INFORMATION/EDUCATION/TRAINING/DEMONSTRATION PROJECTS

Information/education/training/demonstration projects (hereafter information and education projects (I&E)) generally involve one of two classifications of activities:

- Development and distribution of information, such as publications, videos, establishment of Internet web sites, or the development and presentation of various training activities.

- Development and demonstration of new BMPs or demonstration of approved BMPs.

A template showing the format for I&E projects is provided on page 6. The following sections are included in an information and education project final report.

EXECUTIVE SUMMARY

The executive summary provides a brief overview of the project with start and finish dates, funding information, and a summary of accomplishments. The summary should outline the goals that were set for the project and include a statement of whether some or all of these goals were met. Project sponsors also might provide information on significant accomplishments and describe how high-priority issues were addressed and what products were produced, new and effective best management practices (BMPs) used, and how the project helped implement the state's NPS management program.

1.0   INTRODUCTION

When developing the introduction, project sponsors are encouraged to consider multiple audiences in addition to states and EPA. The introduction should contain background information on the project, including the project area, the HUC number if appropriate, a description of data available from historical reports, rationale for pursuing grant funds, and the NPS problems in the project area. Much of this information can be derived from the statement of need and project description in the original section 319 work plan.

More specifically, the introduction to a final report should contain the following information:

- Where applicable, identification of the waterbody or watershed with HUC code if appropriate, including details on the need for additional or new education/information dissemination, training, or demonstration projects.

- Description of water quality problems, including identification of NPS pollutants of concern and water quality standards that are violated or threatened.

- Description of the new BMPs used in the project or a discussion of the need to re-evaluate BMPs.

- Discussion of the need for new educational materials and/or training.

- A description of the criteria that led to the selection of the audience intended for this project with an explanation of how the audience was targeted.

- A description of how the project was consistent with the state NPS management program and other state programs, where applicable, including 305(b) reports, Unified Watershed Assessments (UWAs), Total Maximum Daily Load (TMDL) development, 303(d) listings and source water protection reports.

- A general project description (keeping in mind the following section will explain the goals and objectives).

- Maps, where applicable, showing the location and size of the waterbodies or watersheds that were targeted for education activities or locations of demonstration projects.

2.0 PROJECT GOALS, OBJECTIVES, AND ACTIVITIES

It is important to describe the goals for a section 319-funded project. In general, the *goals* are broad statements about project needs that are achievable through *objectives*. An example of a goal statement is:

> The goal of this project is to implement a comprehensive media campaign and supporting activities that will increase the awareness of the general public in Colorado about the causes and solutions to urban polluted runoff. This project will partially achieve all of the goals set forth in the Draft White Paper of the Information/ Education subcommittee of the Nonpoint Task Force. It will fully achieve Goal Three of that document, which is to "proactively engage in public information relating to NPS issues." This project also will accomplish the first goal of the Urban/Construction Subcommittee—to educate the general public in urban areas about nonpoint source pollution.
>
> This campaign will include basic information about urban runoff covering such topics as what behaviors lead to polluted runoff and how polluted runoff affects Colorado's water resources. Targeted audiences will be informed about the role of storm sewers in polluted runoff; what they are, what they do, and where they lead. A small number of easily understood, highly focused messages will provide non-technical, easily implemented solutions to the household-generated urban runoff problem. Consistency of the message will be maintained through the use of recognizable logos and graphics throughout the campaign. This project will provide baseline data about the public's awareness of household polluted

runoff through the survey and will establish an ongoing, easily accessible clearinghouse of nonpoint source information.

A description of the objectives and tasks should immediately follow each identified goal. Objectives should provide more detail about the accomplishments that were identified and met for each goal. An example of an objective is "develop an assessment tool to determine current levels of awareness about urban polluted runoff." Each objective should have a description of the tasks that achieved the objective, as well as quantifiable goals, such as "train 100 farmers in no-till" or print and distribute 10,000 brochures." Pictures, maps, graphs, or tables are useful to describe a task or objective.

2.1 PLANNED AND ACTUAL MILESTONES, PRODUCTS, AND COMPLETION DATES

One method for presenting this information is a milestone table. Each table should list planned and actual milestones and product quantity and completion dates. A brief explanation should be provided when anticipated milestones were not met. A timeline-type figure may also be used to depict schedules and milestones.

2.2 EVALUATION OF GOAL ACHIEVEMENT AND RELATIONSHIP TO THE STATE NPS MANAGEMENT PLAN

In this section, the project sponsor should provide an evaluation of how well the goals were achieved. The report should describe how the project helped implement the state's NPS management program and other state program priorities as outlined in 305(b) reports, 303(d) lists, UWAs, and source water protection reports. Project sponsors should describe how the project contributed to controlling NPS pollution as part of an integrated, watershed-wide approach.

2.3 SUPPLEMENTAL INFORMATION

Any additional information the sponsor may want to add relating to achieving project goals should be included in this section Project sponsors are encouraged to include BMP lists and descriptions of projects or programs implemented for each task. Pictures, maps, graphs, tables, or diagrams may be used to better explain these projects and programs. Graphical elements are strongly encouraged because they help "tell the story" and increase the multi-purpose usefulness of the report.

3.0 LONG TERM RESULTS IN TERMS OF BEHAVIOR MODIFICATION, STREAM/LAKE QUALITY, GROUND WATER, AND/OR WATERSHED PROTECTION CHANGES

This section should include a brief discussion of how the information, education, training, or demonstration project has contributed to the improvement of water quality. Charts, graphs, tables, or diagrams that show trends may be included.

When appropriate, describe how the changes in behavior were evaluated. Include the different types of evaluation tools used, such as recording requests for NPS newspapers and videos, exit and follow-up surveys for training courses, and readers surveys.

4.0 BEST MANAGEMENT PRACTICES (BMPs) DEVELOPED AND/OR REVISED (FOR DEMONSTRATION PROJECTS)

In this section a brief description of BMPs implemented for each project should be provided. More detail or descriptions can be provided in appendices. Pictures, maps, graphs, or tables may be used to further describe the location, configuration, and performance of each practice.

5.0 MONITORING RESULTS FOR DEMONSTRATION PROJECTS

This section should include a brief discussion of the monitoring and/or evaluation strategy used in the information and education, training, or demonstration project. Descriptions of any models used to analyze data should also be included, if applicable. For demonstration projects, monitoring should be considered for determining project effectiveness directly on water quality or by surrogate methods. For I&E projects, discuss the results from the evaluations tools used, such as recording requests for NPS newspapers and videos, exit and follow-up surveys for training courses, and readers surveys.

It is important to include an analysis and summary of data collected using tables, graphs, or charts that may show trends in water quality, if applicable. Also, this section should describe any surrogate measures (environmental indicators) used to measure progress in controlling NPS pollution. Examples of effective graphs, tables, and other data presentation methods are shown in Section 3 of this notebook—*Final Project Examples*.

Monitoring results for a demonstration project, where applicable, should be separated into the following categories:

- BMP effectiveness evaluations (5.1).

- Surface water improvements (5.2).

- Ground water improvements (5.3).

- Results of BMP operation and maintenance reviews (5.4).

- Quality assurance reporting (5.5), if applicable. If there is an EPA-approved Quality Assurance Project Plan (QAPP) or Sampling and Analysis Plan (SAP) for the project, describe briefly how the monitoring was consistent with the QAPP or SAP.

6.0 PUBLIC INVOLVEMENT AND COORDINATION

In this section, describe public involvement and coordination activities for the project.

6.1 STATE AGENCIES

Identify cooperating state agencies and describes their role in implementing the project.

6.2 FEDERAL AGENCIES

Identify any cooperating federal agencies, such as the U.S. Geological Survey, Natural Resources Conservation Service, and Fish and Wildlife Service and describe their role in project implementation.

6.3 LOCAL GOVERNMENTS, INDUSTRY, ENVIRONMENTAL, AND OTHER GROUPS, PUBLIC AT LARGE

Describe local involvement and support from a variety of entities and the public.

6.4 OTHER SOURCES OF FUNDS

If the project received funding through other sources, such as a non-federal match of state and local funds, volunteer labor, and other federal funds, this section should provide a description of those sources. A budget table may be a useful way to present this information.

7.0 ASPECTS OF THE PROJECT THAT DID NOT WORK WELL

This section should provide an explanation of elements of the project that did not work out as planned. For instance, this section may include a discussion of why milestones were difficult to meet. Was the failure due to lack of good data, inadequate funding, lack of sufficient technical resources, or "circumstances of nature?" Was there a need for a more thorough assessment or more advanced technology? Did the training or education activities result in any changes in methods on the part of the trainee? Problems with organizational dynamics, an inability to contract work, or other confounding factors also would be discussed here. This section can help others to avoid similar problems in the future.

8.0 FUTURE ACTIVITY RECOMMENDATIONS

This section should be used to describe any programs, activities, and/or assessments that are or should be planned for the area of concern based on the results of the project. Plans for future coordination with other agencies should be indicated here. If the project is continuing, anticipated funding sources and continuation of the section 319 funding should also be discussed. This section

provides an excellent opportunity to informally propose new projects that will continue to address NPS problems in the watershed or other area of concern.

8.1 INFORMATION AND EDUCATION OUTPUTS

Description of outputs (videos, pamphlets, training manuals, driving guides, etc.) that are available for use by other projects.

SECTION 319 NONPOINT SOURCE POLLUTION CONTROL PROGRAM

INFORMATION/EDUCATION/TRAINING/DEMONSTRATION PROJECT

FINAL REPORT

(Project Title Here)

by

(Author and Project Sponsor Here)

(Date Here)

This project was conducted in cooperation with the State of _____ and the United States Environmental Protection Agency, Region 8.

Grant #

EXECUTIVE SUMMARY

PROJECT TITLE _____

PROJECT START DATE_____   PROJECT COMPLETION DATE _____

FUNDING: TOTAL BUDGET   _____

                  TOTAL EPA GRANT   _____

                  TOTAL EXPENDITURES
                  OF EPA FUNDS   _____

                  TOTAL SECTION 319
                  MATCH ACCRUED   _____

                  BUDGET REVISIONS   _____

                  TOTAL EXPENDITURES   _____

SUMMARY ACCOMPLISHMENTS

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NOTE: NON-WRITTEN PRODUCTS SUCH AS VIDEOS SHOULD ALSO BE PROVIDED
TO THE STATE AND EPA.