



EDUCATION AND OUTREACH GRANT APPLICATION

Revised
October 2009

OWEB's Mission
To help create and maintain healthy watersheds and natural habitats
that support thriving communities and strong economies.

GENERAL INSTRUCTIONS

1. Please read the "Instructions for Completing Education and Outreach Applications" before beginning your application.
2. Use 8½" x 11" single-sided, unstapled pages. Avoid color and detail that will not photocopy clearly.
3. Complete Sections I and II.
4. Answer all the questions in Section III on separate 8½" x 11" single-sided, single-spaced, unstapled pages. All pages should be numbered. Complete the required forms and attachments.
5. Read and sign the Education and Outreach Grant Application (Section I Certification).

A down-loadable electronic application form and instructions can be obtained
from www.oregon.gov/OWEB

SUBMISSION OF GRANT APPLICATIONS

Grant applications may be submitted to OWEB by hard copy via mail or delivery to our Salem office. No faxes or emails will be accepted. To learn about the next deadline and review date, visit our web site at the address shown above.

OREGON WATERSHED ENHANCEMENT BOARD

775 Summer Street NE, Suite 360
Salem, OR 97301-1290
Phone: (503) 986-0178

Section I
APPLICANT INFORMATION

Complete the information for Sections I and II.
THESE SECTIONS ARE NOT THE PLACE TO DESCRIBE YOUR PROJECT IN DETAIL

Name of project:

OWEB funds requested:

Total cost of project:

Project location:

This project occurs at (check one): A single site Multiple sites

Watershed(s)

County or counties

Township, Range, Section(s)
(e.g., T1N, R5E, S12)

Longitude, Latitude (e.g., -123.789, 45.613)

Subbasin(s) – Please note the 10-digit hydrological unit code,
previously 5th Field HUC

Applicant

Project Manager

Name:	Name:
Organization:	Organization:
Address:	Address:
Phone:	Phone:
Fax:	Fax:
Email:	Email:

Fiscal Agent

Landowner(s)

Name:	<input type="checkbox"/> Public: Agency:
Organization:	<input type="checkbox"/> Private: Name(s):
Address:	
Phone:	
Fax:	
Email:	

CERTIFICATION:

I certify that this application is a true and accurate representation of the proposed work for watershed restoration and that I am authorized to sign as the Applicant or Co-Applicant. By the following signature, the Applicant certifies that they are aware of the requirements (*see Application Instructions*) of an OWEB grant and are prepared to implement the project if awarded.

Applicant Signature: _____ Date: _____
 Print Name: _____ Title: _____
 Co-Applicant Signature: _____ Date: _____
 Print Name: _____ Agency: _____

Section II

PROJECT SUMMARY

1. **Project Description:** In 150 words or fewer, state
 - A) Your target audience and their educational/outreach needs that your project will address central to their current level of awareness, knowledge or skills.
 - B) The anticipated barriers to learning, how you address them and the methods (workshops, handouts, field trips, etc.) you will employ.
 - C) How this project will increase awareness and participation in watershed enhancement and how you will measure results.
 - D) How OWEB funds will be used? (See application instructions for helpful example.)

2. **Provide a detailed description of the project location including location(s) where education/outreach will occur.**

3. **Was this application submitted previously?** Yes No
 If yes, what was the application number?

4. **Is this project a continuation of a previously OWEB-funded project(s)?** Yes No
 If yes, what was the application number(s)?

5. **Project Partners.** Show all anticipated funding sources, and indicate the dollar value for cash or in-kind contributions. Be sure to provide a dollar value for each funding source. If the funding source is providing in-kind contributions, briefly describe the nature of the contribution in the Funding Source Column. Check the appropriate box to denote if the funding status is secured or pending. In the Amount/Value Column, provide a total dollar amount or value for each funding source.

Funding Source Name the Partner and what their contribution is.	Cash	In-Kind	Secured (x)	Pending (x)	Amount/Value
OWEB	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
Landowner:	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	\$
Total Estimated Funds (add all amounts in the far-right Column):					*\$

*The total should equal the total cost of the project on page 1 of the application.

6. **Have any conditions been placed on other funds that may affect project completion?** Yes No
 If yes, explain:

7. **Is the proposal part of an existing watershed, regional, or statewide plan?** Yes No
 If yes, name the plan and reference sites(s) or elements of the plan related to the project:

8. **A Land Use Information form is required for this project.** Yes No

(Refer to the Application Instructions, “Forms That Might Be Required.”)

9. A Public Record Certification form is required for this project. Yes No
 (Refer to the Application Instructions, “Forms That Might Be Required.”)

* The remaining questions in this section are required for federal reporting purposes. OWEB receives a portion of its funds from the federal government and is required to report how its grantees will use those funds. Please respond as applicable. Completion of this section is required, but it will not be used to evaluate this application for funding. The information will be used for reporting requirements only.

- The educational/outreach goals of this project do NOT specifically educate constituencies on the value and types of actions that should be taken for conservation, restoration, and sustainability of Pacific salmonid/steelhead populations and their habitat.

► If you check this box, STOP here and GO TO Section III.

***10. Salmon/Steelhead Populations Targeted and Expected Benefits to Salmon/Steelhead**

The information provided will be used to by OWEB to better meet federal and state reporting requirements. Completion of this section is required but will not be used to evaluate this application for funding.

Targeted Salmon/Steelhead Populations: Select one or more of the salmon ESUs (Evolutionary Significant Unit) or steelhead DPSs (Distinct Population Segment) that the project will address/benefit. For species where the ESU/DPS name is not known or determined, use the species name with unidentified ESU (e.g., Chinook salmon – unidentified ESU). Additional information on the designation and location of the salmon/steelhead populations can be found at <http://www.nwr.noaa.gov/ESA-Salmon-Listings/Salmon-Populations/Maps/Index.cfm>.

Chinook Salmon (<i>Oncorhynchus tshawytscha</i>)		Coho Salmon (<i>O. kisutch</i>)	
<input type="checkbox"/>	Deschutes River summer/fall-run ESU	<input type="checkbox"/>	Lower Columbia River ESU
<input type="checkbox"/>	Lower Columbia River ESU	<input type="checkbox"/>	Oregon Coast ESU
<input type="checkbox"/>	Mid-Columbia River spring-run ESU	<input type="checkbox"/>	Southern Oregon/Northern California ESU
<input type="checkbox"/>	Oregon Coast ESU	<input type="checkbox"/>	unidentified ESU
<input type="checkbox"/>	Snake River Fall-run ESU	Steelhead (<i>O. mykiss</i>)	
<input type="checkbox"/>	Snake River Spring/Summer-run ESU	<input type="checkbox"/>	Klamath Mountains Province DPS
<input type="checkbox"/>	Southern Oregon and Northern California Coastal ESU	<input type="checkbox"/>	Lower Columbia River DPS
<input type="checkbox"/>	Upper Klamath-Trinity Rivers ESU	<input type="checkbox"/>	Middle Columbia River DPS
<input type="checkbox"/>	Upper Willamette River ESU	<input type="checkbox"/>	Oregon Coast DPS
<input type="checkbox"/>	unidentified ESU	<input type="checkbox"/>	Snake River Basin DPS
Chum Salmon (<i>O. keta</i>)		<input type="checkbox"/>	Washington Coast DPS (SW Washington)
<input type="checkbox"/>	Columbia River ESU	<input type="checkbox"/>	Upper Willamette River DPS
<input type="checkbox"/>	Pacific Coast ESU	<input type="checkbox"/>	Steelhead/Trout unidentified DPS
<input type="checkbox"/>	unidentified ESU		

Expected Benefits: Write a brief description of the goals and purpose of the project and how it is expected to educate constituencies on the value and types of actions that should be taken for conservation, restoration, and sustainability of salmon and steelhead populations and their habitat. **See Application Instructions for helpful examples.**

- **The following seven (7) questions are about the educational materials or events this project will produce or sponsor that are focused on or relate to salmon and steelhead populations and their habitat.**

*11. **Estimate the number of educational documents (reports, brochures, handouts, press releases).**

_____ # educational documents

*12. **Estimate the number of interpretative signs/posters/exhibits that will be prepared.**

_____ # interpretative signs/posters/exhibits

***13. Will interpretative sites be developed to allow public viewing of salmon/steelhead spawning/rearing habitat or interpretive kiosks placed in salmon/steelhead habitat?**

Yes No

***14. Estimate the number of community events conducted or sponsored by this project.** For example, a sponsored forum, workshop, or training session; a sponsored booth at a public/user group event; a public presentation; a press briefing; a site tour; or any other [non k-12 classroom] where a project lead is presenting salmon/steelhead information to the public, stakeholders and/or entities/groups to influence their understanding of the value of salmon/steelhead and habitat restoration.

_____ # events

***15. Estimate the number of teacher/adult/landowner workshop training events conducted and the total number of participants.**

_____ # events

_____ # participants

***16. Estimate the number of schools and other educational institutions that received a salmon/steelhead presentation and the number of students that participated.**

_____ # schools/institutions

_____ # participants

***17. Does your project provide technical review or technical assistance (but not direct monetary assistance) to landowners, local entities, and others on the development of restoration project proposals, restoration plans, or monitoring plans for restoration projects?**

Yes No

If yes, estimate the numbers of landowners or others having influence over land use that are contacted by the project for the purpose of assisting them in committing land, funding, effort or land access for watershed conservation, protection or restoration.

_____ # participants

_____ # landowners

Section III

SPECIFIC EDUCATION PROJECT ACTIVITY

These essay questions and their answers are designed to guide you and reviewers through a logical process of understanding the situation for the proposed work.

You may use the application form to respond to the questions, using additional sheets of paper as necessary **OR** answer the questions on separate pages. Be sure to include the question numbers and text of the questions before you begin typing your answers to assist the reviewers in evaluating your application. Please use 8½" x 11" paper. All pages must be single spaced, single-sided, numbered and unbound except for sets of maps/photos/designs (see Application Instructions). Use a 12 pt type size to answer the questions and a 10-pt type size for tables. Use bullets where appropriate. Use **bold face** and *italics* for emphasis only. If the project involves multiple sites, be specific for each.

If the question is in parts (e.g., “a” and “b”), make sure you answer in parts. **Refer to the Application Instructions for clarification and helpful examples.**

- E1. Audience - Needs Assessment. Describe in detail: a) your target audience; b) how you identified their need for awareness, knowledge or skills; and c) what that need is.**

Discussion. Estimate, as closely as possible, the number of participants. Describe their current level of awareness, knowledge, or skills and the methods you used to determine their need. Possible methods include: educated opinion, surveys, statistics, informal discussions, phone call records, anecdotes from reliable sources, a direct request for the program, etc. Documentation (statements of request, survey results, photos of a site, etc.) which can be attached to this application lends credibility to your justification. When you describe how your project will address a need, stay focused. A common mistake is to describe the current situation in a broad context without identifying and documenting how the proposal addresses a specific audience and role in the community.

- E2. Program Design - Overcoming Barriers to Learning. For each activity or learning objective, discuss a) what you anticipate to be barriers to participation and/or learning the proposed objective, and b) how you will address those barriers. Separate your answer into two clearly delineated parts (a and b).**

Discussion. Think about the characteristics which might influence your target audience’s willingness or ability to use your program. Considerations such as: age, gender, education level, learning style, schedule, economics, mobility or language as well as attitudes and belief systems may be very important to your design. Note that “lack of time” is a *symptom* of an attitude or belief rather than a barrier in itself. That is, if something is a high enough priority, your audience will find the time.

- E3. Program Design. Explain a) the educational activities proposed, b) how different learning styles will be addressed, and c) what end products will be produced. Separate your answer into three clearly delineated parts (a - c).**

Discussion. Describe the activities, efforts, and/or work products that you propose to produce or provide during the project period. These may include: outreach and recruitment materials; classroom activities, workshops, or field trips; conferences or other events; training sessions for educators; development of educational materials or websites, and others.

Please note: Oregon’s current Content Standards were adopted in February, 2009 and can be found online: <http://www.ode.state.or.us/teachlearn/real/standards/sbd.aspx>

- E4. Proposed Outcomes. With the target audience itself as the subject of the sentence, state the proposed short-term and long-term outcomes as a change in attitudes, knowledge, skills or behaviors.**

Discussion. An outcome is the result, effect, or consequence that will occur from carrying out the activities of the project. Outcomes are quantifiable changes.

Short-term outcomes include: increased awareness, knowledge, skills, attitudes, and motivation. Short-term outcomes must occur during the project period.

Medium-term outcomes include: decisions, actions, practices and behavior that are the foundations of watershed stewardship. Most projects will accomplish some medium-term outcomes during the project period.

Long-term outcomes include: increased involvement in watershed enhancement programs and restored or enhanced watersheds.

More information: Several websites have online tutorials for writing and thinking about outcomes. A few you may consider visiting are:

- <http://meera.snre.umich.edu/> – Step by step evaluation planning, including a publication entitled Environmental Education Materials: Guidelines for Excellence contains recommendations for developing and selecting quality environmental education materials.
- <http://www.shapingoutcomes.org> – A well-written, easy to use site with good examples. The website is designed for libraries and museums, however their approach for reaching and measuring educational objectives is likely to be transferable to your project.
- <http://www.unitedway.org/outcomes/> – United Way’s Outcome Measurement Resource Network. Includes resource library with downloadable files.

E5. Mission. Discuss how the proposed project a) will increase awareness and involvement in watershed enhancement projects, and b) will further the mission of your organization. Separate your answer into two clearly delineated parts (a and b).

Discussion: OWEB's Education and Outreach grants are just one component of OWEB's overall commitment to benefiting all users of water in the state and providing the greatest opportunity for volunteer participation to achieve the goals of creating and maintaining healthy watersheds and natural habitats that support thriving communities and strong economies. Staying focused on both the mission of OWEB and the mission of your organization insures that the projects proposed are in alignment and mutually beneficial.

**E6. Education Metrics, Part 1. Establishing Baseline Data
What initial information on program participants or other program aspects will be collected prior to participants receiving services or program intervention?**

Discussion. Post-project evaluation is most compelling in combination with pre-project assessment. The data are needed to determine changes and progress toward your outcomes. These data can be collected in advance of the program (as part of your needs assessment for question E1), or at the beginning of the workshop with a short survey or other “pre-test.”

E7. Education Metrics, Part 2. Measuring Outcomes

Using a table similar to the one in the example, describe and explain your plans for tracking and measuring progress on project activities and related short-term outcomes. For each of the outcomes stated in E4, what change in participants’ behavior, attitudes, skills, knowledge, status, or condition would indicate success? If your medium- and long-term outcomes can also be measured within the project period, explain your plans for that evaluation as well.

Outcomes: Use your outcomes from question E4.

Indicators: Indicators must be concrete, well-defined, and observable. You will ensure your indicator is measurable by writing it in the following form: The # and % of (participants) who (demonstrate what specified change?) An outcome can be measured by more than one indicator.

Applied to: From whom or about what will the data be collected?

Data sources: Includes anecdotes, surveys or feedback forms, observations, assessments, participant projects, records or test information.

Data interval: The time between the learning activity and the data collection.

Targets: How you quantify success. Your program was worth your time and effort if # and % of participants achieve a particular level of results.

E8. Show the anticipated schedule for the project. Use a table similar to the example in the application instructions.

E9. Identify the project leaders and their credentials and related experience. Use a table similar to the example in the application instructions.

E10. Justification for a request exceeding \$50,000.

The average Education and Outreach grant awarded in OWEB's last funding cycle was just over \$25,000.

If your request exceeds \$50,000, provide a brief justification discussing how the proposal will do one or more of the following:

- a) have educational activities and ultimately impacts across watersheds/in other regions;
- b) budget that is clearly connected to the scope of the project;
- c) have a high level (> 25%) of matching funds in addition to in-kind donations; or
- d) will lead to alternative watershed practices that support enhancement efforts in a high priority watershed or watersheds.

Section IV
EDUCATION/OUTREACH BUDGET
PLACEHOLDER

An Excel budget is now available and will calculate your totals and round the totals to the nearest dollar. The Word budget document without the calculation feature is also available. Download the Excel or Word budget document at:

www.oregon.gov/OWEB/GRANTS/grant_app_materials.shtml#Forms [Materials by Type](#)

- **Complete the budget**
- **Check your budget numbers**
- **Print a copy of the budget**
- **Insert the budget copy here**
- **Remove this placeholder page**

ATTACHMENT A



MATCH FUNDING FORM

*Document here the match funding
shown on the budget page of your grant application*

OWEB accepts all non-OWEB funds as match. An applicant may not use *another OWEB grant* to match an OWEB grant. However, an applicant who benefits from a pass-through OWEB agreement with another state agency, by receiving either staff expertise or a grant from that state agency, may use those benefits as match for an OWEB grant. (Example: A grantee may use as match the effort provided by ODFW restoration biologists because OWEB funding for those positions is the result of a pass-through agreement).

At the time of application, match funding for OWEB funds requested does not have to be *secured*, but you must show that at least 25% of match funding has been sought. On this form, you do not necessarily need to show authorized signatures (“secured match”), but the more match that is secured, the stronger the application. Identify the type of match (cash or in-kind), the status of the match (secured or pending), and either a dollar amount or a dollar value (based on local market rates) of the in-kind contribution.

If you have questions about whether your proposed match is eligible or not, visit our website at www.oregon.gov/OWEB/GRANTS/grant_app_materials.shtml, or contact your local OWEB regional program representative (contact information available in the instructions to this application).

Project Name:

Applicant:

Match Funding Source	Type (√ one)	Status (√ one)*	Dollar Value	Match Funding Source Signature/Date*
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		
	<input type="checkbox"/> cash <input type="checkbox"/> in kind	<input type="checkbox"/> secured <input type="checkbox"/> pending		

* **IMPORTANT:** If you checked the “Secured” box in the status Column for any match funding source, you must provide either the signature of an authorized representative of the match source in the final Column, or attach a letter of support from the match funding source that specifically mentions the dollar amount you show in the Dollar Value Column.

APPLICATION CHECKLIST

Instructions: Use this form as a cross-check to ensure that your application is complete. An incomplete application will jeopardize your application's review. **DO NOT RETURN THIS CHECKLIST WITH YOUR APPLICATION.**

General

- Only one copy of the application is included with the packet (other applications should be sent separately).
- The application is on 8 ½ x 11" paper, single-sided.
- The application, forms, and attachments are not stapled or bound.
- Where pamphlets, color photos, or color maps are provided, I have included 20 copies. If there were several maps, photos or pamphlets, etc., I have taken one copy of each map, photo or pamphlet and assembled them to be one complete set, and stapled them together (no other documents or attachments are stapled). I have 20 sets for distribution to OWEB reviewers.

Section I – Applicant Information

- All questions in this section have been answered.
- The OWEB Funds Requested and the Total Cost of Project mirror the totals shown on the budget page.
- The project location, if known, is complete.
- All contact information – for the applicant and fiscal agent – is complete and current.
- The CERTIFICATION has been completed, signed and dated. (As an Applicant, you must sign the Certification.)

Section II – Project Summary

- All questions in this section have been answered
- Letters of commitment from partners, explaining their contribution (money, services, materials)

Section III – Specific Education Project Activity

- All questions in this section have been answered
- Optional: Documentation of audience needs assessment (E1)
- Optional: Sample lesson plan or agenda for activities (E3)
- Optional: Promotional materials, brochures for the activity, etc.
- Optional: Examples of any evaluation materials: surveys, pre-quizzes, etc. (E6)

Section IV – Budget Page

- I have read the application instructions for completing the budget page.
- I have downloaded the Excel or Word budget, completed and checked my calculations.
- Columns A and B have been completed, where appropriate.
- Fiscal Administration does not exceed 10% of the OWEB subtotal (subtotal row, Column E).
- The totals shown in the last row (BUDGET TOTAL) add up and are accurately reflected in Section I of the application.
- I have copied the budget page, inserted it as Section IV in the application and removed the placeholder page.

Required Forms

- ATTACHMENT A - Match Funding form – show that at least 25% match has been sought (authorized signatures are not required at the application stage, but are strongly encouraged).

Forms That *Might Be* Required (see Application Instructions)

- Land Use Information form (required only for applications involving on-the-ground activities to ensure compatibility with the local comprehensive plans and zoning ordinances) – completed as relevant, signed, and dated by local official.
- Acknowledgement of Public Record Information form – completed, signed, and dated by all participating landowners.

Optional Attachments

- Project Maps – one copy for the application; 20 color copies, if appropriate, to assist the OWEB reviewers
- Letters of Support from members of the community.