

ATTACHMENT B- FULL PROPOSAL SUBMITTAL REQUIREMENTS

PROJECT NARRATIVE FOR PLANNING/ASSESSMENT 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 to 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 in the invitation to submit a Full Proposal.

B. Project Description, Outcomes and Technical Basis (6 page limit plus additional 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. 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 of the Project area. The maps should communicate:
 - 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), and
 - e. The Clean Water Act 303(d) listed water bodies and TMDL water bodies, 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 Attachment 1-Guidelines Document](#).

2. Provide a description of the Project. Identify the goals, objectives, and anticipated outcomes of the Project. The 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. Discuss whether this Project addresses minor and/or major pollutant(s) and source(s) in the Watershed.
 - b. A description of the location the Project covers.
 - c. Describe Project strategies that will improve the ability to determine the implementation activities necessary to achieve the water quality goals of the TMDL.
3. Describe the Project's applicability to existing Watershed Plan(s) and the water quality goals of the applicable TMDL(s).
 - a. Describe how the Project will be incorporated into the existing adopted Watershed Plan or suite of Plans (e.g., Integrated Regional Water Management Plan [IRWMP], anadromous fish recovery plan, etc).
 - i. Provide the title of the existing adopted Watershed Plan(s) or suite of Plans and weblink to the Plan(s) that the Project is to be included in.
 - ii. Identify and describe how the existing plan(s) address and complete USEPA's "Nine Key Elements" ([Appendix A](#)), and how the plan/planning activities are expected to be implemented. If the Project does not complete elements of the Plan(s) (e.g., USEPA Nine Key Elements ([Appendix A](#)), describe how it fits into the current Watershed Plan(s).
 - iii. 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.
 - iv. Describe how much of the existing Plan(s) has been implemented and how much of the Plan still needs to be implemented (e.g., what progress has been made in implementation of the current Plan[s]?) If, implementation of the Plan(s) has been scheduled, is the schedule being met? If not, explain why.
 - v. Describe what task(s) the Project will complete or contribute to in the existing Plan(s), and how it will build and improve on the existing Watershed Plans.
 - b. Describe the Project's relationship to TMDL(s) Implementation.
 - i. Identify the TMDL that the Project targets and provide a weblink to the targeted TMDL.
 - ii. Describe how the Project's planning/ assessment activities are called for in the TMDL.
 - iii. Describe and explain how it was determined that the planning/assessment Project will target implementation activities of a high priority for NPS management at locations necessary to achieve the water quality goals identified in the TMDL.
 - iv. If the Project is implementing a task required by a TMDL, identify the task.
 - v. Discuss how this project will lead to the implementation of activities to reduce the pollutant load.
 - c. Provide a discussion of the technical approach.
 - i. Discuss how the planning/assessment Project will identify and prioritize the sequence of appropriate management measures (MMs) and management practices (MPs) for implementation. If applicable, identify the MMs/MPs ([Appendix I](#) and [NRCS Practices](#)) the Planning Project will expect to be implemented in the future, the method of implementation, and how it will contribute to reducing pollutant loads. If sites have been selected for

- implementing MMs/MPs, identify the sites and landowner access agreements. If land owner 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.
- ii. Briefly discuss studies that have been conducted or will be conducted to support the planning/assessment work. Discuss the appropriateness of the proposed methods, approaches, technology, scientific data relied on and any analyses used to design the planning/assessment activities for the Project. If applicable, provide major literature citation(s) and/or weblinks that document the technical and scientific basis for the methods used.
 - iii. Describe how adaptive management (i.e., amend the Project plan as necessary to achieve the directed results) will be used in the Project.
 - iv. Identify how data gaps will be identified and addressed.
 - v. Describe whether the entire Project, for which funding is being sought, will be accomplished within the timeframe of this grant.
- d. Describe what lessons can/may be learned from this project and how they might be applied to other watersheds' planning/assessment efforts.
 - e. If this is part of a multiphased project, describe the next steps for completing the remaining phases.
 - f. Describe your readiness to proceed.
 - i. Is the match funding secured? If so, how and who will provide the match. The match funding is based on **the total cost of the project.**
 - ii. If the match funding is not secured, describe the process that will be used to secure the match and identify the intended funders.

Outcomes and Environmental Results

1. Provide a detailed discussion about how the Project plans to implement priority activities necessary to achieve the water quality goals of the TMDL(s) and Watershed Plans.
2. Provide a thorough analysis of how the proposed Project will contribute to long-term sustainable progress towards achieving the restoration goals of the watershed identified in the Preferences section of this solicitation ([Table 3 Attachment 1- Guidelines Document](#)). Your discussion should include, but is not limited to the following:
 - a. Identify the goals, objectives, and anticipated 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 by demonstrating the applicability of the proposed planning/assessment activities to other areas.
 - c. Identify any expected watershed and/or interregional benefits and impacts from the Project. Discuss any multi-objective outcomes (e.g., ecosystem health, habitat, air quality etc.).
 - d. Describe how this Project leverages other resources (e.g. programs, projects and funding) to accomplish more extensive planning/assessment activities that result in meeting the water quality goals of the TMDL and Watershed Plan.
 - e. 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.

3. Assessment and Performance Measures – Provide an overview of the process that will be used to develop the performance measures used to track the 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 page Limit for table).

4. 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 outcomes. Identify the appropriate sampling media (e.g., sediment, water, organisms etc.) analyses 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 State Water Board’s Surface Water Ambient Monitoring Program’s Quality Assurance Program Plan ([SWAMP QAPrP](#)) requirements (See [General Requirements -Section G](#), [Appendix F](#), [SWAMP Advisor](#)).
 - e. Discuss the statistical/data analysis mechanisms 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.
 - g. Describe how the data will be managed and made SWAMP comparable to support statewide data needs. See [General Requirements-Section H](#) and [SWAMP website](#)).
 - h. Discuss 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.
 - i. If local watershed groups will be included in the data management and analysis process discuss their roles.
 - j. 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).

C. Project Team and Administration (1 page limit)

1. Discuss how the project team has the 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 that can be relied upon to provide consistent, long-term implementation of the Project.

D. Stakeholder and/or Partner Involvement and Coordination (2 pages 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 strategy the Project will employ to conduct education and outreach beyond the project term.
2. Discuss the goals and outcomes of the education and outreach task.
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 management practices through the use of education material, activities, and /or technological transfer from this project 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.

PLACE THE PAEP TABLE HERE (2 Page limit).