

ATTACHMENT B - FULL PROPOSAL SUBMITTAL REQUIREMENTS

PROJECT NARRATIVE FOR IMPLEMENTATION PROJECTS - GUIDELINES

Project Narratives should be prepared following the format and guidelines below. Please note there is a THIRTEEN (13) page limit for narratives. Page limits for each section are suggested. Pages in excess of the Thirteen PAGE limit will not be reviewed. Additional pages may be included for maps (3 Page Limit) and Project Performance Measure Table (2 Page Limit). 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. **The narrative should be labeled: Attachment B.**

- A. **Consistency with the Concept Proposal and Responsiveness to Reviewer Comments** (2 page limit). Full Proposals must be substantially consistent with work proposed in the Concept Proposal. Full Proposals must also address all reviewer comments provided in the invitation to submit a Full Proposal. In this section identify any substantial changes between the Concept and Full Proposal and provide a rationale for the changes. This section should also be used to provide a response to each of the reviewer comments provided with the invitation to submit a full proposal.
- B. **Project Description, Outcomes and Technical Basis** (6 page limit plus additional 3 pages for maps)

Watershed Description/ Project Area

1. Briefly characterize the watershed including land use, location, and demographics. Identify the beneficial uses of the waterbody(ies). Briefly discuss the watershed impairment and identify the causes of pollutant loads.
2. Provide a detailed map or set of maps, as a separate attachment (max 3 pages), of the Project area. The maps should display:
 - a. The area and/or watershed where the Project will take place,
 - b. The location and area affected by the Project,
 - c. An inset State of California map showing the Project watershed location,
 - d. The Disadvantaged Communities within the Project Area (if applicable),
 - e. The 303(d) listed water bodies and water bodies with adopted TMDLs and
 - f. 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).

Project Description and Technical Approach

Provide an overview of the project, the purpose and the technical approach. Provide documentation that the Project is based on sound scientific and technical analysis and includes measures to assess performance.

1. Briefly describe how this project fits within the Program Preferences identified in [Table 3 Guidelines Document](#).
2. Provide a description of the Project, This description should include, but is not limited to the following.
 - a. The identified pollutant(s), source(s), beneficial uses and land uses the project will address.
 - b. Description of the location and spatial/areal extent (i.e., miles, area and/or GIS information) the Project covers.
 - c. Identify the TMDL(s) that the project targets, and provide a weblink to the targeted TMDL(s).
 - d. A discussion of how this project will result in making significant water quality improvements and meeting the water quality goals of the TMDL(s).
 - e. If this Project is part of an existing implementation strategy (e.g., continuation of multi phase project) describe how it fits into “big picture” scope of this strategy.
 - f. Briefly, describe how this Project fits into the “big picture” scope of other activities (e.g., percent of miles or acres, percent of the total watershed etc.) relative to the whole watershed. Where does this Project reside in the watershed (upper, lower, middle etc.)?
3. Management Measures (MMs)/Management Practices (MPs) Implementation. See [Appendix I](#) and [NRCS Practices](#). Describe the proposed project and technical or scientific basis for the Project design to achieve the stated objective(s) and outcome(s) of the Project.
 - a. Identify and describe the number, location and anticipated outcomes for MMs and MPs that will be implemented.
 - b. Discuss the appropriateness of the proposed methods, approaches, technology, and analyses for the proposed implemented [MMs/MPs](#) and [NRCS Practices](#) (e.g., site characteristics, soil types etc.), to ensure that the technology will be effective for the proposed project. If applicable, provide major literature citations(s) weblinks that document the technical and scientific basis of the Project.
 - c. Identify and discuss the method that will used to track implementation and success of the Project
 - d. Discuss how Project implementation could be adapted based on new information and data collected, if needed.
 - e. Describe how data gaps will be identified and addressed.
 - f. Identify the selected implementation sites, and describe the method used for site selection. If sites have not been selected, describe the method and criteria that will be used to select them.
 - g. Are landowner agreements in place? If not, describe the method that will be used to obtain them.
 - h. Describe how the project or MMs/MPs will be maintained after the term of the grant.
 - i. Describe how this work can lead to further MMs/MPs implementation to implement the TMDL and watershed and restore the waterbody.
 - j. If this is part of a multi-phased project, describe the next steps for completing the remaining Phases.
 - k. Describe what lessons can/may be learned from this project and how they might be applied to other watersheds.
 - l. Describe your readiness to proceed.
 - i. Has CEQA analysis for the Project been completed, or what level of CEQA analysis will be needed for the Project, and what final CEQA document has

- been produced or is anticipated? What is the expected time line or schedule for CEQA compliance and how does it fit within the timeline of the grant?
- ii. What permits will be needed for the project, and from whom? Have permits been applied for? What is the expected timeline or schedule for obtaining permits and how does it fit within the timeline of the grant?
 - iii. Is the match secured? The funding match is based on the **total cost of the project**. If the match is secured, how and who will provide the match? If the match is not secured, describe the process that will be used to secure the match and who are the intended funders.

Planning, Outcomes and Environmental Results

1. Provide a detailed discussion about how the project implements priority activities necessary to achieve the water quality goals of the TMDL(s) and watershed plan. Also, discuss how you have determined that the project is targeting implementation of high priority NPS management activities at a location necessary to meet the TMDL water quality goals. Provide a thorough analysis of how the proposed project will contribute to long-term sustainable progress toward achieving the restoration goals of a watershed identified in the Preferences section of this solicitation: ([Table 3 Attachment A-Guidelines Document](#)). Your discussion should include, but is not limited to, the following:
 - a. Identify the goals, objectives, and outcomes of the project, and how they will be achieved in terms of meeting the water quality goals of the TMDL and watershed plan.
 - b. Discuss how the Project will have benefits beyond the immediate Project Area e.g., by evaluating the applicability of the proposed Project to other locations/watersheds with similar NPS issues.
 - c. Identify the watershed and/or interregional benefits and impacts from the Project. Discuss any multi-objective outcomes (e.g. ecosystem health, habitat, air quality etc.)
 - d. Address any potential negative impacts (environmental, social etc.) expected both within and adjacent to the Project area that may result from the implementation of the project and identify appropriate mitigation measures that will be carried out to address these impacts.
 - e. Discuss the anticipated pollutant load reductions.
 - i. Discuss the estimated load reductions that the project will achieve and how the load reduction fits within the timeline of the grant. Provide anticipated annual estimated pollutant load reductions for MPs and MMs 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 water body). Describe how the pollutant loads will be measured or estimated and how the load reduction was calculated [e.g. USEPA STEPL tool (<http://it.tetrattech-ffx.com/stepl/>) or other methods], and explain the reason for choosing the methods.
 - ii. Provide quantified pollutant reductions per acre per year, and associated cost per acre (e.g. XX lbs pollutant /acre /year reduction for X\$ per acre). Explain whether costs are grant-funded or associated with matching funds. Explain how values are derived.

- iii. Discuss any pollutant source reduction or pollution prevention component of the project.
 - f. Relationship to Watershed Plans and TMDL- Discuss the relevance of the project to achieving the water quality goals identified in a coordinated Watershed Plan or suite of Plans [i.e., Integrated Regional Water Management Plan (IRWMP). Coho Recovery Plan, etc].
 - i. Provide the titles of the Watershed Plan(s) or suite of Plans, stakeholders and partners, and weblinks to the Plan(s).
 - ii. Describe how (and by whom) implementation of the Plan(s) is 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.
 - iii. Discuss how the proposed Project has been identified as a priority in the plan(s) and how that determination was made. Describe how the plan provides the information necessary to reasonably expect the project will contribute to restoration goals. Describe and explain if/how the Project targets implementation actions in a high priority area to achieve the water quality goals identified in the TMDL.
 - g. Describe how this Project leverages other resources (programs, projects and funding) to accomplish more extensive implementation to achieve measurable results in meeting the water quality goals of the TMDL and watershed plan.
 - h. Discuss any past and future coordination efforts with the local land-use planning decision-makers to further implement the goals of the Plan.
2. Assessment and Performance Measures – Provide an overview of the process that will be used to determine the performance measure used to track the Project progress, goals, and measurable targets that will be feasible to achieve during the project period.
- a. Identify and describe the measures and/or indicators that will be used to gauge the performance effectiveness of the Project. Also, describe the appropriate document(s) used to demonstrate that the Project outcomes were met.
 - b. Describe how the effectiveness of the Project will be monitored and assessed (i.e., submittal of the Project Performance Measures Table –[Appendix E](#) and [PAEP Training Information](#)). Provide the Performance Measure Table at the end of the applicant Attachment B (Additional 2 pages for table).
 - c. Describe the post construction/initial implementation performance monitoring (e.g., water quality and/or inspection), and if applicable, how the proposed monitoring activities will document Project effectiveness (e.g., pollutant load reduction etc.)
3. Monitoring, Data Collection, Management and Analysis – for projects that include a monitoring/ data collection component, please discuss the methods that will be used to ensure data quality, consistency and applicability.
- a. Describe the monitoring plan with monitoring objectives for the Project that are consistent with the Project’s goals, objectives, effectiveness, and expected outcomes. Identify the appropriate sampling media (e.g., sediment, water, organisms etc.) analysis, and frequency in the monitoring plan.
 - b. Identify the entity(ies) responsible for conducting the proposed monitoring activities.
 - c. If applicable, discuss how the proposed monitoring activities will document Project effectiveness (e.g., pollutant load reductions etc.).
 - d. Discuss whether the proposed monitoring activities are covered under an existing Quality Assurance Project Plan (QAPP), or if a QAPP will need to be developed.

QAPP must conform with the 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](#)).

- e. Discuss the statistical/data analysis methods that will be used and why they are appropriate for this Project.
- f. Discuss how the data collected will be of added value to existing monitoring and water quality analysis efforts in the watershed. Describe 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 technology where appropriate).
- h. Describe how the data will be managed, and made SWAMP comparable to support statewide data needs. See [General Requirements](#) and [SWAMP](#) website).
- i. Discuss the applicability of submission of 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.
- j. If local watershed groups will be included in the data management and analysis process discuss their roles.

C. Project Team and Administration (1 page limit)

1. Describe the Project team's relevant education, experience, knowledge, and skills necessary to successfully complete the Project. Applicant may provide examples of past successes in completing previous grant funded projects.
2. Describe the partnership agreements, corresponding roles, and institutional structure that will be in place to support successful completion of the Project. This should include reference to the staff resources that will be used to finalize the grant agreements and successfully implement the Project.
3. Identify project leaders within each cooperating entity to ensure consistent, long-term implementation of the Project.
4. Describe the availability of the project team and employees/staff to implement and complete the work. Identify all subcontractors and/or describe the plan to recruit the appropriate subcontractors and employees/staff to complete the project.
5. Identify the Project's partners and/or cooperating entities who can be relied upon to provide consistent, long-term implementation of the Project.

D. Stakeholder and/or Partner Involvement and Coordination (2 page limit)

1. Discuss how the stakeholder and partners;
 - a. Were/will be identified,
 - b. Have/will participate in the planning and implementation efforts,
 - c. Influence decisions made regarding Project implementation, and
 - d. Discuss the mechanism and processes that have been or will be used to facilitate stakeholder involvement and communication during implementation of the Project.
2. Identify Project leaders within each cooperating entity to ensure consistent long-term implementation of the Project. Identify and provide telephone numbers, email addresses, and website information for all **partners** participating in the Project.

3. Describe how the Applicant will coordinate and cooperate with the relevant local, State, and Federal agencies, and how the Project will meet the water quality goals of these agencies during the implementation of the proposed Project.

E. Education and Outreach (0.5 page limit). If the proposed Project has an education and outreach component:

1. Discuss the goals and outcomes of the education and outreach task.
2. Discuss the strategy the Project will employ to conduct education and outreach beyond the Project team.
3. Describe the target audience, including key stakeholder groups to whom this task will be directed.
4. Describe how success will be measured and how you propose to document the results of this task.

Describe how the Project promotes increased awareness and the adoption of MMs/MPs through the use of education material, activities, and /or technological transfer from these practices to other projects.

F. Environmental Justice (1 page limit). Environmental Justice 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 environmental justice communities or that address environmental justice needs and issues. To qualify for bonus points, projects must provide a direct environmental justice benefit. If applicable, discuss how environmental justice communities will be involved in the proposed Project and if environmental justice communities will directly benefit from the proposed Project by addressing the following.

1. Discuss efforts made to identify and address environmental justice needs and issues within the Project Area.
2. How the proposed project will directly address an environmental justice issue/ community.
3. The demographics of the community in the Project Area (race, income etc).
4. Discuss how environmental justice communities within the Project Area have been or will be involved in the planning and/or implementation process.
5. Document the water supply, water quality, and other environmental needs of the environmental justice communities and how these needs have been or will be addressed.
6. If applicable, describe any negative impact the Project may have on environmental justice communities.
7. 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.