

Step-by-Step Information and Education Application Instructions for FY2011

- Highlighted sections or subsections are required for the proposal. The remaining subsections are not to be completed or deleted, but will be completed later if the proposal is accepted for funding.
- The text for sections 2 – 7 is limited to a total of five pages. This page limit does not include section 1.0, required appendices, or the budget pages.
- Please send the completed proposal by email to the following address: lorettalohman@gmail.com
- Section and subsection titles should remain in place as written.
- **Failure to follow these instructions will affect the proposal evaluation and final score.**

Project Title Make it short and clear

1.0 Project Proposal Summary -- required information.

- The Sponsor is the organization who receives the money and pays the bills.
 - The Project Coordinator/Primary Contact is the person in charge of doing the work. This person may be from a different organization than the project sponsor.
 - Project funding – *Tip*: Be sure the numbers match your budget table.
 - **Project type** – *Tip*: Contact NPS team if you are uncertain about project type as it affects the information you need.
 - Project Start Date – The earliest start date is October 2011.
 - Project End Date – Projects must end before 2016. Typical projects do not exceed three years.
 - Geographic Coverage – Please place an “x” in the box that applies to your project.
 - Project Location – Information about your water body may be found at:
 - <http://www.cdphe.state.co.us/op/wqcc/Resources/wqresdoc.html>
 - <http://www.cdphe.state.co.us/wq/Assessment/TMDL/tmdlmain.html>
 - <http://www.cdphe.state.co.us/wq/Assessment/TMDL/tmdlmain.html>
 - <http://cfpub.epa.gov/surf/locate/index.cfm>
- Tip*: note that the HUC number is not required for this stage.
- NPS Pollution Source categories to be addressed – Please place an “x” in every box that applies to your project.
 - NPS Pollutants to be addressed – Please place an “x” in every box that applies to your project.
 - Estimate Load Reduction, if checked for excess nitrogen, excess phosphorus and/or sedimentation – required.

Please note the limit of five (5) pages for the following information: project description; project goal; and sections 2.0 – 7.0, not including the appendices

- Project Description – Short concise summary of the project, generally 1-2 paragraphs in length.
- Project Goal – Short concise summary of the project goal, (e.g., what is the outcome of your project?)

2.0 Statement of Need

2.1 Water Quality Priorities

- Explain how this project is consistent with water quality priorities specified in the [Colorado NPS Management Plan](#) and/or in a local watershed plan.

- Why will the project strengthen the State Nonpoint Source program? See examples in the [EPA Guidance](#).

Tip: NPS Team and EPA understand that the link between information and education projects and water quality benefit may be indirect and not immediate. However, water quality is the ultimate focus for any I & E project.

2.2 Targeted Audience

- Describe the segment of the community to be reached by the project
- What is the basis of the targeting?

3.0 Project Description

3.1 Project Goals

- Goals and objectives have measurable endpoints

3.2 Objectives, Tasks, and, Products *Note: Costs will be included in Appendix.*

- Objectives and tasks listed and described in narrative form.
- Each objective has at least one task.
- Each task includes milestones, quantified outputs, and, responsible parties.
- Tasks are numbered continuously.
- Tasks logically accomplish objectives leading to the goal.
- Final tasks should address:
 - Public Outreach including information and education related to project goals and accomplishments;
 - Monitoring and Evaluation to show project progress and outcomes;
 - Project Administration and Management including progress, semi-annual and final reports.

3.3 Milestone Table *Complete in the 2011 Budget Table.*

3.4 Lead Project Sponsor Qualifications *(Not required for the proposal; do not complete or delete.)*

4.0 Coordination Plan

4.1 Lead Project Sponsor and Cooperating Organizations *Complete in the Appendix*

4.2 Local Support

- Local support for project described including who is providing support and what proof exists for the support.
- **Do not attach letters of support. Partners should provide letters of resource commitment before project contracting with the state.**

4.3 Coordination with Other Projects and Organizations *(Not required for the proposal; do not complete or delete.)*

4.4 Similar Watershed Activities *(Not required for the proposal; do not complete or delete.)*

5.0 Evaluation and Monitoring Plan

This section addresses how environmental results will be measured. Focus should be on the outcome: What will be different after this project is implemented in terms of improvement in water quality knowledge, change in behavior or attitude toward nonpoint source pollution, etc. and how will that difference be captured and reported?

Include evaluation and monitoring objectives and tasks in Section 3.0 and in the budget table. Outcomes from the Evaluation and Monitoring Plan will be included in the Final Report and in the project Fact Sheet.

Measures of quantities, as in how many people were involved, how many documents were produced and how many events were hosted evaluate the objective and task success but are not the final measure. The final measure is the degree to which involving people, producing information and hosting events resulted in changed knowledge, attitude and/or behavior and how that directly or indirectly impacts water quality and nonpoint source pollution.

5.1 - Describe the development of the evaluation and monitoring methods for the project objectives and tasks. How will you measure the impact of using your approach, tools and delivery, i.e. how will you measure if your learning objectives are met or key message was transferred? How will you evaluate the direct or indirect impact to water quality and nonpoint source pollution?

Guidance: Create an evaluation table or matrix to summarize briefly the project objectives and tasks from section 3.0, the evaluation methods and the target results.

Example – Evaluation Table:

<i>Environmental Goal:</i>			
	<i>Target Results</i>	<i>Evaluation and Monitoring Methods</i>	<i>Measures of Success</i>
<i>Objective 1</i>			
<i>Task 1</i>			
<i>Task 2</i>			
<i>Objective 2</i>			
<i>Task 3</i>			
<i>Programmatic Goal:</i>			
	<i>Target Results</i>	<i>Evaluation and Monitoring Methods</i>	<i>Measures of Success</i>
<i>Objective 1</i>			
<i>Task 1</i>			
<i>Task 2</i>			
<i>Objective 2</i>			
<i>Task 3</i>			

The target results include outputs (e.g., number of stakeholder meetings, educational materials developed) and outcomes (e.g., knowledge gained, planning process outcomes, and expected environmental results). The results can be quantitative or qualitative.

Deliverables: Evaluation table and implemented results to be included in the final report (final report format can be found at www.npscolorado.com). Address specifically how the education and outreach methods and materials effectiveness were measured and how the results were successful. Was it/them appropriate for the desired behavioral adjustment? Did the overall project design impact water quality improvements or any other project goal? Produce a Project Fact Sheet.

5.1.1 - Include an evaluation of the audience targeted by this project. Who is the target audience? Are they the appropriate audience for this project? Why? What are the learning objectives (if education) or key message (if information)? What approach, tools and delivery mechanism will be used to reach the target audience? Why are these approaches, tools and delivery mechanism appropriate for your target audience?

5.1.2 - Identify how the results from monitoring and evaluation will be used to assist in developing future projects.

5.1.3 - Describe any long-term plans for maintaining information and education activities after project funding is expended.

Note: The following subsections are for demonstration projects that will generate data from implementation practices at a scale below the level for measurable results at a watershed scale. Larger demonstration projects at a scale sufficient to generate data for measurable results should propose the project in the implementation category.

5.2 - Describe **development of the sampling and analysis project plan (SAPP)** for the project. Collection of environmental data must have a project specific (SAPP) approved by the NPS program coordinator before sampling begins. If another entity is collecting and analyzing data in partnership with this project, a SAPP is still required.

Guidance: Please address how the development of a SAPP will be accomplished; who will be responsible for writing it; who will review it; estimate costs for the development of the SAPP; include the statement: "Data will not be collected or sampling will not start prior to the SAPP being approved by the WQCD NPS Program Coordinator." A SAPP template and technical assistance are available from the NPS program.

Product: A SAPP that addresses all elements required in the NPS program SAPP template.

5.3 - Describe watershed **monitoring strategy**, including data quality objectives, media to be sampled (water, soil, vegetation, macroinvertebrates, flow, etc), parameters to be measured, methods to be used (Rosgen, RBP, Pebble counts) sampling and analysis design. Describe how data will be used with relevance to impairment, are methods comparable to existing data, etc. Identify the underling standard or reference condition to be used as the attainment objective. Locate sampling sites on a map in relationship to BMPs and priority treatment areas.

Guidance: Much information will be included in the SAPP later as it is developed, but this sub-section should describe the above items. Data quality objectives address why you are sampling and what is the outcome that needs to be substantiated. The goal of this sub-section is to provide the project sponsor and the NPS Program with information necessary to evaluate the potential success of the project, the effectiveness of the BMPs that will be applied to the project and the attainment objective. Ultimately,

this will be included in the SAPP.

Products: Initial strategy to capture environment results with clear definition of data quality objectives, types of data to be collected including analytes, methods used to collect these data, and relationship to implemented BMPs. Another product is detailed map with large enough scale showing location of the project site and with the location of BMPs.

5.4 - Describe storage, management and reporting of data.

Guidance: Include a description of the data management tool to be used (Excel, Access, etc), who will be entering and checking the data for quality (should be two different persons), and how data will be compiled, analyzed, reconciled with data quality objectives and reported. Include a description of how data will be shared, ensuring that there is a mechanism to upload the data to the EPA National Water Quality Database and Colorado Data Sharing Network. The Data Sharing Network can provide technical assistance and an interface to uploading data to the National Database. Data should also be shared with the WQCD Environmental Data Unit.

Products: The full set of data will be uploaded in the two data repositories mentioned above and data will be shared with the EDU. Data management activities will be included as a separate objective and/or task in section 3.0 and in the budget table. A certification that data have been uploaded will also be delivered to the NPS program in conjunction with the Final Report.

5.5 - Describe any models used.

Guidance: Include the rationale for using a particular model and why the particular model chosen would be best fit to answer the specific questions. Include a statement: “Any model analysis, discussion, and results will be incorporated in the Final Report to the NPS program.”

Products: Any model and associated data sets and analysis used will be shared with the NPS program.

{Describe long-term funding plans for Operation & Maintenance of restoration activities. (Marcella would like to keep this here as a place holder/reminder for when she is reviewing PIPs).

This section has been moved to Section 3.6.

This will be cut from here and pasted in section 3.6

Guidance: Include a description of how potential BMP failures will be addressed and corrected; what post NPS contract activities are planned for maintaining the integrity of the BMPs; who will be responsible for the ongoing O & M and how the project is sustainable in the long run.

Products: A well thought-out O&M plan, to be included with the Final Report to the NPS program.}

6.0 Budget

6.1 Budget Tables Complete in the 2011 Budget Table.

Appendix Contents

- Project Map

- Lead Project Sponsor and Cooperating Organizations
- 2011 Budget Table – See separate Microsoft Excel file

Project Map

Please insert a map of the watershed; a second small state map may be needed to locate small watershed.

Lead Project Sponsor and Cooperating Organizations

Lead Sponsor			
Agency Name			
Agency Address			
Role/contribution			
Contact Person		Telephone	
E-mail address			

Insert additional pages and tables for additional cooperator descriptions.