will summarize the planning and activities that have taken place to ensure the successful completion of the project, results to date, and any anticipated changes to the original time frame and budget. If a problem exists, grantee should discuss the corrective actions taken or proposed. Submit Budget Sheet showing project expenses with receipts/invoices incurred to date with Interim Report.
 - **Final Report** is due by June 15, 2015. This report will describe the project activities conducted, grant products developed for the project, Project Evaluation - successes, lessons learned, project outcomes, and recommended changes/ modifications for future projects. Photos and grant materials will be submitted electronically with Final Report. Submit Final Budget Sheet with complete project expenses and documentation, including documentation of 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.
7. Develop and complete a **Project Evaluation.** All projects **MUST** assess the municipal partner and target audience's increased knowledge of the selected NPS pollution topic and local watersheds. The results of the evaluation shall be submitted with Final Report with quantitative and qualitative indicators of project accomplishments.
8. **Grantees must submit electronic files of all public educational materials** produced under grant to LWVPA-CEF.
9. Products produced with grant funding 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.

10. Grantee must include the appropriate funding statement on all grant funded materials. All materials developed, and any articles written about granted projects, must acknowledge LWVPA CEF and Pennsylvania Department of Environmental Protection as the funding source.
11. All public educational materials produced by the project, including publications, pamphlets, video scripts, press releases, presentations and web materials, must be submitted to WREN via email on an ongoing basis, for approval prior to distribution. Because of legal and financial obligations that LWVPA-CEF must meet, public educational materials produced using grant funding 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. Grantees are expected to ensure materials have the appropriate readability level for the target audience (9th grade level). Grantees must incorporate WREN review time (typically two weeks) in their schedule for production of materials.

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. Any fees collected from the sale of WREN funded educational materials, 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.
3. A financial report with expense documentation is required to be submitted with the Interim Report and Final Report. Financial reports must be signed by a responsible fiscal officer for the project.
4. A payment schedule will be agreed upon with grantee. Please note that twenty percent (20%) of the total grant amount will be retained 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 2015**.)
5. Scanned receipts or invoice copies must accompany electronic copies of the interim and final financial reports. Please keep hard copies of receipts in case LWVPA-CEF contacts you to provide this documentation. Expenses for professional services or program outreach personnel must provide documentation such as memo invoice, etc.
6. 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://wren.palwv.org/local.html> or <https://sites.google.com/site/waterwisepa/our-projects> 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://wren.palwv.org/resource.html> or 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> or www.waterwisepa.org.

EPA offers a helpful Nonpoint Source Outreach Toolbox website with information, tools, training and support for nonpoint source water resource education efforts available at <http://cfpub.epa.gov/npstbx/>.

Instructions for Applying for a 2014 WREN Watershed Education Grant

Application Cover Page

Complete all sections of the Application Cover Page.

- **Title** - Give your proposed project a brief, descriptive title in 10-15 words or less. Avoid acronyms in title. Examples: *Awareness to Action; Managing Soils with Cover Crops to Reduce Polluted Runoff in ABC County.*
- **Project Summary** – Provide a concise summary of the project’s expected (measurable) outcomes, identify the 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:

The Partners will educate residents and municipalities about the benefits of disconnecting downspouts to reduce stormwater entering combined sewer systems which exacerbates overflows into the region's rivers. The partners will train residents on proper downspout disconnection techniques, enlist municipalities to participate in the disconnection program, and develop and print a Downspout Disconnection Fact Sheet to provide illustrated guidance. Based on urban studies, 100 average roofs disconnected from the sewer system will annually alleviate 2.6 million gallons of stormwater.

The Partners will conduct four workshops and provide incentives to encourage 100 homeowners to adopt proper on-lot septic system management practices and regular pump-outs to decrease nonpoint source pollution from residential septic systems in the Susquehanna River and Chesapeake Bay.

Partners will work with four homeowner associations (representing 800 homes) to modify stormwater basins using native plantings to improve water infiltration and reduce sediment pollution. The project includes two guided site tours, retrofitting of two traditionally designed stormwater basins, review of basin maintenance agreements, creation of a “How to Retrofit Your Basin” step by step written guide, and hosting a retrofitting workshop.

The partnership will use a social marketing approach to develop two stormwater public service announcements to combat common misperceptions about stormwater management. The project will conduct a stormwater workshop featuring recognized expert speakers and a bus tour of best management practices for municipal officials and engineers in the county. In addition to encouraging adoption of innovative stormwater practices among municipal officials, the project will train public works staff to encourage stormwater awareness and leadership through improved municipal practices.

- Complete the Cover Page information including amount of Grant Funding requested.

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. For example if you are producing a fact sheet, estimate the quantity of fact sheets you will produce and the cost.
- 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 number of hours worked and hourly rate.
- 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 the name of the contractor to the best of your ability, what tasks they will be perform, hourly rate, and the

expense to be incurred. Note: WREN encourages the use of graphic arts designers and editors when proposal includes print materials. Professional quality print materials are expected.

- All products to be acquired or produced using grant funding must be itemized and appear on your budget sheet. For example, if you plan to buy rain barrels, show the number to be purchased, cost per unit, and total cost; if a rain garden is planned, indicate the approximate size of the rain garden, amount for native plants, and compost/mulch, and other costs.

- 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/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 15% of the total amount requested from LWVPA-CEF)

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

- ***Grant Match:** Include In-kind match on Budget Sheet. Attach separate sheet if needed. 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 national estimated value of a volunteer hour of \$22.14 per hour. For details see:

http://www.independentsector.org/volunteer_time?s=volunteer%20value%20of%20time#sthash.oi0CPf6F.dpbs.

Partner Form(s)

Complete a Partner Form for the participating Municipality(ies) and each active Partner in the Project, signed by an individual authorized to commit the organization.

The project must be conducted by a formal or informal partnership consisting of at least one municipality along with other local and/or regional organizations such as watershed associations, civic groups, community water systems, additional municipalities and governmental entities (including municipal authorities), conservation districts, land conservancies, schools and universities, and other public interest organizations. ***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.

- Projects must include at least one active municipal partner. Complete a Partner Form for the Municipal Partner. Indicate the role the municipal officials will play in the project and include a statement about why the municipality is supporting the project.
- Define the activities or tasks the municipal partner will undertake that demonstrate active participation. Include information about whether any funding, materials or in-kind support will be provided.
- Complete a Partner Form for each active partner, indicating the Project Tasks or activities the Partner will undertake, and indicate any funding, materials, or in-kind services the Partner will provide.
- Priority will be given to: proposals that include a Community Water System within the partnership if one is in the project area; and /or proposals that engage local civic organizations as a project partner, such as Rotary International, Kiwanis, Lions Clubs International, United States Junior Chamber (Jaycees), Boy Scouts of America, Girl Scouts of the USA or other civic or business clubs.
- 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.

Project Description

Please use the following outline to organize your Project Description which is to be no more than 4 pages with minimum 10 pitch font. We want to understand the key elements of your project – the **who, what, where, when, why and how**. *Note: In the text below, NPS = Nonpoint Source Pollution.*

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 and outline their role in the project.
- Discuss whether a community water system is in the project area, and how they will participate as an active partner. Discuss whether any local civic organizations will be active partners in the project.

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

- Clearly identify the specific objectives and NPS 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.
- What are the perceived 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? The message should be specific and tied directly to something your target audience values. In one sentence, explain your overall message. Will you use "Water Words that Work?" See: <http://www.waterwordsthatwork.com/our-methods/message-method/words>

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

- Identify your target audience(s). How will you engage and educate local municipal officials? Outline whether elected/appointed officials, staff, planning, or public works will participate. Reminder: WREN projects are expected to educate municipal officials as one of the main target audiences.
- How will you reach your target audience? How many people do you expect to reach?
- Create a positioning statement for your project: "We want ([target audience](#)) to see ([Desired Behavior](#)) as ([Descriptive Phrase](#)) and as more beneficial than ([Competition to your desired behavior](#)).
- Indicate whether your goal is to raise awareness, increase a specific skill or knowledge, or move the target audience to take a specific action? (e.g. *install rain barrels, review/modify ordinances, install streamside buffers, etc.*)

4. WHAT activities and tasks will you undertake?

- Explain the activities you will undertake as specifically as possible; enter target dates on milestone table.
- Indicate the number of workshops, meetings, conferences, tours, etc. you plan to conduct (if applicable). Indicate number of rain barrels to be acquired, size of rain garden, etc.
- If the proposed project is a continuation of past or current efforts, outline the success of that project to support continuance.
- Identify any professional services or consultants you plan to employ in the course of conducting the project. Please note, the use of Professional Services where appropriate is strongly encouraged to achieve best results. *In particular, we strongly suggest working with professional graphic designers and editors on written materials.*

5. WHAT educational tools or products will your project produce or use to support the project?

- What educational materials (website, web-pages, video, brochure, interpretive sign, presentation, fact sheets, etc.) do you plan to produce? How will the outreach materials be distributed?
- 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 for each tool/product on Budget Sheet.

6. WHERE will your project activities take place?

- Indicate the watershed/stream/river where your project will focus. For reference, consult the EPA Surf Your Watershed website: <http://cfpub.epa.gov/surf/locate/index.cfm>.
- Indicate whether project will focus on an impaired water body per DEP 2012 Integrated List of All Waters (formerly 303(d) Report) at: http://www.portal.state.pa.us/portal/server.pt/community/water_quality_standards/10556/integrated_water_quality_report_-_2012/1127203DEO
- *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, zoning or ordinances that are 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.

7. WHEN - Provide a project timetable with key milestones and target dates during the grant period:

Note: WREN funded activities begin July 1, 2014, and end June 30, 2015.

Milestone	Tasks	Target Date

8. HOW will you accomplish the specific goals of your project & how will you measure the results?

What would you like to see happen for your target audience – whoever you are targeting for your audience? If you do it well, what should happen? These are the goals and objectives /measurable results.

Specific Goal	Measurable Result

9. WHAT educational tools/models will you need to purchase (if any) using Grant Funds? Where will they be housed/stored?

- Include cost estimates for educational models to be purchased on Budget Sheet.

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

Provide specific information about how the partners will assess project accomplishments. Project Evaluation is a requirement for WREN Projects and is 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 and evidence of any behavior change?

Projects should assess the extent to which the project helped to develop or strengthen the local partnership among the project partners, local officials, other groups and institutions. Did this collaboration lay the groundwork for further collaborative efforts? Did new partners come on board? How will you assess the partnership aspect? Some examples: attendance at project meetings and events, greater in-kind contribution to the project in some form than originally planned.

- Describe the technique(s) you will use to assess the results of your activities and whether the project as a whole met your 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.
- Questions for evaluations to consider:
 - Was the message understood?
 - What was the response to the information by target audience and local officials?
 - 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 the local municipality to work cooperatively to address watershed protection increased?
 - Have citizens participated in the local government process regarding watershed management?

11. 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.

How to Apply for a WREN Grant

Use this guidance to apply for a WREN Watershed Education Protection Grant. Copies of this document, Application Cover Page Form, Budget Sheet Form and Partner Forms may be downloaded at: http://wren.palwv.org/grants/grants_wren.html and www.waterwisepa.org - click on Grants tab. 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 – Assemble Proposal according to 1 - 6; Submit via Mail & Email

<input checked="" type="checkbox"/>	Nine (9) hard copy sets to be submitted - Please put pages in this order:
<input checked="" type="checkbox"/>	1. Completed Grant Application Cover Page
<input checked="" type="checkbox"/>	2. Budget Summary Form (include source & description of 15% match)
<input checked="" type="checkbox"/>	3. Completed and Signed Partnership Form(s) for each Partner
<input checked="" type="checkbox"/>	4. Project Description (not more than four pages in length)

Please provide the following as Attachments: (Please label attachments clearly)

<input checked="" type="checkbox"/>	5. List the source and description of 15% overall WREN Grant match
<input checked="" type="checkbox"/>	6. If a Nonprofit Organization, Proof of Legal Status
<input checked="" type="checkbox"/>	7. And EMAIL your application (without attachments) to Julie Kollar at: juliekwren@verizon.net no later than 4:00 pm. March 21, 2014.
<input checked="" type="checkbox"/>	8. MAIL Hard Copy Proposals to LWVPA-CEF with postmark no later than March 21, 2014.

Application Deadline - March 21, 2014

Submittal Instructions

A total of nine (9) hard copy sets (1 signed original plus 8 copies) of the application are required to be mailed to the League Office below (double sided is welcomed) with each copy stapled in the upper left corner, postmarked by **Friday, March 21, 2014**. No binders or cover pages please! **No faxes will be accepted. Late submissions will not be considered.** **In addition to mailing nine hard copy sets, you must also email your application by 4:00 pm on 3/21/14 with Cover sheet, Narrative (max 4 pgs) and Budget sheet (i.e. no attachments) to Julie Kollar, WREN Project Director at email: juliekwren@verizon.net.**

Mail nine sets of your application to:

League of Women Voters of PA - CEF
WREN Watershed Ed 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 7, 2014, and will provide notice of decision by May 16, 2014.

Putting the Proposal Together: Assemble application in the following order: **Page 1 - Application Cover Page, Page 2 - Budget Summary Page, followed by all Partner Forms, followed by the Project Description narrative that is no more than FOUR (4) pages in length using font not smaller than 10 pitch, In-kind Match page, proof of legal status if a nonprofit.** Please staple each set in upper left corner. A cover letter, table of contents and any other type of cover page is not necessary. No binders please!

A page is defined as one, single-sided 8.5" x 11" page, **using font not smaller than 10 pitch font.**