

**ATTACHMENT C: FULL PROPOSAL SUBMITTAL REQUIREMENTS**  
**PROJECT NARRATIVE FOR IMPLEMENTATION PROJECTS - GUIDELINES**

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Project Narratives should be prepared following the format and guidelines below.

**Title:** Entitle the Narrative “Attachment C”.

**Page Limits:** There is a TWELVE (12) page limit for the Narrative. **Pages in excess of the 12-page limit will not be reviewed.** Page limits for each section of the Narrative are suggested below, but are not mandatory.

**Maps - THREE (3) pages total.** The maps are not considered part of the 12 page narrative limit. Entitle the map(s) “Attachment C-1”.

**Project Performance Measure Table - TWO (2) pages total.** The Project Performance Table is not considered part of the 12 page narrative limit. Add the table at the end of the Narrative (Attachment C).

**Formatting:** The formatting requirements are: PDF format, Letter (8.5” x 11”) size paper; Single-spaced or wider; Times New Roman font - Size 11 or larger; and one inch (1-inch) margins. Use page numbers and number all tables, figures, and maps.

**Organization:** Information in the Narrative should be organized in the manner outlined in Sections A through G below. Use the following section and subsection titles in the Narrative:

- A. Consistency with the Concept Proposal and Responses to Reviewer Comments
- B. Project Description
  - 1. Watershed Description/ Project Area
  - 2. Project Description and Technical Approach
  - 3. Project Relationship to Existing TMDLs
- C. Watershed Approach
  - 1. Relationship to Existing Watershed Plans
  - 2. Watershed Approach
  - 3. Stakeholder Involvement
  - 4. Outreach and Education
- D. Monitoring and Assessment of Project Outcomes
- E. Project Financing and Funding Match
- F. Project Team, Administration, and Partners
- G. Environmental Justice

**Guidelines for Sections A through G:**

Applicant responses should include BUT ARE NOT LIMITED TO responding to ALL of the following questions and statements that apply to their project.

**Section A. Consistency with the Concept Proposal and Responses to Reviewer Comments** (2 page suggested limit, but not mandatory)

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Full Proposals (FP) must be substantially consistent with work proposed in the Concept Proposal (CP). Identify any substantive changes between the CP and FP and provide a rationale for the changes. Provide a response to each of the reviewer comments provided in the invitation to submit a FP and in the Applicant and reviewer's conference call.

Note: The Applicant must restate reviewers' comments and provide appropriate responses. Responses can be provided in Section A and/or in other pertinent sections of the Narrative as space allows. If the Applicant chooses to provide responses to comments in other sections of the Narrative, please refer the reviewer to the location of responses, rather than duplicating information in multiple sections of the Narrative.

**Section B. Project Description** (4 page limit suggested, but not mandatory. Maps are not included in the 4 pages)

**Section B.1. Watershed Description/ Project Area**

Describe the watershed(s) in which the Project is located, including land use, location, and demographics. Describe the geographic area that the Project will influence. Identify the beneficial uses of the waterbody(ies). Briefly discuss watershed impairment(s) and identify the causes.

**MAPS:** Provide a detailed map or set of maps of the Project area as a separate attachment (Attachment C-1). The maps should clearly identify:

- A State of California map with inset showing the Project watershed location;
- The specific location and area affected by the Project;
- The Clean Water Act 303(d) listed water bodies and total maximum daily load (TMDL) water bodies within the Project area;
- Other relevant information that will help reviewers understand the proposed project (e.g. locations identified as priority restoration sites, other key implementation activities, sampling sites, land use etc); and
- Any Disadvantaged Communities (DAC) within the Project area (if applicable).

**Section B.2. Project Description and Technical Approach**

Provide a description of the Project. The description should include, but is not limited to, the following:

- Describe the goals, objectives, and anticipated outcomes of the Project and broadly how they relate to the program preferences and TMDL implementation.
- Thoroughly describe the problem (impairment) that the project will address, including pollutant(s), source(s), beneficial use(s) and land use(s). Discuss whether this Project addresses minor and/or major pollutant(s) and source(s) in the Watershed. Include the percent of total miles/area etc. that the Project will address in the watershed.
- Briefly describe the general project approach and how all project elements are related (i.e., stakeholder involvement, outreach, technical process, etc.). This should be a general overview with specific elements expanded upon in following sections.

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- Describe the technical approach for achieving the stated objectives and outcomes and provide support, including relevant literature, citations, studies, and/or weblinks. Discuss the appropriateness of the proposed methods, approaches, technology, scientific data, and other analyses used to design and determine the location of the implementation activities for the Project.
- Describe how an adaptive management framework will be used, in combination with monitoring and project performance measures, to refine the proposed technical and/or general approach. Further information on defining an adaptive management framework, see Chapter 13 of the [EPA Handbook](#).
- Identify the type ([Appendix I](#) and/or [NRSC Practice Service Life](#)) and amount (e.g.; acres, feet) and location of management measures (MMs) and management practices (MPs) that will be implemented. If sites have been selected for implementing MMs/MPs, identify the sites and landowner access agreements. If landowner access agreements are not in place, explain how they will be obtained. If sites have not been selected, describe the method that will be used to select the sites.
- Discuss any permits/approvals that may be required to implement the Project (e.g.; local, State, federal); their current status, and the anticipated time frame for their completion.
- Describe the long term maintenance of MMs/MPs beyond the term of the implementation grant.
- Discuss whether the Project is a complete implementation project, or part of a larger implementation project. If this is part of a multi-phase project, describe the next steps for completing the remaining phases.
- Describe how this Project leverages other resources (e.g. programs, projects and funding) to accomplish more extensive implementation activities that will result in meeting the water quality goals of the TMDL and Watershed Plan.

**Section B.3. Project Relationship to Existing TMDLs**

Describe the Project's relationship to TMDL implementation:

- Identify the TMDL(s) that the Project targets and provide a weblink.
- Provide information about whether the Project's implementation activities are specifically identified in the TMDL(s).
- If the Project is implementing a task required by a TMDL, identify the task.
- Describe how the implementation activities in this Project will reduce pollutant loads and address priority actions identified in the TMDL.
- If the TMDL is load based, estimate load reductions that the Project will achieve, how they were determined, and how they fit within the timeline of the implementation grant. Provide anticipated annual pollutant load reductions for MMs and MPs and the total estimated pollutant load reduction for the Project. Discuss how these load reductions relate to the overall impairment and loads identified in the TMDL and Watershed Plan (e.g. total pollutant load reduction identified in the TMDL as necessary to restore water quality in the waterbody).

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**Section C. Watershed Approach** (3 page limit suggested, but not mandatory.)

**Section C.1 Project Relationship to Existing Watershed Plans**

Describe the Project's relationship to existing watershed plans:

- Provide the title(s) of an existing adopted Watershed Plan or suite of plans (Plans) that address and complete USEPA's "Nine Key Elements" ([Appendix A](#)) and weblinks to the relevant plan(s).
- Identify the Plan(s) and/or elements of the Plan(s) that the Project will address.
- Describe how the Project will implement the existing adopted Watershed Plan or Plans (e.g., Integrated Regional Water Management Plan [IRWMP], anadromous fish recovery plan, etc).
- Describe how (and by whom) implementation of the Watershed Plan or Plan(s) will be coordinated and tracked. Briefly discuss the key remaining tasks in the Plan(s) and the estimated timeframe for restoration of the watershed identified in the Plan.

**Section C.2 Watershed Approach**

- Describe how this project fits into a holistic watershed approach (including completed, ongoing, and future restoration activities) and other activities in the watershed to improve water quality and meet the goal(s) of the TMDL.
- Describe benefits beyond the immediate Project area by demonstrating the applicability of the proposed implementation activities to other areas.
- Identify any expected watershed and/or interregional benefits from the Project.
- Discuss any multi-objective outcomes (e.g., ecosystem health, habitat, air quality etc.).
- Briefly discuss any past and future coordination efforts with the local land-use planning and decision-makers to further implement the goals of the TMDL and Watershed Plan.

**Section C.3 Stakeholder Involvement**

- Discuss who the stakeholders are; how they will participate in the implementation efforts; and how they influence decisions made regarding Project management.
- Discuss the mechanism and processes that will be used to facilitate stakeholder involvement and communication during implementation of the Project.

**Section C.4 Outreach and Education**

If the proposed project has an education and outreach component:

- Discuss the goals and outcomes of the education and outreach task.
- Describe the target audience, including key stakeholder groups to whom this task will be directed.
- Describe how the Project promotes increased awareness, training and/or adoption of MMs/MPs through the use of education material, activities, and /or technological transfer.
- Discuss the strategy the Project will employ to conduct education and outreach beyond the project term.

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**Section D. Monitoring and Assessment of Project Outcomes** (1 page suggested limit, but not mandatory. The Performance Measure Table is not included in the 1 page limit.) Provide the Performance Measure Table at the end of Applicant Attachment C. (see [Appendix E](#) and [PAEP Training Information](#)).

- Summarize how the effectiveness of the Project will be monitored and assessed, including any measures or indicators used to gauge performance.

**Water Quality Monitoring, Data Collection, Management and Analysis** –

Discuss/describe the following for both short-term (implementation grant period) and, as appropriate, long-term (useful life of the implemented Project):

- The monitoring plan, including monitoring objectives for the Project that are consistent with the Project's goals, objectives, effectiveness, and outcomes.
- Whether monitoring is part of a regional monitoring program or data collection effort.
- The entity(ies) responsible for conducting the proposed monitoring activities.
- If applicable, how the proposed monitoring activities will document Project effectiveness (e.g., pollutant load reductions etc.).
- Whether the proposed monitoring activities are covered under an existing Quality Assurance Project Plan (QAPP), or if a QAPP will need to be developed. The QAPP must conform with State Water Board's Surface Water Ambient Monitoring Program's Quality Assurance Program Plan ([SWAMP QAPrP](#)) requirements (See [General Requirements](#), [Appendix F](#), and [SWAMP Advisor](#)).
- The statistical/data analysis mechanisms that will be used and why they are appropriate for this project.
- How the data collected will be of added value to existing monitoring and water quality analysis efforts in the watershed. (The Applicant may cross-reference if discussed in Watershed Approach above [Section C.2]).
- How the data will be managed and made SWAMP comparable to support statewide data needs. (See [General Requirements](#) and [SWAMP](#) website.)
- The applicability of submission of the data into the California Data Environmental Data Exchange Network (CEDEN) (See [SWAMP Data Management](#) and [Data Comparability](#)). Data should be submitted to CEDEN through the appropriate SWAMP Data Centers and/or Groundwater Ambient Monitoring Assessment (GAMA) Program.
- How the proposed water quality monitoring plan will help demonstrate, map, and/or track the long-term water quality goals of the Watershed Plan and associated TMDL (include the use of GIS where appropriate).
- If local watershed groups will be included in the data management and analysis process discuss their roles.

**Section E. Project Financing and Funding Match** (0.5 page limit suggested, but not mandatory.)

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Describe the project's readiness to proceed:

- Is match funding secured? If so, how and who will provide the match? The match funding is based on the **total cost of the Project**.
- Provide the funding match percentage, which meets or exceeds the minimum **(25% total cost of the project)** as specified in the Program Guidelines. As appropriate, indicate how the availability of matching funds that may become available later will be considered. Note that the non-availability of matching funds will be considered a deviation from the proposed Project and may result in the grant being withdrawn.
- Identify what portions of the match are actual funding (money), in-kind services and/or cost share and who will be the responsible party for each portion.
- For match funding, describe how the cost share, match, in kind services etc. will be tracked throughout the project. Provide match commitment letters on funding entity letterhead. *The letters must be submitted as Attachment G.*
- If requesting a waiver or reduction of the funding match, provide the information requested in [Appendix D \(CWA319\(h\) website\)](#), including a completed Exhibit D-1 in Appendix D and a discussion of how much direct benefit the Project provides to disadvantaged communities.
- Discuss the mechanisms for ongoing support and financing to continue operation and maintenance of the Project after the implementation grant period ends.
- If applicable, provide a description of any prior investments the Applicant has made towards the Project (i.e., money previously spent on planning, design, or environmental compliance).
- Discuss the cost-effectiveness of your project. As part of this discussion, if appropriate, provide quantified estimates of load reductions expected as a function of the geographical extent (e.g.; acres, feet, miles) of the MM/MP installed. For example, XX lbs pollutant /acre /year reduction for X\$ per acre.

**Section F. Project Team, Administration, and Partners** (1 suggested page limit, but not mandatory.)

Discuss how the project will be executed, including:

- Describe the project team's (including partners) relevant education, technical and administrative experience, knowledge, and skills and how they relate to the Project. Applicant may provide examples of past successes in completing previous grant funded projects.
- Discuss the availability of the Project team and employees/staff to complete the work.
- Identify all subcontractors and their qualifications and/or describe the plan to recruit the appropriate subcontractors and employees/staff to complete the Project.
- Identify the Project's partners and/or cooperating entities that can be relied upon to provide consistent, long-term involvement in the Project.
- Describe the partnership agreements, corresponding roles, and institutional structure that will be in place to support successful completion of the Project.

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- Identify Project leaders within each cooperating entity to ensure consistent long-term involvement in the Project. Identify and provide telephone numbers, email addresses, and website information for all partners participating in the Project.
- Describe how the Applicant will coordinate and cooperate with the relevant local, State, and Federal agencies.

**Section G. Environmental Justice** (0.5.page limit suggested, but not mandatory).

Environmental Justice (EJ) is defined by California statute as "The fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of all environmental laws, regulations, and policies."

Bonus points will be given to projects that provide a direct benefit to EJ communities or that address EJ needs and issues. To qualify for bonus points, projects must provide a direct EJ benefit. If applicable, discuss how EJ communities will be involved in the proposed Project and if EJ communities will directly benefit from the proposed Project by addressing the following:

- Discuss efforts made to identify and address EJ needs and issues within the Project area.
- How the proposed project will directly address an EJ issue/ community.
- The demographics of the community in the Project area (race, income etc.)
- Discuss how EJ communities within the Project area have been or will be involved in the implementation process.
- Document the water supply, water quality, and other environmental needs of the EJ communities and how these needs have been or will be addressed by the Project.
- If applicable, describe any negative impact the Project may have on EJ communities.
- Describe how the Project leverages diverse local efforts and community-based collaborative strategies to involve low-income, minorities, or other disadvantaged populations and ensure that benefits are distributed equitably.