

**ATTACHMENT 1**

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NEVADA DIVISION OF ENVIRONMENTAL PROTECTION  
WATER QUALITY PLANNING  
NONPOINT SOURCE BRANCH

## 319(h) Grant Proposal E-Form Application

Submittal Deadline: 5:00 PM, September 23, 2022  
WQP Email Received, Stamped Received OR Postmarked

**NOTE REGARDING FILL FIELDS SHADED YELLOW: ENTER F1 FOR FILL FIELD HELP.  
REFERENCE THE E-FORM INSTRUCTIONS FOR ADDITIONAL GUIDANCE.**

### 1. PROPOSAL SUMMARY

Project Title: Clark County NPS Pollution Outreach and Education Program
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Primary Contact Person: Sara Gedo
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Lead Agency Organization: Clark County Water Reclamation District on behalf of Clark County
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Organization UEI Number: 085938413
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Contact Person's Email Address: sgedo@cleanwaterteam.com	
Contact Person's Mailing Address: 5857 E. Flamingo Rd	
City	Las Vegas
State	NV
Zip	89122
Contact Person's Phone:	
Land Line	702-668-8664
Mobile	
Fax	702-668-9275

#### Project Fiscal Summary:

319(h) funds requested \_\_\_\_\_ \$47,000.00  
Total amount of non-federal match funds \_\_\_ \$47,000.00  
(Cash + Inkind: Must be at least 50% of Total Project Cost.)  
Total Project Cost \_\_\_\_\_ \$94,000.00



Jason Kuchnicki, Lake Tahoe Watershed Unit Supervisor  
Zachary Carter  
Holly Holwager  
Jon Paul Kiel  
Charles Schembre

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Applicant is one of the following:

- Federal, State, local, tribal Government
- Interstate, Intrastate public agency
- Public nonprofit organization
- Private nonprofit organization
- Educational Institution

Project Type: Nonpoint Source Pollution Education / Outreach

Has a 319(h) Pre-Application Determination of Eligibility been provided by Water Quality Planning, and determined Eligible?

- Yes
- No

Project Location Information:

Watershed(s) Name: Clark County 208 Area Wide Water Quality Management Plan

1<sup>st</sup> County: Clark                      Other Counties                       Statewide

Nevada 8-Digit Hydrologic Unit Code(s) & Catalog Name(s):

15010015 Las Vegas Wash                      HUC List 2 of 3                      16060015 Ivanpah-Pahrump Valleys  
15010005 Lake Mead                      HUC List 2 of 3                      16060014 Sand Spring-Tikaboo Valleys  
15010010 Lower Virgin                      HUC List 2 of 3                      HUC List 3 of 3

Additional HUCs

HUC(s) Unknown

USGS Hydrographic Region (Check all that apply)

- Carson River
- Colorado River/Las Vegas Wash
- Humboldt River
- Lake Tahoe
- Truckee River
- Walker River
- Other

Latitude:

Longitude:

Type and Name of Waterbody(ies) Affected:

Waterbody Type: Lakes      Waterbody Name: Lake Mead

Waterbody Type: Streams      Waterbody Name: Las Vegas Wash

Waterbody Type: Rivers/Streams      Waterbody Name: Colorado River

(If applicable, submit a map of the project area in a portable document format, attached as a separate file to this proposal.)

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**Project Summary (150 word limit).** State the non-point water quality problems to be addressed, the project's goals and objectives, provide a project overview, and describe the methods proposed to address the problem:

**Project Objectives:** Provide education, increase awareness and encourage behavioral changes with regard to Non-Point Source (NPS) pollution, best management practices, and stormwater management information to residents, businesses, and industries within Clark County.

**Project Overview:** The program aims to expand the current 319(h) funded outreach and education program, and seeks funding to continue educating Clark County residents and businesses on issues with managing NPS pollution. This project will build on successful elements of past 319(h) grants, such as the "Only Rain in the Storm Drain" campaign.

**Project Methods:** Outreach and public education through distribution of educational materials, educational exhibits, and a targeted advertising campaign.

<b>NPS Categories of Pollution:</b> <b>Urban Runoff/Stormwater</b>	100%	<i>TOTAL PERCENT</i>
<i>MUST = 100</i>		
--		--%
--		--%
--		--%

**Estimated Pollutant Reductions:**

<input type="checkbox"/> Phosphorus	lbs/yr	
<input type="checkbox"/> Sediment	Tons/yr	
<input type="checkbox"/> Nitrogen	lbs/yr	
<input type="checkbox"/> Other	lbs/yr	Other Pollutant Description:

**Describe how pollutant load reduction estimates were calculated:**

STEPL Model     Region 5 Model     Other

**If Other is selected above, explain load reduction calculation method:**

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Project Timeline:

Anticipated Project Start Date: 1/1/2023  
Anticipated Project Completion Date: 12/31/2024

Project Partners: Provide information (Including primary contact information) for any partners involved with the project. Attach Letters of Commitment separately.

No partners are proposed.

**2. SCOPE OF WORK (WORKPLAN)**

**SEE NEXT PAGE**

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Introduction and Problem Statement.

Clark County, Nevada contains approximately 75% of the state's population and faces unique water quality challenges due to the arid climate and summer monsoon events. Clark County encompasses nearly 8,100 square miles of land in the Mojave Desert and generally drains to the Lower Colorado River Basin. In Clark County, stormwater is channeled into roads, gutters, washes, storm drains and flows untreated to Lake Mead and ultimately enters the Colorado River System. As the link between the Las Vegas Valley Watershed and Lake Mead, the Las Vegas Wash transports approximately 200 million gallons of treated effluent, urban runoff, and stormwater runoff. As stormwater is conveyed across the County, it picks up and carries pollutants from various human impacts, such as vehicles, litter, household chemicals, pets, and outdoor washing activities. It is important to address the local water quality concerns because Clark County's 2.2 million residents rely on Lake Mead for drinking water.

In order to address local water quality concerns, the Clark County Water Reclamation District (CCWRD) is pursuing 319 funding on behalf of Clark County to address the causes and issues associated with Non-Point Source (NPS) pollution in Clark County. The Clark County NPS Pollution Outreach and Education Program aims to build on the previous 319(h) funded outreach and education programs to continue to inform residents and business owners about NPS pollution. Future funding will allow CCWRD to continue to develop educational materials, engage in community outreach, and develop a social media marketing campaign.

The program supports recommendations of the Clark County Area-Wide 208 Water Quality Management Plan, including: 1) implementation of a pollution prevention program to address NPS pollution, and 2) expand education programs that encourage conservation and protection of water resources.

The "Only Rain in the Storm Drain" outreach and education campaign has had great success through community events, school presentations, and a statewide Stormwater Pollution Awareness month. Clark County Water Reclamation District would like to continue working with NDEP by building on the past successes and continuing to develop materials to expand outreach and advertising materials.

Name of applicable Watershed Plan and/or TMDL:  N/A  
Watershed Plan: Las Vegas Wash TMDL: Las Vegas Wash  
Other: Area-Wide 208 Water Quality Management Plan

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Goals:

The main goals of the program are:

- 1) Inform residents and businesses about sources of NPS pollution and their role in managing it to protect Lake Mead, the Valley's primary source of drinking water.
- 2) Educate residents and businesses on practices that minimize NPS pollution.
- 3) Present examples of practical, affordable best management practices that are effective at controlling polluted stormwater runoff.
- 4) Emphasis that individual changes in behavior can have a significant impact on improving water quality.
- 5) Develop interactive materials in cooperation with Valley agencies to engage Clark County residents and demonstrate the impacts on NPS pollution.
- 6) Coordinate with the Clark County Public Information Office to promote outreach and advertisement efforts.
- 7) Host annual Stormwater Pollution Awareness Month.
- 8) Build on positive aspects and improve on the negative aspects of past NPS grants, including the following:
  - Enhance and expand the reach of StormwaterVegas.com; continue to monitor user traffic.
  - Enhance and update kiosks; continue to monitor user sessions.
  - Continue to develop educational materials, using language that benefits all Valley MS4 co-permittees, and seek additional ways to distribute them.
  - Develop colorful infographics and activities for local youth.
  - Establish stronger partnerships with Casinos.
  - Continue to share materials that are developed with other communities.
  - Continue advertising on social media platforms to maximize engagement and reach.
  - Establish new partnerships within the community. Collaborate with partners to develop a unified message.
  - Find new ways to measure the success of outreach efforts.
  - Continue to translate stormwater outreach and educational materials into Spanish to achieve broader community outreach.

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Tasks: If additional space is required to adequately describe the proposed project tasks, check below under Item 8 – Supplemental Information. Up to three additional pages of tasks may be included and attached separately.

**TASK 1**

- Provide outreach to residents and businesses on NPS pollution management, implementation of pollution control measures.

- Develop NPS educational materials and make it available for electronic and paper distribution up request at outreach and education events. Targeted education and outreach materials may include flyers for HOAs, painters, construction contractors, auto recyclers, trucking companies, and car rental facilities, etc.

**Deliverable 1:** Develop new NPS pollution educational outreach materials.

**Deliverable 2:** Eight (8) outreach events will be attended over the life of the grant.

**Deliverable 3:** Host annual Stormwater Pollution Awareness Month every October.

**Deliverable 4:** Translate materials from Deliverable 1 into Spanish in order to inform and educate the Latino population in Clark County more effectively.

**TASK 2:** Through a targeted advertising campaign, educate the general public and business community on NPS pollution issues in Southern Nevada. Media used to accomplish this task includes radio, billboard, and social media platforms.

**Deliverable 5:** Expand, enhance, and update educational and advertising materials. All developed materials will be posted to the dedicated NPS program website.

**Deliverable 6:** Provide data showing the number of radio, billboard, and social media impressions, and the number of kiosk and StormwaterVegas.com user sessions.

**TASK 3:** Quarterly, Annual and Final Reporting

**Deliverable 7:** Provide quarterly, annual, and final reports and invoices to NDEP.



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3. PROJECT EVALUATION

Measures of Success:

Measures of success will be based on the project schedule and work plan and will include minimum of the following:

- Were project deliverables completed and delivered on time?
- Were project deliverables completed within the scope?
- Were materials purchased with grant funds distributed to the target audiences?
- Number of attendees at outreach events?
- Number of outreach flyers, brochures, etc. distributed?
- Number and types of outreach giveaway materials distributed?
- Number of page visits to StormwaterVegas.com and the percent increase over the life of the project?
- Number of user sessions on the educational kiosk?

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Monitoring and Maintenance Program:

CCWRD will build on the positive aspects and improve on the negative aspects of past NPS grants and will include the following:

- Continue to share materials that are developed with other communities.
- Look for new ways to show that outreach is effective.
- Develop online learning materials as a way to increase website use.
- Provide a summary of website use over the life of the project.

#### **4. PROJECT SCHEDULE**

Include key dates for completion of major tasks to be accomplished and submittal of associated deliverables:

Quarterly, annual, and final reporting will be completed based on the schedule outlined by NDEP. Full program development will occur during the first 6-months of the project. Outreach and education materials will be developed, produced, and distributed throughout the project. Education, outreach, and advertising will begin in spring 2023 and will run periodically throughout the life of the grant.

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**5. CONTINGENCY PLAN**

Describe alternative actions to be taken if the project cannot be completed as originally proposed:

Timeline: Should CCWRD experience an issue with the stated timeline, CCWRD will contact NDEP and work toward an acceptable alternative.

Budget: Should CCWRD experience an issue with the stated budget, CCWRD will contact NDEP and work toward an acceptable alternative.

COVID-19 Impacts: Should CCWRD experience COVID-related impacts to the stated deliverables, CCWRD will contact NDEP and work toward an acceptable alternative.

Difficulty Developing Collateral Material: Due to the nature of this program, CCWRD has flexibility in the NPS pollution material delivery method. Should CCWRD experience any issues with a planned collateral material, a similar replacement will be chosen.

**6. PROJECT BUDGET DETAIL**

*Provide project budget detail by attaching a separate budget document in the proposal submittal email.*

*Use Microsoft Excel spreadsheet format.*

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7. REFERENCE DOCUMENTS AND CITATIONS

N/A
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8. SUPPLEMENTAL INFORMATION

Submit electronically the following documents in Microsoft Word and/or Excel format or portable document format. Check those that apply and which will be submitted concurrently with this proposal. Items in **bold** are required to be submitted:

- Project Location Map**
- Project Partner(s) Letters of Support
- Project Partner(s) Letters of Commitment (To provide inkind or cash match)
- Negotiated Indirect Cost Rate Documentation
- Project Tasks, Additional Detail (3 pages maximum, 8.5" x 11", 10 pt font minimum)
- Project Budget Detail (Excel Format)**

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***For Agency Use (BWQP) Only:***

Received by: --

Reviewed by:--

Date Received: Click or tap to enter a date.

Determination of Eligibility:

- Eligible  
 Ineligible

Additional information required to make determination:

- Yes  
 No

Request for Additional Information, Date: Click or tap to enter a date.

Notice of Determination, Date: Click or tap to enter a date.

Notes: