

**2014 ATTACHMENT C: FULL PROPOSAL SUBMITTAL REQUIREMENTS
PROJECT NARRATIVE FOR IMPLEMENTATION PROJECTS - GUIDELINES**

Full Proposal (FP) Project Narratives should be prepared following the format and guidelines below.

Title: Entitle the Narrative “Attachment C”.

Page Limits: Pages in excess of the stated limit will not be reviewed.

Response to Comments – TWO (2) pages total. The Response to Comments are **not** considered part of the 11 page narrative limit. Entitle the Response to Comments “Attachment A”.

Narrative - Eleven (11) page limit. Entitle the Narrative “Attachment C”.

Maps - THREE (3) pages total. The maps are **not** considered part of the 11 page narrative limit. Entitle the map(s) “Attachment C-1”.

Project Performance Measure Table - TWO (2) pages total. The Project Performance Measure Table also known as the Project Assessment & Evaluation Plan (PAEP) is **not** considered part of the 11 page narrative limit (See Appendix 5 for details). Entitle the PAEP Table “Attachment C-2”.

Formatting: The formatting requirements are: PDF format, Letter (8.5” x 11”) size paper; Single-spaced or wider; is standard font - size 11 or larger; and one inch (1-inch) margins, except for the maps. The maximum map size is legal ((8.5” x 14”), and margin may extend beyond the 1” requirement within reason. Maps need to be printable. Use page numbers and number all tables, figures, and maps.

Proposals and information that will **NOT** be reviewed are:

- A submittal (watershed description, project overview narrative, maps, and budget table) that exceeds the page limitations as described above;
- Additional attachments submitted outside of the required information stated in the Solicitation Notice; and
- Project Narratives that are not submitted before the deadline stated in the [FP Solicitation Notice](#).

Note – deviating from the outline below may affect the evaluation of the FP.

Organization: Information in the Narrative should be organized in the manner outlined in Sections A through J below. Use the following section and subsection titles in the Narrative (13 Pages total):

- A. Consistency with the Concept Proposal and Responses to Reviewer Comments
- B. Watershed and Project Description
 1. Watershed Description
 2. Project Description
 3. Project Relationship to Existing TMDLS
- C. Technical Approach

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- D. Monitoring and Assessment of Project Outcomes
- E. Watershed Approach
 - 1. Relationship to Existing Watershed Plans
 - 2. Watershed Approach and Stakeholder Involvement
 - 3. Outreach and Education
- F. Project Team, Administration, and Partners
- G. Readiness to Proceed
- H. Project Financing and Funding Match
- I. Transferability
- J. Environmental Justice

Guidelines for Sections A through J

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 Limit)

Provide a Response to Comments as a separate attachment (Attachment A).

FPs must be substantially consistent with the 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.

Eleven (11)-page limit for sections B-J

Section B. Watershed and Project Description

Section B.1. Watershed Description

(Note: This is meant to provide background, to give reviewers the overall context of the project and watershed. If you feel your previous description from your CP was adequate, you may repeat it here.)

Describe the physical watershed, including:

- Overall geographic and ecosystem description of the watershed

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- A description of land uses and percentage of each land use in the watershed,
- The relative size of the project area in relation to the watershed (square miles and/or acres, and percentage of the watershed, etc.), and
- A description of water quality problems in the watershed and beneficial uses that are impacted.

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

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

- Describe the project you are proposing and the work to be done, including a summary of the major tasks, and the goals, objectives, and anticipated outcomes of the Project.
- Discuss whether the Project is a complete implementation project, or part of a larger project. If this is part of a multi-phase project, describe the next steps for completing the remaining phases.

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(s).
- Identify the Program Preference(s) that your project addresses (see Section I of the [NPS Grant Program Guidelines](#))
- Thoroughly describe the problem (impairment) that the Project will address, including pollutant(s), source(s), beneficial uses and land uses. Discuss whether this Project addresses any other pollutants or impairments in the Watershed.
- Provide information about whether the Project's implementation activities are specifically identified in the TMDL(s) and/or associated documents (e.g., plans required by a TMDL).
- Describe how this Project will address priority actions identified in the TMDL (and associated documents) and lead to the implementation of activities to reduce pollutant loads.
- 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/decreased concentration-based pollutant for Management Measures

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(MMs) and Management Practices (MPs) and the total estimated pollutant load reduction/decreased concentration-based pollutant 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).

Section C: Technical Approach

- Describe your technical approach; provide the scientific and/or technical basis for your approach; and, if applicable, provide support, including relevant literature, citations, studies, and/or weblinks.
- Describe how your project identifies a clear plan or process for prioritizing site selection including identifying high priority areas. If sites have already been selected, identify the sites and process that was used for identifying and prioritizing them.
- Management Measures (MMs) and Management Practices (MPs):
 - If MMs have not yet been determined, describe how the Project will identify, and prioritize appropriate MMs and MPs for implementation. See [California Management Measures](#) and Natural Resources Conservation Service (NRCS) [Practice Service Life](#) (or [CWA 319\(h\) Grant Webpage](#)) or for MM/MPs OR
 - If MMs have been determined, identify the type (California Management Measures and NRCS [Practice Service Life](#) or [CWA 319\(h\) Grant Webpage](#)) and amount (e.g.; acres, feet) and location of MMs and MPs that will be implemented.
- Describe the long term maintenance of MMs/MPs beyond the term of the implementation grant.
- Describe when and how an adaptive management framework will be used to refine the proposed technical and/or general approach. Further information on defining an adaptive management framework can be found in Chapter 13 of the [EPA Handbook](#).
- If applicable, identify and describe any needed assessments or data gaps and how they will be addressed by the Project activities.

Section D. Monitoring and Assessment of Project Outcomes

- Describe how you propose to monitor and track the progress of the project to completion (e.g., identify milestones, decision points, project management methods and tools, etc.) including with respect to TMDL compliance (if applicable).
- Summarize how the effectiveness of the Project will be monitored and assessed, including any measures or indicators used to gauge performance.
- Fill out the Performance Measure Table template and add it at the end of Applicant Attachment C. (see PAEP Training Information and Appendix 5 on the [CWA 319\(h\) Grant Webpage](#)), summarizing how the effectiveness of the Project

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will be monitored and assessed, including any measures or indicators used to gauge performance.

Monitoring, Data Collection, Data Management and Analysis

Discuss and describe the following for both short-term (life of the grant) and, as appropriate, long-term (life of the project):

- An overview of the monitoring plan, including
 - ◆ monitoring goals and objectives,
 - ◆ metrics (if known), and
 - ◆ statistical/data analysis mechanisms that will be used and why they are appropriate for this project, and how the proposed monitoring activities will document Project effectiveness (e.g., pollutant load reductions etc.).
- If the monitoring is part of a regional monitoring program or data collection effort and, if so, describe how the data collected may be of added value to the existing monitoring and water quality analysis efforts in the watershed. (Applicant may cross-reference if discussed in Watershed Approach below [Section E.1].)
- How the proposed water quality monitoring plan will help demonstrate, map, and/or track the long-term water quality goals of the Watershed Plan, associated milestones, and TMDL (include the use of GIS where appropriate).
- The entity(ies) responsible for conducting the proposed monitoring activities.
- 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 6 – [CWA 319\(h\) Webpage](#), and [SWAMP Advisor](#)).
- If there is an existing QAPP, provide the weblink.
- How the data will be managed and made SWAMP comparable to support statewide data needs. (See [General Requirements](#) and [SWAMP](#) website).
- **Note:** if applicable, data will need to be submitted 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.
- If local watershed groups will be included in the data management and analysis process, discuss their roles.
- In addition to your project monitoring, identify and describe additional monitoring efforts that may address the project's effectiveness.

Section E. Watershed Approach

Section E.1 Project Relationship to Existing Watershed Plans

Describe the Project's relationship to existing watershed plans:

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- Provide the title(s) of an existing adopted Watershed Plan or suite of plans (Plans) that **collectively incorporate all of the USEPA's "Nine (9) Minimum Elements to be Included in a Watershed Plan for Impaired Waters Funded Using Incremental CWA Section 319 Funds" (Nine Key Elements) (Chapter 2, Section 2.6 of [USEPA's Handbook](#), and [Appendix 1](#) of the NPS Grant Program Guidelines)**

Section E2: Watershed Approach and Stakeholder Involvement

Describe your watershed approach, including:

- 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.
- Your participation in the activities of other stakeholders in these watershed activities.
- Discuss who the stakeholders involved in your project are; the mechanism and processes that will be used to facilitate stakeholder involvement and communication; and how they will influence decisions made regarding Project management.
- If they are not directly involved in your stakeholder process, describe how you will coordinate and cooperate with relevant local, State, and Federal agencies.

Section E.3 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.

Section F. Project Team, Administration, and Partners

Discuss how the project will be executed, including:

- Identify the project team (Note: This includes partners, contractors and subcontractors) and their roles in the project. Project team names and specific credentials and qualifications should be included.
- Describe the project team's (including partners, contractors and subcontractors) relevant education, technical and administrative experience, knowledge, and skills and how they relate to the Project. If contractors or consultants have not yet been identified, describe what qualifications and specific expertise you will be looking for.
- Discuss the availability of the Project team and employees/staff to complete the work. You may provide examples of past successes in completing previous grant funded projects.

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- Describe the partnership agreements and institutional structure that will be in place to support successful completion of the Project and consistent, long-term involvement in the Project.

Section G. Readiness to Proceed

- Discuss whether you have all the necessary data and studies in place that are needed for this project to begin or whether they are going to be done/collected as part of the Project.
- If applicable, describe any landowner agreements that will be required and how you plan to secure them.
- 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.

Section H. Project Financing and Funding Match

- Is match funding secured? If so, who will provide the match? Note: 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 Section D of the [NPS Grant Program Guidelines](#). [Note: The non-availability of matching funds will be considered a deviation from the proposed Project and may result in the grant being withdrawn.]
- For match funding, describe how the cost share, match, in kind services etc. will be tracked throughout the Project.
- Match commitment letters on funding entity letterhead are required. 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 ([CWA 319\(h\) Grant Webpage](#)), including a completed Exhibit D-1 in Appendix D and a discussion of how much direct benefit the Project provides to disadvantaged communities.
- 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.
- 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 I. Adaptability/Transferability

If applicable, discuss how your project has been adapted from a past effort and how your project utilizes established techniques; AND/OR describe benefits beyond the immediate Project area by demonstrating the applicability of the proposed planning/assessment activities to other watersheds or regions.

Section J. Environmental Justice

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.
- Discuss how the proposed Project will directly address an EJ issue/ community.
- Describe 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 planning/ assessment 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 people of all races, cultures and incomes, including minority populations and low-income populations or other disadvantaged populations and ensure that benefits are distributed equitably.