

East Fallowfield Township Community Park Rain Garden Project

1. Areas of focus: We are using the Rain Garden project to create hands-on watershed stewardship activities for the community that will lead to an understanding about the impacts of stormwater run off and non-point source pollution. Social marketing tools will be used.

Problems: Semi-rural East Fallowfield township in SE Chester County (Brandywine Creek-Christina River Basin) has experienced rapid population growth and development. Associated with the loss of woodlands and agricultural lands is increased pressure on the local watershed that has led to a significant increase in stormwater runoff and non-point source pollution. East Fallowfield supervisors regularly hear about stormwater runoff and flooding problems from residents living in or downstream from developments with inadequate or poorly planned stormwater management practices in place. Individual homeowners need to learn how they can reduce or prevent pollutant runoff on their own properties.

Highest Risk: Stormwater runoff and the related problem of non-point source pollution pose the highest risk to water quality. The Buck Run, the Doe Run and the W. Branch of the Brandywine Watershed have been identified by the PA DEP as impaired streams.

Specific problems: The township's community park opened in September, 2008. The park has seven stormwater bioretention basins (10-20' x 70-100') that were designed to be planted as rain gardens with native perennials, shrubs and trees. One of the basins has been planted. The remaining unplanted ones are not effectively recharging the groundwater, removing pollutants, or reducing the volume of stormwater they release. A pond in the park has grass mowed right up to its edge and needs to have a buffer of grasses and other native plants installed.

The East Fallowfield Park and Recreation Commission, the active partner in this grant proposal, was formed as an advisory board to the E Fallowfield Township Board of Supervisors. Many of the members work in environmentally related professions. One of the members, Jan Bowers, is Executive Director of the Chester County Water Resources Authority. "The Authority works closely with municipalities and other agencies to advance the understanding and effectiveness of stormwater management practices to reduce runoff and its impacts on our streams and communities." Other partners in this project include: the Brandywine Valley Association, the Glen Rose Conservancy, a local watershed monitoring group and the Chester County Conservation District all of whom are actively engaged in stormwater BMP to prevent NPS.

2. Where: The East Fallowfield Township Community Park, located two miles south of the city of Coatesville. It is a sixty six acre tract with a diverse landscape of meadows, the Dennis Run— a first order stream, a pond, wooded hillsides, playground and seven stormwater retention basins in a large expanse of mowed lawn. It is situated next to two recently built residential subdivisions.

3. What key problems will your project solve? What public policy or behavior do you want to change? Identify the barriers?

- This park is the township's only recreation area open to the public and its natural habitat needs to be restored. Planting the rain gardens and the pond buffer is a first key step in the overall restoration plan. The problem of excess stormwater runoff and NPS pollution

THIS IS A DRAFT

will be addressed by planting appropriate native plant material to retain and infiltrate runoff and slowly recharge the groundwater.

- One of the barriers to community action is the lack of social cohesion due to the absence of a centralized downtown area or commercial district. Recent rapid development has occurred in isolated clusters and new residents are not yet fully engaged in civic organizations. Organizing the various stakeholders—residents, homeowners' associations, local businesses, schools, service organizations and municipal officers to collectively address watershed problems is challenging.

4. While we are hoping to engage all the stakeholders mentioned above, the target audience is primarily the homeowners of East Fallowfield and their school age children.

5. What is the key message? East Fallowfield Community Park Rain Gardens: *Let's work together to protect the water quality in our township and make a difference in creating a healthy environment for our families and for future generations.*

6. What activities will you undertake?

Bill Harker of Harker Gardening and (non-voting) member of the Park and Rec Commission will design seven rain gardens. We will organize three rain garden planting workshops specifically targeting homeowners and school age children. Kathy Bergmann, the BVA's Red Streams to Blue Program Co-Coordinator will present material on the principles of stormwater management and watershed stewardship at the fall workshop. She and Jane Fava, her Co-Coordinator will be present at a BVA booth at the Annual Community Day in the Park. Bill Harker will be on hand as project leader at all workshops and will demonstrate proper growing techniques. We will create an informative display at the Annual Park Day. Bill Harker will lead a tour of the rain gardens. Michael Green, local professional graphic designer, will design educational event flyers to be given out before the spring and fall planting to all school children. We will work with the township's web designer on a webpage with information about watershed stewardship that is useful to homeowners, including rain gardens, native plants, rain barrels, etc. Professionally designed education signage will be erected at each garden. The events will be promoted through several media outlets and we will work with local schools, homeowners' associations and scout troupes to spread interest. We will present this project to the public at the Board of Supervisors monthly meeting in April, 2009.

7. What are the specific goals of your project and what is the measureable result for each?

- Design, plant and maintain seven rain gardens in the bioretention basins. Success will be measured by observing the survival rate of the plantings, lack of evidence of erosion and changes in the water quality in the pond (dissolved oxygen, nitrates, pH, etc) tested on a monthly basis

- The workshops will take a how-to approach so homeowners can begin taking steps to protect water quality. In addition to rain gardens, we will discuss landscaping with native plant species, the proper use of lawn fertilizer and rain barrels. Result will be increase in residents managing stormwater on their own properties.

- The rain gardens will be permanent demonstration gardens open to the public with descriptive signage. Success will be informally measured by observing the numbers of people coming to the park and requests for information on the website.

- This project will provide an opportunity for the various stakeholders to work cooperatively on a hands-on project that may lead to further discussion, strategic planning and action. Success will be measured by an increase in the number of residents joining together on watershed issues.

8. Key Milestones, tasks, target date. This project is being undertaken in stages as funding is acquired.

- Bill Harker will design the six remaining rain gardens — done
- Set up accounts with local nurseries — done
- Bill Harker will submit order for perennials, shrubs and trees — 4/1/09; 8/15/09; 4/1/10
- Three of the rain gardens will be planted with native perennials 5/09 with funding promised from other sources. The remaining three will be planted in 9/09 with native shrubs and trees. Final planting or replanting 5/10.
- Bill Harker, working with a township crew will secure all needed materials (plant material, compost, mulch, fertilizer) and tools — 5/4 - 5/9/09
- Bill Harker and The Park and Recreation Commission will invite residents to participate at the Board of Supervisor's meetings the month prior to each planting.
- Contact Brooks Crossing and Branford Village HOA to publicize Rain Garden project. Submit articles to their newsletters—4/09, 9/09, 4/10
- Create press releases for the local media several weeks in advance of all plantings.
- Advertise the dates and write articles for the East Fallowfield township newsletter and for the website. Article for May planting is done. Fall/09; Spring/10.
- Create a webpage with practical tips for creating rain gardens in the home landscape, the importance of native plants, rain barrels — Mid-April, 2009 and will be added to during the year.
- Reach out to scout troop leaders and the administration at the local elementary and middle schools to encourage participation in the plantings. Being done now.
- Michael Green will create event flyers to be distributed as “educational take-home items” to all of the local students—Mid-April and mid-August.
- Local experts Kathy Bergmann and Bill Harker will run the workshops.
- Send the invitation to all local environment groups to post on their websites—Mid-April, mid-August, 2009 and mid-April 2010.
- Offer a free native perennial plug to all participants at the fall planting/workshop.
- Distribute free educational pamphlets on home rain garden design to all residents who participate. Pick up from Conservation District, BVA mid-April; mid-August.
- Professional designer designs signage for each rain garden. Installed 5/2010
- Through the website, newsletter and town events, encourage residents to join the two groups in East Fallowfield monitoring water quality monthly: the Park Pond Watch. Buck Run Stream Testing. Being done now.
- Arrange pick up refreshments for planting workshops—days before each event
- Create an evaluation sheet for each planting workshops— 5/1/09
- Create a display with the BVA/Glen Rose Conservancy at a booth at the Annual Community Park Day with take home material—9/09
- Bill Harker will lead a guided tour of the rain gardens at the Park Day— 9/09
- Prepare a summary report evaluating the project—5/2010

10. How will you evaluate your project?

Distribute surveys at planting events to obtain attendees' opinions, knowledge gained, recommendations, and interest in additional programs

Document the number of information packets given away

Follow up interview with Chris Makely, Supervisor and Liaison with the Park and Rec Commission about what discussion or activity may have resulted from the project

Track any additional requests for information through the website or Park and Rec

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

11. Critical questions the evaluation will address. We will use all the following questions suggested in the grant application.

Have the necessary information and technical tools been made available for protection activities to occur at the local level?

Has the capacity of citizen organizations and government agencies to work cooperatively to address watershed protection increased?

Have citizens participated in the local government process regarding watershed management?

Have local officials increased or demonstrated their willingness to increase their efforts to protect the watershed?

12. Will your program continue after the grant runs out? Yes. The work on the rain gardens will continue once they are planted. There will be ongoing weeding, mulching and maintenance days for a group of committed volunteers, with annual spring and fall clean up days advertised to the whole community. The materials created for this project—the educational materials for schoolchildren and the materials prepared for the annual Park Day—will be given free of charge to any interested community. Information on rain gardens, rain barrels and other innovative stormwater strategies will continue to be promoted on the East Fallowfield website. Implementation of the recommendations of the restoration plan (of which the Rain Gardens are one part) will continue for many years as funding and contributions become available. The two subdivisions adjacent to the park have retention basins that need to be planted with native plants. Our long-term goal is to engage the residents in planting them and to install rain barrels on their properties.

Water Resources Education Network (WREN)

A project of the League of Women Voters of Pennsylvania Citizen Education Fund (LWVPA CEF)

GRANT APPLICATION COVER PAGE – attach to Front of Proposal

Project time period July 1, 2009 through June 30, 2010

Project and Applicant Information:

Lead Organization: **The East Fallowfield Township Park and Recreation Commission**

Project Title: **East Fallowfield Community Park Rain Gardens**

Organization type (check one):
 Non-profit[501(c)(3)] School Conservation District Government
 Community Water System (PWSID#) other (specify)

Will your project implement recommendations of an existing watershed or river conservation plan? Yes No
 If yes, identify the plan and responsible organization:

Is your project consistent with a municipal or county comprehensive land use or local watershed protection plan?
 Yes No If no, explain why not:

Project Leader: **Peter Massaro, Chair
Park & Recreation Commission**

Address:

City, State, Zip: **East Fallowfield, PA 19320**

Telephone/Fax:

Project Leader email: **PMassaro@tierde.com**

Lead Organization website: **www.eastfallowfield.org**

Organization with fiscal responsibility: **East Fallowfield Township**

Partners (Organization Name only; attach Partner Form or letter of support for each partner):

The Brandywine Valley Association

The Chester County Conservation District

The Glen Rose Conservancy

Name a person (s) who can attend the Orientation meeting in addition to OR in place of the Project Leader if necessary

Jeanne Berlin, Sally Green

Name of watershed/stream/river on which project focuses:

Geographic location of waters (Township(s), Borough (s):

County(ies):

Hydrologic Unit Code (HUC) (Find yours by going to <http://water.usgs.gov/GIS/huc.html>)

Brandywine -Christina Watershed/Dennis Run

East Fallowfield Township

Chestet

2040205

Amount of Funding Requested: **\$ 5000**

Summarize the overall goal(s), expected outcome(s), and project deliverable(s)/workproduct(s) in this space (1 -2 sentences): The East Fallowfield Park Rain Garden Project is intended to provide hands-on educational opportunities for residents to learn about the role rain gardens can play in protecting the watershed from storm water runoff and NPS through a series of 3 workshops (spring, 2009 - spring, 2010) in the new township park where they help plant seven permanent demonstration rain gardens. Additional educational components include: event flyers, signage at the rain gardens, link on the town website to watershed stewardship information, exhibit at the annual community fair and tour of the rain gardens.

Applications must be postmarked (if mailed) or received (if hand delivered) by 4:00 p.m. on April 3, 2009 to the following address:

League of Women Voters of Pennsylvania Citizen Education Fund Attn: WREN 226 Forster St. Harrisburg, PA 17102-3220 Faxes

July 1, 2009 - June 30, 2010 WREN Grant Budget Summary

Project Name: East Fallowfield Township Rain Gardens

Project Leader: Peter Massaro

Organization with fiscal responsibility: East Fallowfield Township

Expenditure Categories for Water Resources Education Network Funded Grant

	Column 1 LWVPA CEF Funds Requested:	Column 2 Other Funding being used for this project*:	Column 3 In Kind Contributions, if known (Match):	Column 4 Total Anticipated Expense (column 1+2+3):
Printing/copying	\$ 250	\$	\$ 50	\$ 300
Travel	\$	\$	\$ 70	\$ 70
Office supplies	\$	\$	\$	\$
Postage/Distribution	\$	\$	\$ 500	\$ 500
Advertising/Promotion (including website)	\$	\$	\$ 500	\$ 500
Workshops/Meetings	\$	\$	\$	\$
Administrative Personnel	\$	\$	\$ 150	\$ 150
Program Outreach Personnel	\$	\$	\$	\$
Professional Services	\$	\$	\$ 1500	\$ 1500
Educational Equipment or materials (list below)	\$ 4250	\$ 900 (promised)	\$ 500	\$ 5650
Signs	\$ 500	\$	\$	\$ 500
Other Items (list)	\$	\$	\$	\$
Volunteer labor	\$	\$	\$ 600	\$ 600
Native perennials, shrubs, trees for 6 basins and pond edge	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
	\$	\$	\$	\$
TOTAL:	\$ 5000	\$ 900	\$ 3870	\$ 9700

Attach this budget worksheet to Grant Application Cover Page

***If there are other funds being used for this project, please check:**

July 1, 2009 - June 30, 2010

WREN Grant Partner Form

Project Name: The East Fallowfield Community Park Rain Gardens

Project Leader: Peter Massaro, Chairman, Park and Recreation Commission

PARTNERING ORGANIZATION

Partner : Park and Recreation Commission

Telephone:

Summary of Partner's participation in the project:

The new East Fallowfield Park is the only public facility for recreation in the township. It was designed to be used by families as a playground, for walking and jogging and other athletic purposes. It is also the only natural habitat open to the public where residents can get close to a stream, a pond, wetlands and walks through the woods. We see it as our responsibility to restore this natural habitat and to provide access to it as a way to foster our residents' commitment to protect their watershed.

Bill Harker, President of Harker Gardening, a professional horticulturalist specializing in native plants is a (non-voting) member who is volunteering his time to design the rain gardens; to pick up the plant material; to run all planting workshops; to educate township employees on maintenance; to be present at a Watershed Stewardship Booth at the Annual Community Park Day and to lead a tour of the rain gardens; to contribute descriptive educational material for the signage by each rain garden.

Other members will help organize community participation in planting and maintenance; contact schools, scout troops, HOA; arrange for speaker from the BVA; contact all media. Develop website material.

Check which is applicable-can be

both:

Program Activities _____

Matching Funds _____

Other _____

Partner's Signature:

Email address:

Printed Name:

Telephone:

***If there are other funds being used for this project, please check:**

PA DEP Environmental Education Grant PA DEP Growing Greener Grant Other

July 1, 2009 - June 30, 2010

WREN Grant Partner Form

Project Name: The East Fallowfield Township Park and Recreation Commission

Project Leader: Peter Massaro

PARTNERING ORGANIZATION

Partner :The Glen Rose Conservancy

Telephone: 610-384-8760

The Glen Rose Conservancy is a newly forming non-profit group dedicated to protecting the environment in East Fallowfield. We are focusing on monitoring the Buck Run watershed as part of the BVA's Red Stream to Blue Program. One of the members, Sally Green is working with Bill Harker on all aspects of the project from the design to helping recruit residents to participate on the planting days to creating the material for the water stewardship page on the E. Fallowfield website. One of the members, Michael Green is a professional graphic artist who will design the event flyers.

Check which is applicable-can be both:

Program Activities yes

Matching Funds \$700

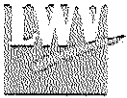
Other

Partner's Signature:

Email address:
ercildoun@gmail.com

Printed Name: Sally Green

Telephone: 610-384-8760



Water Resources Education Grant Guidelines
Proposals Due: Friday, April 3, 2009
Grant Award Period: July 1, 2009 – June 30, 2010

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

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 among 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 Program focuses on two initiatives: Watershed Education to prevent nonpoint source pollution, and Source Water Protection Promotion to raise awareness about the importance of protecting public drinking water sources. Since 1992, LWVPA-CEF has provided over \$1.5 million in funding to over 250 community partnerships working to safeguard Pennsylvania water resources.

Eligible Projects

You may apply for a grant through WREN for Watershed Protection projects that build awareness and educate Pennsylvania citizens and local officials about their role as environmental stewards to protect, improve, or remediate the watershed from the impacts of polluted runoff. Please apply if your project is focused on:

- Building watershed awareness about impacts of polluted runoff (nonpoint source pollution)
- Community-based watershed stewardship
- Promoting water-sustaining public /municipal policies and practices
- Educating and encouraging water-sustaining individual behavior change using social marketing concepts.

Grant awards may be up to \$5,000 for each project. Funding will be awarded for Watershed Protection projects which educate about the impacts of nonpoint source (NPS) pollution per PADEP's Nonpoint Source (NPS) Management Program 2008 Update.

NPS pollution includes:

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

For more information about PADEP's Nonpoint Source (NPS) Management Program, contact the PA Dept of Environmental Protection (PADEP) Bureau of Watershed Management at 717-783-2289 or visit <http://www.dep.state.pa.us> and go to Non-point Source Pollution under the "Water Topics." Or contact your County Conservation District Watershed Specialist, located in your local telephone directory or provided by the PA Association of Conservation Districts at 717-645-8878. Visit PACD website at <http://www.pacd.org/districts/directory.htm>

dst cecpa.org/water/10/jun09/pdf

Who is Eligible to apply?

All applications must be submitted by a partnership (two or more organizations). Projects must include at least one municipality* as an active partner in the project (if the applicant is not a municipality.)

- Partners may include: watershed associations, civic groups, conservation organizations that promote local watershed efforts, Councils of Government, community water systems, government entities (including municipal authorities), educational entities such as schools or universities, or other governmental or non-governmental organizations. Individuals may also participate in a Partnership without a group affiliation. *To reiterate: one or more municipalities must be a member of the partnership.*
- A lead organization must be selected to handle financial matters and coordinate reporting.
- All partners should review the Grant Guidelines and completed Grant Application, and submit a Partner Form with the application to WREN. Meet with partners early during your proposal development to identify their roles, and answer questions. Be specific about what each partner will do (or individual) in the proposed project, and if any cash funds or in-kind match will be provided by the partner organization. Partner Forms must include a signature along with printed name of either the chief officer of the organization or someone who can commit the organization from a fiscal and/or programming perspective.

** Note: Throughout Pennsylvania, citizens have stated a desire to see greater awareness and participation by their municipal officials in programs to protect water resources. An important way to engage local officials in the process of watershed protection is for them to receive recognition via a WREN Grant, and see return of tax dollars in the form of a grant, for the benefit of their local community. Since grants are competitive, the strongest applications have municipal officials on board as key partners to show commitment to the community education outreach effort. Without the partnership of these groups, often the efforts will not build or be sustainable over time. Municipal participation bodes well for future support and ongoing efforts in the community.*

Role of Partnership in WREN Grants

WREN experience has shown that the most successful projects are those run by a true collaborative partnership rather than by one agency or group acting for the whole. Consider other groups with similar interests, along with others who may benefit from your project. Be innovative! We look for signs that each partner identified in the application will be an ACTIVE contributor to the project, and hopefully willing to continue the effort after grant funding runs out. Develop a clear role for your partners.

- a. We'll give preference to projects that involve collaboration with people and groups that are affected by the problem, or have a role in solving it.
- b. Each partner identified in the application is expected to be an ACTIVE contributor to the project. Partners may often provide access to additional stakeholders that may be difficult for you to reach directly and resources such as in-kind (ie non-cash) contributions to a project, such as meeting space, copying, etc.

Eligible Activities

1. 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.
2. The project's activities and outcomes must be educational, with activities relating to watershed protection (addressing Nonpoint Source [NPS] pollution).

Eligible activities include, but are not limited to, the following:

- media or outreach campaign
- steering or advisory committee development and meetings
- educational exhibits, such as tabletop displays, signs, or wayside structures, either temporary or permanent
- informational presentations
- website development and publicity campaign
- workshops or seminars for citizens and local officials
- projects to identify potential nonpoint contaminant sources in the watershed and notify the community about impacts
- projects to identify best management practices and make them available to the public via demonstration projects such as rain gardens, rain barrels, farm tours, native plants, low impact development, or environmentally friendly building design and landscaping approaches.
- coordinate storm drain stenciling or marking events
- watershed festival/fair that include education
- written educational materials, including newspaper articles and inserts, newsletters, fact sheets, restaurant placemats, brochures, handbooks, etc.
- contests that include an education component (poster, poetry, logos, etc.)
- educational packets for teachers, residents, officials, etc.

Ineligible Activities

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

Ineligible Activities include, but not limited to:

- | | |
|--------------------------------------------|----------------------------------------------------------------------------|
| • land or major equipment acquisition | • construction (except for project related signs) |
| • entertainment or food/beverages | • interest payments |
| • clothing (except to conduct the project) | • lobbying (attempting to influence local, state, or national legislation) |
| • sealing of abandoned wells | |

WREN is not permitted to use federal Section 319 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 -MS4s) and Concentrated Animal Feeding Operations (CAFO)/AFO agricultural operations. Please contact the WREN Program Director if you believe your proposal may implement an NPDES permit requirement.

Source of Funding

Funding for the watershed protection 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.) 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.

How to Apply for a WREN Grant

Use the WREN Grant application forms to apply for a WREN Watershed Education Grant. Copies of may be downloaded at: <http://wren.pahwv.org>. Your Application must include: The Application Cover Page, Budget Summary Form and Partner Form(s).

Application Checklist	
✓	Nine (9) hard copies to be submitted with pages in this order:
	1. Completed Grant Application Cover Page
	2. Budget Summary Form (include source and description of 5% match)
	3. Signed Partnership Form(s) for each Partner
	4. Project Narrative

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

	5. Letters of Support
	6. If a Nonprofit Organization, Proof of Legal Status

** NOTE: Grant Match: A minimum 5% of the WREN Grant amount requested is required as an overall match. Match can include cash OR non-cash contribution such as volunteer time, facilities donation, food/beverage donations, professional support time.

Application Deadline

Applications must be postmarked (if mailed) or received (if hand delivered) by 4:00 p.m. EST on Friday, April 3, 2009. No faxes. In addition, please email a copy of your application on 4/3/09 to Julie Kollar at juliekwren@verizon.net

Send your application to:

League of Women Voters of PA - CEF

WREN Grant Application

226 Forster Street

Harrisburg, PA 17102-3220

League Phone: 800-692-7281

Julie Kollar Phone: 267-468-0555

We will email you by April 10, 2009 to confirm we've successfully received your application, and provide notice of decision by May 15, 2009.

Submittal Instructions

Submit your full application with nine (9) hard copies (double sided is welcomed) with each copy stapled in the upper left corner. No binders please! Please email a copy of your application on 4/3/09 to Julie Kollar, WREN Program Director at juliekwren@verizon.net. Do not include Partner Forms or attachments when emailing.

Proposal narrative should be no more than FOUR (4) pages in length, not including the Application Cover Page, Budget Summary Page, and Partner Forms. Please limit attachments to only those relevant to the proposed activities. A page is defined as one, single-sided 8.5 x 11" page using no smaller than 10 point font.

Assemble application in the following order: Application Cover Page as First Page, followed by Budget Summary Page, Partner Forms, and Narrative. A cover letter, table of contents, and any other type of cover page is not necessary.

Tell us about your Project

We need to understand the key elements of your project – the *who, what, where, when, why and how*. Please use the following outline to organize your Proposal Narrative.

1. What is your area of focus?

For example:

- Building watershed awareness about impacts of polluted runoff (nonpoint source pollution)
- Community-based watershed stewardship
- Promoting water-sustaining public /municipal policies and practices
- Educating and encouraging water-sustaining individual behavior change using social marketing concepts.

- Clearly identify the specific problems or needs your project will address. What presents the highest risk to water quality in your community?
- Establish that your partnership understands the problem and can address it.
- 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.

2. Where will your project take place? List the County, municipality/municipalities and watershed

3. What key problems will your project help solve? What public policy or behavior do you want to change? Identify the barriers that prevent the desired behavior change; that is, what prevents people from taking action now? (social marketing approach)

4. Who is your target audience and why did you select them?

Explain how you selected your target audience and how you will reach them (partner role if any)

5. What is the key message your project will convey? In one sentence explain your overall message. Will you use "Water Words that Work?" See: <http://waterwordsthatwork.com/the-method/words/>

6. What activities you will undertake? Explain the activities you will undertake as specifically as possible. Identify any professional services or consultants you plan to employ in the course of conducting the project. The use of Professional Services where appropriate is strongly encouraged. *In particular, we strongly suggest working with professional graphics designers and editors on written materials.*

7. What are the specific goals of your project and what is the measurable result for each?

Specific Goal	Measurable Result
RAW GARDENS	PLANTS INSTALLED w/ volunteers from community.

- How you will accomplish each goal?

8. What are the key milestones for your project during the grant period?

Milestone	Tasks	Target Date

Illustrate your plan with a timetable, including major milestones and tasks to be accomplished and their anticipated completion dates. Be as comprehensive as possible while realizing that plans can change throughout the course of the project.

9. What educational tools/models will you need to purchase (if any) using Grant Funds and where will they be housed?

10. How will you evaluate your project?

a) Describe one or more methods that you will use to evaluate whether or not both individual activities and the project as a whole met the original objectives. Following are some ways of evaluating individual activities:

- Distribute questionnaires and/or surveys at events to obtain attendees' opinions of the programs, knowledge gained, recommendations, and interest in additional programs
- Document the number of fact sheets, brochures, or information packets distributed and follow up to determine how they were used
- Consider follow up interviews with public officials, media and participants to determine what discussion or activity may have resulted from the project
- 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

b) What are the critical questions the evaluation will address? Consider the following:

- Have the necessary information and technical tools been made available for protection activities to occur at the local level?
- Has citizen and public awareness for the need to protect the watershed on a regional basis increased?
- Has the capacity of citizen organizations and government agencies to work cooperatively to address watershed protection increased?
- Have citizens participated in the local government process regarding watershed management?
- Have local officials increased or demonstrated their willingness to increase their efforts to protect the watershed?

An evaluation plan is intended to be a tool for both you and WREN to use to refine and improve water policy and education initiatives in Pennsylvania. Also, evaluation of the project can be a means for others to learn from your experience in conducting the project. Keep in mind that an evaluation plan need not be elaborate or complicated if it is to be useful both to you and others. *Local colleges and universities may have programs designed to help community groups in developing a project evaluation plan.*

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.

Application Cover Page

12. Complete all sections of the Application Cover Page. Give your project a brief, descriptive title in 10 words or less. Avoid acronyms in title. Summarize the project's expected (measurable) outcomes to achieve with one or two sentences in the Project Summary space. Provide a more detailed description in the body of the narrative proposal.

Source of Funding – Budget Summary Page

13. What is your budget?

- Use the Budget Summary Page included in the grant application forms to organize your budget. Be as specific as possible about anticipated costs.
- The Administrative and Program Outreach Personnel budget lines refer to staff employed by the applicant or their partners. Please identify who will receive compensation through the grant to the best of your ability.
- The Professional Services budget category refers to consulting or contractual services for the project either from an individual or from a company. If your project budget requests funding for Professional Services, please indicate to the best of your ability the name of the contractor, what tasks they will be perform, and the expense to be incurred.
- Expenses for graphic arts designers and editors are eligible for WREN funding.
- 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
 - Column 2: Funding available from other sources for the proposed project, if any
 - Column 3: The known and estimated support in-kind contributions from local sources, cash contributions, and other sources of match (total in-kind must be at least 5% of the total amount requested from LWVPA-CEF)
 - Column 4: Total anticipated expenditures (the sum of the first three items.)
- A note about local contributions, or in-kind support/service: this is an important way to show local support for your project. You can include volunteer time as in-kind support/service by estimating the monetary "value" of volunteer's time. A "reasonable" hourly wage can be based on local average wages or on the Independent Sector's estimated value of a volunteer hour in 2007 of \$19.51 per hour. See http://www.independentsector.org/programs/research/volunteer_time.html#state for details.

Partner Form(s)

14. A Partner Form should be completed for each partner, indicating what role the organization (or individual) will play in the proposed project and if any cash funds or in-kind donation will be provided by the organization.

Partner forms must include the printed name and signature from either the chief officer of the organization or someone who can commit for the organization from a fiscal and/or programming perspective.

How does WREN Evaluate Proposals for Selection?

The goal of the WREN Project is to support community based efforts that build an informed citizenry who will encourage local officials to make decisions that protect water resources. LWVPA-CEF will give priority to partnerships that will accomplish one or more of the following objectives in the course of their project:

- a. Increase community's understanding of the existing public policies that protect the local water resources
- b. Increase community's understanding of its role in developing policies that protect the local water resources
- c. Increase community's understanding of the need to manage local water resources on a regional basis and the need for cooperation between neighboring communities
- d. Encourage cooperation between citizens, local government officials and private organizations in developing and implementing water resource protection policies and strategies
- e. Provide opportunities for citizens to participate in local government decision making
- f. Build awareness throughout the community with educational efforts that will encourage environmentally beneficial changes in habits or behaviors
- g. Offer a project that has the potential to benefit other Pennsylvania communities or citizens through re-use and information transfer of any skills, technology, or practices.

How does WREN Rank Proposals for Selection?

Your proposal will be evaluated using the following criteria:

- Does the project include a municipality(ies) as an active partner?
- Does the project incorporate into its design one or more of the LWVPA-CEF WREN objectives and include only eligible activities
- Does the project meet all of the requirements
- Does the proposal demonstrate that the Partnership and Project Leader(s) have the ability to complete the project?
- Does the project meet a specific or identified community education need related to watershed protection and management?
- Will the proposed educational activities meet the project objectives?
- Does the proposal contain a list of the major milestones and tasks of the project?
- Does the project demonstrate evidence of being able to obtain necessary educational resources, technical information, and expertise?
- Does the proposal include a relevant project evaluation?
- Does the project have a potential to be replicated or adopted by other communities?
- Does the proposal include a discussion of possibilities for sustaining education efforts or spin-off activities after the end of the grant period?
- Is the budget consistent with the proposed activities?

Please note: It is acceptable to apply to the WREN grant program for funding to pay for educational activities which have also been proposed in a PA DEP Growing Greener program (or another funding program) grant application. Be sure when doing this, however, to prepare a proposal that is a WREN grant application, not simply a copy of another grant application.

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 Orientation Meeting to learn about WREN grant requirements, additional available resources, and to network with other funded projects; the two-day meeting will be June 16 - 17, 2009 in central Pennsylvania (LOCATION TO BE ANNOUNCED) at no cost to the grantee. Lodging, meal and travel expenses for meetings will be paid by the LWVPA-CEF.
3. Periodically update the WREN project director about the project's progress
4. Provide at least three electronic photos of events funded by the WREN grant in reports
5. Attend a final, "wrap-up" meeting at the end of the grant period, MID JUNE, 2010
6. Two copies of an interim report are due by December 15, 2009 and two copies of the final report are due by July 15, 2010. Reports need to be signed by a representative from each organization in the Partnership to assure consensus about the progress of the project. Electronic versions of reports and work products are to be submitted.
7. Because of certain legal and financial obligations that LWVPA-CEF must meet, all publications, pamphlets, video scripts or other public educational materials produced by the project 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. Reviewers will provide feedback on the readability and comprehensibility of the text and grantees must plan production of materials to incorporate review time.
8. Grantees must forward two final hard copies and electronic files of all public educational materials to LWVPA-CEF. Products produced as a result of your scope of work 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.

All materials developed, and any articles written about granted projects, must acknowledge LWVPA CEF and Pennsylvania Department of Environmental Protection as the funding source.

Financial Management of Grant

1. Management of the funds must be done by an organization with a 501(c) (3) status, a government entity, or a Conservation District. As soon as funds are available for disbursement, grantees will receive up to 50% of the grant award in order to begin project work as soon as possible. The first payment is anticipated to be made no later than September 30th, pending receipt of funds from DEP. Before a second stipend (up to 40% of the grant award) is disbursed, all midpoint requirements (interim report, financial report and appropriate meeting attendance) must be met.
2. Any fees collected from the sale of WREN funded educational materials or WREN funded workshops or event must be deducted from the project's total allowable costs to determine the net costs eligible to be charged to the WREN grant.
3. Adjustments between budget line items or changes to the approved deliverables require a Project Change Request approval if the adjustment is significant or changes the approved scope of work in any way.
4. A financial report will be required at the mid-point and the conclusion of the project. Financial reports need to be signed by a responsible fiscal officer for the project. This person, if it is someone other than the Project Leader, must also sign the Letter of Agreement and Guidelines Document that are issued with the WREN grant award.
5. Please note that ten percent (10%) of the total grant amount will be withheld until the final report has been submitted to LWVPA-CEF and when the Project Leader(s) have met all grant obligations (including attendance at Wrap Up Meeting in June 2010.)
6. Original receipts must accompany interim and final financial reports unless otherwise authorized by LWVPA-CEF.
7. 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.paiwv.org/local.html> 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.paiwv.org/resource.html> for additional information about water resources management and protection and links to NPS pollution website

A helpful website which contains information, tools, training and support to water resources education efforts can be found <http://www.epa.gov/nps/outreach.html>.

For more information contact:

Program Director Julie Kollar (267) 468-0555
email at juliekwren@verizon.net

Communications Director Edith Stevens (570) 839-8130
email at estevens@ptd.net

Copy all email to WREN's general email box at: wren@paiwv.org

This application can be downloaded at: <http://wren.paiwv.org>