



# Section 319 Grant - Final Application

Final Applications are due Monday, October 1, 2012

hard delivered on Oct 1<sup>st</sup> 2012  
8/21/12

## Section I: General Information

Project Title Effective Watershed Communication

### Project Sponsor Information

Sponsor Name Soil and Water Conservation Districts of MT, Inc

Tax Identification # 23-7096823

County All Website www.mtwatersheds.org

DUNS # 137350505

Primary Contact Jan Fontaine

Signatory Jeff Tiberi

Title Admin. Assist.

Title SWCDMI Executive Director

Address 790 Colleen Street

Address 790 Colleen St

City Helena State Montana Zip Code 59601

City Helena State Montana Zip Code 59601

Phone Number 406.443.5711

Phone Number 406.443.5711

Fax Number \_\_\_\_\_

Fax Number 406.449.5039

E-mail Address mail@macdnet.org

E-mail Address jtiberi@macdnet.org

Signature [Signature]

Signature [Signature]

### Project Location

Statewide ☒ If project is not statewide please complete the rest of this section.

How is project related to a TMDL? \_\_\_\_\_

Watershed Name or HUC # \_\_\_\_\_

TMDL Planning Area \_\_\_\_\_

Project Name	Latitude	Longitude
Project 1 Name	(1)	(1)
Project 2 Name	(2)	(2)
Project 3 Name	(3)	(3)
Project 4 Name	(4)	(4)
Project 5 Name	(5)	(5)

### Nonpoint Source (NPS) Information

319 Project Category	<u>Education and Outreach</u>	Waterbody Type	<u>N/A</u>
Functional Category	<u>Statewide Education/Information Program</u>	Is waterbody on the 2010 Impaired Waters List?	<u>Yes</u>
1st Pollution Category	<u>Other (Groundwater Loadings)</u>	Percent of Total (%)	<u>20</u>
2nd Pollution Category	<u>Agriculture (Grazing Related Sources)</u>	Percent of Total (%)	<u>30</u>
3rd Pollution Category	<u>Historical Pollutants (Contaminated Sediments)</u>	Percent of Total (%)	<u>30</u>
4th Pollution Category	<u>Hydromodification (Flow Regulation/Modification)</u>	Percent of Total (%)	<u>20</u>

### Project Funding

319 Funds Requested

Does the project sponsor have any open 319 contracts?

#### Matching Funds

State Match

State In-Kind Match

Local Funds

Other Match

Total Matching Funds

Other Federal Funds

Total Project Budget

Advance Requested\*  Administrative Fee

*\*Advances require additional justification and DEQ approval.*

Project Title

DEQ Contract Number

319 Award

Projected Closing Date

Project Title

DEQ Contract Number

319 Award

Projected Closing Date

### Project Description

Methods: Please describe the specific activities of this project.

MWCC will hire and oversee contracted services for statewide watershed communication and outreach for the Montana Watershed Coordination Council. Specific request to hire a contractor to research, coordinate, develop and deliver the weekly Watershed News for 50 weeks; manage and update the watershed directory and membership database; create other printed outreach materials as requested by MWCC; and maintenance, new content development and frequent updates for the MWCC website.

Objectives: Please describe the specific/measurable objectives that will ensure the achievement of the project goal(s).

The overall goal is to continue to provide coordinated, multilevel, centralized communication to connect watershed professionals, agencies and conservation partners across Montana and the region. Creating a central repository and distribution system of watershed information, events, tools and resources ensures that the information is accessible to watershed professionals throughout rural Montana, not just the population centers. It also provides a venue for smaller groups to share their successes to larger audiences. Success will be measured in growth of membership numbers, increased awareness and understanding of watershed organizations throughout Montana, improved communication among the watershed communities and noticeable improvements in the work that is accomplished on the ground.

Overview: Please provide a brief summary of the proposed project.

MWCC continues to expand and build partnerships with other conservation agencies and organizations and is emerging as a leader and champion of the watershed approach. As a statewide watershed organization, MWCC is positioned to help funnel and direct state, regional and national resources to the smaller watersheds in Montana. MWCC also serves as the collective voice for the individual watershed organizations in Montana, promoting the successes of the collaborative watershed approach and sharing tips and tools for better stewardship of natural resources to larger, regional or national audiences. In partnership with Montana DEQ, DNRC and Montana Association of Conservation Districts, the Montana Watershed Coordination Council is strategically positioned to provide statewide support, education and outreach to watershed organizations and Conservation Districts across Montana. Community based conservation, utilizing the collaborative watershed approach, can be extremely effective at solving water resource issues and reducing non point source pollution locally in their watersheds. Currently there are 62 watershed organizations and 58 Conservation Districts scattered across Montana, each working locally to solve their water, natural resource and individual watershed concerns. Although they share common issues, challenges and waterways, many of these organizations have very limited resources and often operate in rural or isolated locations. Water protection is a statewide concern and requires a coordinated, integrated approach at multiple scales to streamline efficiency, reduce duplication of efforts and ensure success upstream, downstream and across the landscape. Since 1994 MWCC has provided the forum to connect agencies, watershed groups and natural resource partners to coordinate, share, train, network and solve individual and collective watershed issues to help meet state and federal water protection goals. MWCC's mission is to *Build and Unite Watershed Communities* across Montana. MWCC relies on a core group of dedicated watershed volunteers and agency personnel to complete its many objectives. However, volunteers cannot do it all, thus it is necessary to hire a contractor to create consistency in communication and a clearinghouse of watershed information/resources. This project requests funding to provide contracted communication services to create and distribute weekly newsletters, website maintenance and other printed materials to benefit MWCC and all of the watershed communities across Montana. As a growing organization, MWCC is working to develop and expand additional partnerships and sustainable funding sources, and trying to limit dependency on state resources, thus has tried to limit this request specifically to support communication efforts primarily.

### A: Statement of Need and Intent

State and federal agencies are charged with protecting Montana's water resources. Specifically Montana Department of Environmental Quality, under the Clean Water Act, works diligently to reduce non point source pollution and meet TMDL objectives across a very large and rural state. State agency budgets and personnel are stretched thin, and thus must rely on locally led organizations, such as watershed groups and conservation districts, to help lead these efforts within their watersheds. It is vital for the people living within their watershed communities to understand their role in reducing non point source pollution and to build on that understanding, to increase awareness and to take personal responsibility toward improving water quality and reducing nonpoint source water pollution. A strong network of locally led organizations can provide a crucial connection for partnering with state and federal agencies to meet natural resource protection objectives. Since 1994, Montana has helped lead the way with over 60 individual watershed organizations and 58 conservation districts working to solve water quality, water quantity and other natural resource challenges. These diverse, independent organizations are varied in their structure, their finances, their constituencies and their topics. However they share a common, collaborative approach, that focuses on local leadership to develop collective, mutually acceptable solutions for the good of the entire community. Unfortunately these dynamic organizations often operate on very limited budgets, in distant locations with limited access to professional resources, training and tools to help keep their skills and budgets honed and successful. Most groups do not have the financial resources to promote their efforts outside their own watersheds and thus many decision makers are relatively unfamiliar with the true value of supporting watershed organizations and the watershed approach to local problem solving. MWCC serves to connect, assist and promote these watershed groups throughout Montana, the region and at a federal level. MWCC is the conduit that connects agencies and stakeholders, conservation partners with watershed groups, locals to statewide officials, state partnerships to one another and provides a central location for information distribution, training and professional networking. MWCC provides a unified, statewide voice and clearinghouse for the member watersheds. However, just like the member constituents, MWCC cannot provide the many coordination, communication and promotion services without financial support. This proposal seeks financial assistance to support coordinated communication, education, outreach, and to expand the reach and understanding of community based collaborative conservation. MWCC is working hard to build strong partnerships and the necessary infrastructure to promote and support the watershed stakeholders that lead the way to visible success on the ground and in the water.

### B: Collaborative Effort

Partner	Role
Montana Association of Conservation Districts	fiscal Administration/Steering Committee member, connection to the 58 CDs throughout the state, contractor oversight.
Montana Department of Environmental Quality & MT Department of Natural Resources and Conservation	MWCC Steering Committee/leadership/material review/assist with contractor selection and oversight
Montana State University Extension Water Quality	Assist in water quality monitoring training for watershed groups and Big Sky watershed Corps members.
Montana Wetland Council	Partner on biennial Wetland and Watershed Stewardship awards ceremony. Coordinate and distribute wetland news and information through list serve and Watershed news.
Montana Conservation Corps	Partner with the Conservation Corps and MACD as part of the Big Sky Watershed Corps program. Complementary participation on BSWC Steering Committee and program oversight with 15 host sites in 2013.

#### Additional Information (Collaborative Effort)

The core goal of the watershed coordination council is to serve as the forum to build and unite watersheds, agencies and potential partner organizations across Montana and the region. As a primarily volunteer organization with very limited resources it is critical to have a central group responsible for coordinating and disseminating pertinent information among all interested parties. The state agencies have been very helpful in supporting these efforts, but it takes an entire team and dedicated staff to ensure that communication is clear and consistent.

Funding Organization	Award Amount	Project Description	Project Status	Contact Information
MT Department of Environmental Quality	30,000	Strengthening Watershed Communities	Soil and Water Conservation Districts of MT, Inc.	Robert Ray 406-444-5319 MT DEQ PO 200901 Helena, MT 59620 rray@mt.gov
Corporation for National and Community Service, Governors Office of Community Service	202,500	Big Sky Watershed Corps, State Formula funding through the Governor's Office of Community Service. (Renewable 2014) Administered by Montana Conservation Corps	Oct. 2012-November 2013	Lee Gault 406-587-4475 MT Conservation Corps Bozeman, MT lee@mtcorps.org
Montana Department of Natural Resources and Conservation	60,000	Conservation District Cost share support for BSWC host sites. Grant managed by DNRC Water Management Bureau on behalf of BSWC.	June 2011-Dec. 2013	Ann Schwend MT DNRC WMB PO Box 201601 Helena, MT 59620 406-444-1806 aschwend@mt.gov
MT Department of Environmental Quality Water Quality Assistance and Support Program	100,000	Subcontracts to watershed groups to help build capacity and locally led volunteer water quality monitoring programs.	Sept. 2012-Dec. 2013	Jeff Tiberi 406-443-5711 790 Colleen St Helena, MT 59601 jtiberi@macdnet.org

*Additional Information (Planning and Management)*

MWCC and SWCDMI/MACD have demonstrated a successful working partnership for the past 4 years and will continue to build on that strength and trust. Continued support for this project is mutually beneficial and will help promote efficiency and continued success for both organizations. SWCDMI is the fiscal administrator for MWCC as well as providing a direct connection to the Conservation Districts. MWCC and MACD are setting the precedent in the Rocky Mountain West for working across the traditional political boundaries to demonstrate how statewide organizations can collaborate to solve common issues. In 2011, these partners joined forces with the Montana Conservation Corps to develop and implement the Big Sky Watershed Corps, further demonstrating strength in numbers and diversity.

The federal CNCS grant for the BSWC provides support for the BSWC members, with \$14,000 available to MWCC for host site program management. Additionally, a small portion of the RDGP funds provide support for BSWC program coordination.

### Section III: Project Components

#### **A: Education and Outreach: Please briefly describe the education and outreach component of this proposal and the target audience.**

The project goal is improved communication and outreach among watershed communities, coordinators, water quality districts, CDS, natural resource agencies, practitioners, universities and conservation partners as well as interested public. The intent is to provide a centralized forum for information exchange, as well as the promotion of community based conservation and collaboration to solve water quality challenges. A targeted approach with a single responsible entity streamlines communication and provides a one stop source for watershed related activities and information. Specifically this project will support the development, production and distribution of a weekly watershed news which highlights current watershed events, news worthy stories, job and grant opportunities and topical interest pieces. It will also include timely updates to the MWCC website as an anchor information station for all watershed related items. Education and outreach must take a multi pronged approach and MWCC partners with other statewide organizations to promote watershed groups at different venues and conferences to provide highly visible public opportunities to demonstrate the effectiveness in working with agency partners to actively improve water quality and natural resource issues within their watersheds. Additionally MWCC will produce an annual report, or state of the watersheds in Montana, available at pertinent statewide conferences, partner events and trainings. The combination of targeted E & O activities are designed to increase water quality awareness, build expertise and encourage citizens to take action to collectively protect, maintain and tackle water quality challenges across traditional, geographical and political boundaries. "A collaborative effort is imperative for addressing issues and concerns at both the state level as well as at the watershed level." (MT DEQ, 2007 NPS Management Plan)

#### **C: Operation and Maintenance**

Through the project goals and objectives, this project helps DEQ meet several of the goals and objectives in the 2007 NPS Management Plan Education and Outreach strategy as outlined in Section 4.4.4:

- Communication: Increase knowledge and awareness of NPS pollution issues to promote positive action. Collaborate across professional fields to promote and encourage NPS pollution knowledge. Create and position messages to give people a compelling reason to adopt a new behavior, mindset or lifestyle;
- Education: Provide citizens with opportunities to acquire knowledge, values, attitudes, commitment, and skills needed to protect and improve NPS pollution issues and to promote leadership and community collaboration for problem solving.

As well as all of the stated objectives in:

- 15.1 & 16.1 Effective Communication; • 15.2 & 16.2 Effective Education and; • 115.3 & 6.3 Effective Action.

MWCC is positioned to provide effective communication, education and promote NPS awareness targeted for Federal, State and local agencies, tribes, watershed groups, NGOs and the general public across Montana. Table 5.3 specifically identifies as part of the 5 year goal "Provide support and promote the development and coordination of watershed groups through MWCC activities, training workshops, advertising campaigns, etc."

#### **D: Monitoring: Please briefly describe the monitoring component of this proposal.**

Project success will be measured by an increase in active participation and membership subscribers, an increase in state and federal agency and conservation partners, measurable increases in successful collaborative partnerships and increased awareness and understanding of watershed issues and challenges. MWCC will continue to identify, expand and develop new methods to reach additional targeted audiences to improve communication capabilities, attract additional resources to Montana and improve the capacity of the constituent watersheds and conservation districts.

Monitoring for this project involves a visible change in increased participation and an increase of actively engaged watershed groups and their coordinators, increased partnerships at the state and local levels, and measurable increases in successful collaborative project implementation, particularly meeting water quality objectives. Additional outcomes include the creation, promotion and dissemination of educational materials through the MWCC website and watershed news. The effectiveness of education and outreach will be monitored through the list serve program, Vertical Response, which allows active monitoring of emails to determine which topics and news items generate the most interest, as well as providing an effective means of maintaining active mailing lists and database information. MWCC will continue to expand and develop new methods to reach more audiences and the means to measure the effectiveness of these new methods.

## Section IV: Scope of Work

Task 1 Title Effective Communication

### Description

MWCC will hire a contractor to research, develop, produce and distribute a weekly Watershed News that is emailed to more than 400 watershed members. The watershed news provides a central location and distribution method to share all watershed/water quality-quantity/issues that are of interest to the watershed community as a whole. Organizations may submit topics, events, grants, etc to the MWCC email for inclusion in the weekly watershed news. The contractor will track the items of interest in the news and work to promote and increase the membership of people receiving

### Deliverables

Centralized and coordinated statewide WS communication forum, a well defined distribution system through a carefully managed and tracked database mailing list.

Well maintained website with current information about all of the Montana watershed organizations, their contact information, their activities, successes and resources.

Weekly watershed news highlighting current WS events, activities, issues, jobs grants and opportunities.

### Task 1 Funding

319 Funds

Non-Federal Match

Other Federal Funds

Total Cost

Is Match Secured?

Timeline June 2013- June 2014

Match Source MWCC funds

Task 2 Title Grant and Contract Administration

### Description

MWCC's fiscal partner, Soil and Water Conservation Districts of Montana, Inc. will be responsible for all aspects of contract administration, grant oversight and adherence to state procurement guidelines as required. Administrator will provide quarterly reports in the proper format as required by DEQ and 319 program.

### Deliverables

Contract administration, quarterly and final reports related tot he project.

### Task 2 Funding

319 Funds

Non-Federal Match

Other Federal Funds

Total Cost

Is Match Secured?

Timeline June 2013- June 2014

Match Source

## Section V: Supporting Documents

### A: Detailed Project Budget

[illegible]



**B: Project Milestone Table:** Please complete the following Project Milestone Table by entering task numbers and titles in the left hand column, then check the box(es) for the appropriate quarter(s) and year(s) in which the task will take place. 10/4/12

Milestone	2QT 2013	3QT 2013	4QT 2013	1QT 2014	2QT 2014	3QT 2014	4QT 2014	1QT 2015	2QT 2015	3QT 2015	4QT 2015	1QT 2016
Task 1: Communication	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Task 2: Administration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Please ensure that you submit a project map(s) and letters of support along with this Final Application form. If design drawings are available please provide those as well. For on-the-ground work please include copies of the applicable permits.

☐ **C: Project Map**

☒ **D: Letters of Support**

☐ **E: Design Drawings**

☐ **F: Applicable Permits**

**G: Comments:** Please use the space provided for any additional information that may not have been captured by this application form.





Montana Department of  
**ENVIRONMENTAL QUALITY**

Brian Schweitzer, Governor

P. O. Box 200901

Helena, MT 59620-0901

(406) 444-2544

Website: [www.deq.mt.gov](http://www.deq.mt.gov)

Robert Ray, Watershed Protection Section Supervisor  
Water Quality Planning Bureau  
Department of Environmental Quality  
1520 E. Sixth Avenue  
P.O. Box 200901  
Helena, MT 59620-0901  
October 1, 2012

Re: FY 2012 319 E & O Application  
*Effective Watershed Communication*

Dear Robert,

I am writing in support of the 319 application "Effective Watershed Communication".

This funding for MWCC would provide coordination and support to continue to build, unite and sustain watershed organizations across Montana. MWCC seeks to continue their work to promote public awareness, understanding, professional development and a broad base of support for the watershed approach, the member organizations, activities and their successes.

The Montana Wetland Council and wetland and riparian resources at large benefit from strong coordinated statewide leadership provided to watershed groups. The activities proposed by the Montana Watershed Coordination Council in the 319 education and outreach application further this goal. The Wetland Council has benefited from collaborations with the MWCC in the joint Wetland and Watershed Stewardship Award Ceremony as well as statewide distribution of wetland meetings and news through their Watershed News.

I wholeheartedly support the 319 grant application and encourage your strong consideration for full funding.

Sincerely,

Lynda A. Saul  
Wetland Program Coordinator

DEPARTMENT OF NATURAL RESOURCES  
AND CONSERVATION

WATER RESOURCES DIVISION • 1424 Ninth Avenue, Helena, MT 59601  
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BRIAN SCHWEITZER, GOVERNOR

STATE OF MONTANA

DIRECTOR'S OFFICE (406) 444-2074  
FAX: (406) 444-2684

PO BOX 201601  
HELENA, MONTANA 59620-1601

Robert Ray, Watershed Protection Section Supervisor  
Water Quality Planning Bureau  
Montana Department of Environmental Quality  
PO Box 200901  
Helena, MT 59620-0201

Oct. 1, 2012

Dear Robert Ray and 319 Review Committee,

I am writing to urge your full support for the MWCC request to provide effective, coordinated watershed education and communication. Through a volunteer Steering Committee, MWCC works hard to build, unite, and promote the collaborative watershed approach through focused support and capacity building for the many watersheds and conservation districts in Montana. MWCC is widely regarded as a statewide leader in networking, training and outreach for watershed professionals and their partners.

MWCC is the glue that binds the natural resource agencies and conservation groups to the local communities to facilitate a broader understanding of watershed protection. State agencies simply cannot meet all of their objectives without a connection to the local people on the ground. MWCC provides communication and a greater connection for all of the watershed practitioners and stakeholders that need access to the resources, education and tools they need to ensure success. Building a well trained, nurtured, connected work force of watershed professionals is vital to the ultimate success of natural resource and water quality protection goals.

It is my hope that the committee also recognizes the value, importance and leverage capacity of providing financial assistance to this successful partnership organization.

Sincerely,

A handwritten signature in cursive script, reading "Ann C. Schwend".

Ann Schwend  
DNRC Water Planner, MWCC Chair



College of  
AGRICULTURE

MONTANA AGRICULTURAL  
EXPERIMENT STATION

EXTENSION

October 1, 2012

Robert Ray, Watershed Protection Section Supervisor  
Watershed Protection Services  
Water Quality Planning Bureau  
Department of Environmental Quality  
P.O. Box 200901  
Helena, MT 59620-0901

RE: MWCC – Effective Watershed Communication

Dear Mr. Ray:

Please accept this letter of support for the Montanan Watershed Coordination Council's (MWCC) 319 grant proposal. Efforts initiated by MWCC to help build and unite watershed groups across the state are invaluable to the watershed community.

The ability of MWCC to disseminate watershed related information through their weekly watershed news is a crucial venue in which many watershed coordinators receive important information about educational and training opportunities, workshops, conferences and grant opportunities. MWCC is an integral to successfully coordinating efforts between multiple entities such as watershed coordinators, Montana DEQ, and Montana State University Extension Water Quality (MSUEWQ).

MSUEWQ strongly supports the efforts of MWCC and hopes the review panel will consider full funding for this proposal.

Sincerely,

Katie Kleehammer  
Water Quality Research Associate

**Land Resources and  
Environmental  
Sciences**

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**Mountains & Minds**