



Montana Department of Environmental Quality  
PPA/WQP/WPS  
Attention: Kristy Zhinin  
1520 East Sixth Avenue  
P.O. Box 200901  
Helena, MT 59620-0901

*For Department Use Only:*

Received By: \_\_\_\_\_

Date: \_\_\_\_\_

Application Number: \_\_\_\_\_

Budget Submitted: \_\_\_\_\_

## **Montana DEQ 319 Mini-Grant Application**

*Please limit your application to 5 pages total.*

*Notice : Applicants **must** submit both a hardcopy and electronic application to DEQ NPS Outreach and Education Coordinator, Kristy Zhinin. [kzhinin@mt.gov](mailto:kzhinin@mt.gov) 406-444-7425. Please refer to mini-grant call for applications for more information. Make sure to **address all 13** items in this application, in this format, to be eligible for the grant. If the item does not apply (example # 12- no site event) write N/A.*

### **Contact Information:**

Applicant name, organization & contact information (address, phone, email, fax)

**Organization:** Bitter Root Water Forum

**Contact:** Laurie Riley, Executive Director

**Address:** P.O. Box 1247, Hamilton, MT 59840

**Phone:** 406.375.2272

**Fax:** N/A

**Email:** brwaterforum@bitterroot.net

Tax ID number for fiscal sponsor organization (Fiscal sponsors can be a school, community group, non-profit or other organization. Individuals cannot apply for this grant)

**Tax ID Number:** 43-2000515

### **Project Requirements:**

#### 1. Project title & location

Bitter Root Water Forum Educational and Promotional Brochures

#### 2. What nonpoint source pollution or water quality issue does this project address?

The planned brochure will provide a brief overview of potential water quality degradation activities in the Bitterroot watershed that can be addressed by changed behaviors of our citizens, and promote the Bitter Root Water Forum as the local, grassroots watershed group working to protect water quality through education and on-the-ground projects.

3. What education and/or outreach activity is planned to address the above issue?

It is surprising how little is known about the Bitter Root Water Forum by the citizens of our watershed. A disappointingly large number of our residents have not heard of our organization. We will use this brochure to promote us as the local watershed group working to protect water quality and we will outline local and relevant examples of activities that endanger water quality in the Bitterroot and how they can be avoided.

4. How does the project fit into larger watershed efforts in the region?

At the Bitter Root Water Forum, we pride ourselves on our strong community and area partnerships, for example, Bitter Root Trout Unlimited, Bitterroot Audubon, Bitter Root Land Trust, Lolo Watershed Group, Clark Fork Coalition, Ravalli County Fish & Wildlife Assn. By having a brochure that promotes our organization and the good work we do, we are also promoting other groups in our watershed that work to protect water quality. By creating better name recognition, we build a larger and stronger member base available to work together with our partners toward our mutual goals. Our brochure will also point out steps that individuals can take to protect water quality and, therefore, fish and wildlife habitat.

5. Who are the collaborating partners and how will they contribute to the project?

We will coordinate directly with Bitter Root Trout Unlimited for input on actions that promote clean, healthy rivers for fish habitat. We will communicate with Montana Watercourse for ideas and comments, as they have great experience in producing quality literature. We will apply to Allegra Printing for a community grant in the form of free printing services. Our partners, along with DEQ, will be listed on the brochure as sponsors or partners.

Objectives, Goals & Outcomes
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6. What is the overall goal of the project? What are the specific objectives and tasks for your project?

The overall goals are to promote the Bitter Root Water Forum by creating stronger name recognition in our watershed, to advise citizens who we are and what we do, while also providing some simple examples of activities individuals can undertake to help keep our waters clean and safe for all users.

7. What skills, abilities, and/or knowledge are to be gained from the project activities and how will pre & post-project participant skills, abilities, and/or knowledge be evaluated?

The Bitter Root Water Forum, working with partners, will learn how to develop a quality educational brochure to serve our community. We will learn 1) how to sell the message that water quality is important, 2) convey some easy steps can be taken to help assure clean water in our valley, and 3) promote the Bitter Root Water Forum, as the local watershed group, as a vital entity to the Bitterroot. We will track comments received on the brochure so that our revised/updated brochure can be improved. We will solicit information from our members and partners (brochure recipients) regarding the suggested

actions that can be taken to assure clean water, e.g., are they reasonable, are they easy to understand, is there a clear connection between the activity and its impact on water quality, does the Bitter Root Water Forum come across as an organization worth supporting, does the Bitter Root Water Forum come across as an organization approachable with water-related questions?

8. What are the expected measurable outcomes and long-term impacts of the project?

The success of producing and distributing our new brochure can be measured by increased membership, increased attendance to our educational functions, increased name recognition, and increased numbers of volunteers who help with our activities and the activities of our partners.

9. What opportunities exist for project continuation or expansion?

This will be our first promotional brochure describing our organization and our value to the watershed. Undoubtedly, the publication can be updated and improved upon through time. We expect the Bitter Root Water Forum to grow and we expect to expand our activities through increased funding and increased staffing. With growth and expansion, our promotional/informational brochure will change accordingly as it outlines our involvement in promoting clean water and describes citizen activities that can assure clean water. The focus of the Bitter Root Water Forum will remain on water quality and water quantity in the Bitterroot watershed.

Project Logistics
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10. Who are the instructors/project leaders & what are their qualifications?

Laurie Riley, Executive Director, will be the project manager. Laurie has a keen sense of knowledge regarding the BRWF and has strong ties with the project partners and community. Her degree is in Wildlife Biology and her career background is in finance, ecological restoration, business development, and watershed health. Kielian DeWitt, BRWF Board member, will assist with layout and design. Kielian worked for 20 years managing alternative fuel programs for the City and County of Denver, the EPA and for the National Renewable Energy Laboratory where her work involved public relations, public education, and promoting organizational services. She has a degree in Environmental Biology and an MS in Environmental Science, both from the University of Colorado.

11. If equipment is being purchased, where will it be housed & how will it be maintained?

Publishing software will be purchased, registered to the BRWF, and kept in the BRWF office.

12. If funding is needed for a specific site event: where is it, how will transportation be provided & what contingencies have been made for rain days or alternative locations?

Not Applicable

<b>Budget</b>
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13. What is the cost of the project & where will the \$1000 local non-federal in-kind or cash match come from? List by line-item all of the anticipated expenses and match sources, using the following format as a guide:

	319 Mini-Grant	Other Grant*	Other Grant*	Other Grant*	In Kind	TOTAL
TASK 1: Design Brochure	1300		0	0	1500	2800
TASK 2: Print Brochure		500	0	0		500
TASK 3: Mail and Distribute Brochure	200		0	0	500	700
<b>TOTALS</b>	<b>1500</b>	<b>500</b>	<b>0</b>	<b>0</b>	<b>2000</b>	<b>4,000</b>

**Other Grant Funding**

1 Allegra Printing (unsecured)

\$500.00