



NEVADA DIVISION OF ENVIRONMENTAL PROTECTION
WATER QUALITY PLANNING
NONPOINT SOURCE BRANCH

319(h) Grant Proposal E-Form

Refer to RFP No. 319-2021-01,

<https://ndep.nv.gov/water/rivers-streams-lakes/nonpoint-source-pollution-management-program/cwa-319h-grants>

Submission Deadline: 5:00 PM, October 15, 2021

WQP Email Received, Stamped Received OR Postmarked

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**

Primary Contact Person: Sara Gedo

Lead Agency Organization: Clark County Water Reclamation District
on behalf of Clark County

Organization DUNS Number: **085938413**

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 _____ \$47,000.92

(Cash + Inkind: Must be at least 50% of Total Project Cost.)

Total Project Cost _____ \$94,000.92



Birgit Widegren, Branch Supervisor
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

1st County: Clark Other Counties ☐ Statewide

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

HUC List 1 of 3 HUC List 2 of 3 HUC List 3 of 3

HUC List 1 of 3 HUC List 2 of 3 HUC List 3 of 3

HUC List 1 of 3 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 surrounding 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 marketing campaign.

NPS Categories of Pollution:	Urban Runoff/Stormwater	100%	TOTAL PERCENT
<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

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Project Timeline:

Anticipated Project Start Date: 1/1/2022
Anticipated Project Completion Date: 6/30/2023

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

Clark County Wetlands Park will partner with CCWRD on Deliverable 4 - NPS Exhibit at the Wetlands Park

Primary Contact: Elizabeth Bickmore
Senior Program Administrator
Bickmore@ClarkCountyNV.gov

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 previous 319 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 and implement trainings, conceptualize stormwater exhibits, and distribute outreach and educational materials to residents and businesses.

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 in-person events and trainings. Clark County Water Reclamation District would like to continue working with NDEP by building on the past successes and continuing to add materials to our library of digital 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) Expand distanced learning activities for local youth.
- 8) Develop interactive NPS exhibit(s) to demonstrate the concept of NPS pollution to local youth.
- 9) 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 educational presentations to businesses on strategies and mitigation measures they can implement to reduce NPS pollution. Discussions will focus on BMPs, proper materials storage, proper cleaning and maintenance procedures, or other appropriate controls that can help reduce the amount of pollutants entering our waterways.

- 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 upon request at outreach and education events. Targeted education and outreach materials such as flyers for HOAs, painters, construction contractors, etc. Other targeted areas include auto recyclers, inappropriate washing activities, trucking companies, etc.

Deliverable 1: Develop new NPS pollution educational outreach materials.

Deliverable 2: Five (5) outreach events will be attended over the course of the program.

Deliverable 3: Five (5), either in person or virtual, educational sessions will be scheduled over the course of the program on a case-by-case basis and may be done by special appointment or during existing meeting times.

Deliverable 4: Design a permanent NPS exhibit at the Clark County Wetlands Park exhibit hall.

Concept: Visitors will learn how water in the Las Vegas Valley is a combination of treated effluent, stormwater runoff, and urban runoff that will eventually flow to Lake Mead. The exhibit will emphasize that stormwater runoff is not treated and is a source of pollutants in the Wash. The exhibit seeks to inform, educate, and engage a generation to respect and protect water resources and encourage future water stewardship, with an emphasis on conservation.

Deliverable 5: Translation of some central materials from Deliverable 1 into Spanish in order to more effectively inform and educate the Latino population in Clark County.

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. Targeted training and outreach advertisements will also be implemented.

Deliverable 6: Expand, enhance, and update educational and advertising materials. All developed materials will be posted to the dedicated NPS program website. Provide data showing the number of radio, billboard, social media, kiosk sessions, and StormwaterVegas.com user sessions.

TASK 3: Quarterly, Annual and Final Reporting

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

Deliverable 8: Upon completion of the grant, provide a summary of pre and post knowledge surveys and website statistics.

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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 a 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 target audiences?
- Growth in the number of residents reached through various advertising platforms.
- Number of times the kiosks were accessed.
- Number of website visits and the percent increase over the life of the project.
- Number of visitors to the Wetlands Park exhibit hall (as an estimate for the NPS exhibit visitors).

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Monitoring and Maintenance Program:

CCWRD will collect and analyze survey data throughout the course of the program. Short surveys will be given to target demographic(s). The surveys will gauge the level of NPS pollution knowledge directly prior to, and immediately after the training. CCWRD will also coordinate closely with NDEP on the survey design to ensure the survey meets NPS program requirements.

CCWRD will also build on the positive aspects and improve on the negative aspects of past NPS grants including 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 activities 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 educational materials will be developed, produced, and distributed throughout the project. Education, outreach and advertising will begin in the spring of 2022 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.

Low Presentation Turnout: While CCWRD expects that the trainings will draw substantial attendance, it is possible that low turnout could occur. In this situation, CCWRD will increase the amount and type of advertising occurring.

Graphic Design Issues: CCWRD has worked with several graphic design vendors. Should there be an issue with the timing or product of the chosen design business, an alternative vendor will be selected.

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.

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6. PROJECT BUDGET DETAIL

Table A: Project Costs by Budget Category:

Category	Rate	319(h) Funds	Cash Match	Inkind Match	Total Budget
Salaries	Hourly				
Compliance Planning Manager	50.93	\$	\$ 2,037.20	\$	\$ 2,037.20
Principal Planner	47.71	\$	\$ 954.20	\$	\$ 954.20
Planner	31.85	\$	\$ 6,847.75	\$	\$ 6,847.75
Program Assistant (no benefits)	15.00	\$	\$ 300.00	\$	\$ 300.00
Fringe Benefits	42 % of Salaries				
Fringe Benefits for salaried employees		\$	\$ 4,132.44	\$	\$ 4,132.44
Operating	Actual Cost				
Outreach Giveaway Materials and Supplies; Printing		\$6,400	\$3,000	\$	\$9,400
Outreach and Education Material Graphic Design and Printing		\$	\$21,360.52	\$	\$21,360.52
Advertising (bus, radio, TV, print, billboard, social media, etc.), Outreach Materials, Supplies, Graphic Design, and Printing		\$37,600	\$8,368.81	\$	\$45,968.81
Travel	State Rate				
		\$	\$	\$	\$
IDC	% of TDC				
		\$	\$	\$	\$
Equipment	Actual Cost				
		\$	\$	\$	\$
		\$	\$	\$	\$
		\$	\$	\$	\$
Subcontract	Actual Cost				
Consultants (Graphics & outreach material design and preparation, distribution of outreach materials into Spanish, and Printing		\$3,000.00	\$	\$	\$3000.00
		\$	\$	\$	\$
		\$	\$	\$	\$
Totals:		\$47,000.00	\$47,000.92	\$	\$94,000.92

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Table B: Total* Project Costs by Task

*319(h) Funds + Cash Match + Inkind Match

	Budget Category							
	Salaries	Fringe Benefits	Operating	Travel	IDC	Equipment	Subcontract	Other
Project Task								
A. Grant Administration: Reporting, Invoicing, Preparation of Final Project Report	\$ 3,057.30	\$ 1,284.07	\$	\$	\$	\$	\$	\$
B. Development and implementation of outreach and education program;	\$ 5,776.30	\$ 2,300.05	\$30,760.52	\$	\$	\$	\$	\$
C. Develop and manage advertising campaigns	\$ 1,305.55	\$ 548.33	\$45,968.81	\$	\$	\$	\$	\$
D. Purchasing outreach giveaway materials	\$	\$	\$	\$	\$	\$	\$	\$
E.	\$	\$	\$	\$	\$	\$	\$	\$
F. Subcontract	\$	\$	\$	\$	\$	\$	\$3,000.00	\$
G.	\$	\$	\$	\$	\$	\$	\$	\$
H.	\$	\$	\$	\$	\$	\$	\$	\$
I.	\$	\$	\$	\$	\$	\$	\$	\$
J.	\$	\$	\$	\$	\$	\$	\$	\$
Total Cost by Category:	\$10,139.15	\$4,132.44	\$76,729.33	\$	\$	\$	\$3,000.00	\$
Total Project Cost:								\$94,000.92

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Explain "Other" Budget Category: [Click here to enter text.](#)

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7. REFERENCE DOCUMENTS AND CITATIONS

N/A

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: