



**COLORADO**

**Colorado Water  
Conservation Board**

Department of Natural Resources

## **Public Education Participation and Outreach Grant Program 2022 Criteria & Guidelines**

### Legislation and Authority

The Colorado Water Conservation Board (CWCB) has authority to transfer funds out of the Perpetual Base Fund to the Water Supply Reserve Fund (WSRF). When Senate Bill SB 21-281 restructured severance tax distributions, the CWCB opted to dedicate a portion of the statewide account funds to better support the roundtables' Public Education Participation and Outreach (PEPO) liaisons in each of the basins and to support some larger statewide CWCB and PEPO led initiatives. The resultant Public Education Participation and Outreach Grants were developed for this purpose and are approved annually by the CWCB Board.

### Intended Use

PEPO Grants establish a funding mechanism for the CWCB to provide monies for coordinated PEPO efforts across the state. Funds can be used for PEPO efforts including supporting basin coordinators and/or statewide initiatives.

### Severance Tax Variability

Applicants should be aware that many variables will impact funding levels, including the availability of Severance Tax funding. This may impact the amount of money coming into the CWCB to fund PEPO grants.

### Account Distribution

Funding for the PEPO Grants are divided into two annual funding opportunities as follows:

- **Statewide Initiatives:**  
Up to \$75,000 annually will be made available, unless otherwise determined by the CWCB, for PEPO Statewide Initiatives to pay for statewide or multi-basin outreach activities or studies consistent with the mission and goals of PEPO, the Colorado Water Plan, or CWCB Staff. These efforts include but are not limited to advancing a single statewide effort, developing new initiatives of statewide importance, funding statewide awareness surveys, and developing education campaigns that can support awareness efforts across the state. These efforts must demonstrate multi-basin support and must be aligned with CWCB priorities.
- **Basin Coordinator:**  
Each basin may support an organization or individual to apply for grant funding of up to \$25,000 to fund a single PEPO Coordinator, unless otherwise stated by the CWCB. The PEPO coordinator's primary task will be to coordinate with CWCB and the Basin Roundtable(s) in PEPO activities. This includes coordinating with CWCB prior to roundtable meetings and at up to three regular meetings per year in order to have the most up to date information on coordinated outreach efforts and grant fund balances. The predominance of the Basin Coordinators' time will go to the development of the design and implementation of water education activities in the basin that promote education, outreach, and innovation consistent with the mission and goals of the Colorado Water Plan, Basin Implementation Plans and the respective Basin Education Action Plans. Additionally, PEPO coordinators should identify how they can support related roundtable outreach and awareness efforts with regards to grants and open meetings.

- Basin roundtables that do not have applicants submitting for the PEPO Basin Coordinator funds within a given fiscal year will forfeit their basin funds for the fiscal year and those funds will revert to the PEPO Grant Program to be used for Statewide Initiatives.

**Eligible Applicants include:**

- *Governmental Entities*  
Governmental entities include municipalities, districts, enterprises, counties, and State of Colorado agencies. Federal agencies are encouraged to work with local entities. Covered Entities as defined in Section 37-60-126, C.R.S., are eligible if the applicant has adopted an approved Water Efficiency Plan.
- *Private Entities*  
Private entities include individuals, non-profit organizations, corporations, and partnerships, etc.

**Eligible Project Examples**

Examples of eligible projects and activities are broken down by category below:

- Statewide Initiatives examples include statewide water awareness surveys, statewide water education campaigns, statewide water education materials, statewide education related to the Colorado Water Plan.
- Basin Coordinator funds apply exclusively to the entity awarded the grant. The awardee does not have to be the basin roundtable’s appointed PEPO liaison or a member of the roundtable. The awarded funds may be distributed to subcontractors to complete the tasks within the relevant scope of work if identified in the application. Applicants may include a mix of time and materials. Because grants are awarded competitively, it is possible for more than one entity to apply for these funds, however, only one entity will be selected per basin based on the level of completeness and merits of their application, including evaluating if there is a letter of support from the basin roundtable.

**Matching Fund Requirements**

All PEPO Grant requests require matching funds. A minimum of 25% match is required for PEPO grants, which may consist of in-kind or cash match or any combination of the two. For in-kind matches, cost breakdown of hourly rates and hours counted toward in-kind time must be provided. Applicants should identify matching funds as either pending or secure and provide evidence of those matching funds (such as an award letter). Matching funds must be secured within one year of the application date and prior to contracting.

Non-CWCB matching funds include funds from state agencies such as Great Outdoors Colorado (GOCO), Colorado Parks and Wildlife (CPW) funding, and other state and/or federal agencies. All other funding sources within the control of the CWCB Board and its Director are considered CWCB funds.

**Cash Match:**

Actual expenditures paid directly with cash funds (based on contractual arrangements) from the grantee to a vendor. Examples are supplies, services, and necessary equipment purchase or rental.

**In-Kind Match:**

In-kind match includes services and labor provided by the paid staff of the grantee to perform all or part of the approved project scope of work, including necessary project administration. This can include standard direct and indirect personnel fringe benefits. Volunteer services provided at no cost to the applicant by firms or individuals consistent with the approved scope of work will be valued for in-kind match at local prevailing wage rates. Project specific land acquisition or access agreement costs may also be claimed as in-kind contributions and credited against the minimum requirement. Costs that CAN NOT be considered include: general organization operating costs such as utilities, operating supplies and services, amortized costs or rental costs for buildings and equipment used for the general operation of the organization, and general property and liability insurance costs, nor will overhead percent charges to cover such items be allowed. These business expenses are NOT reimbursable costs and may not be claimed as matching contributions.

**Waivers:**

*The CWCB may allow a waiver for the 25% match requirement. To obtain a waiver, the applicant must: 1) demonstrate that the matching requirement imposes a significant financial hardship on the applicant; and 2) obtain written approval from the CWCB.*

**Application Process**

Applicants should review applicant eligibility, application, contracting, and reimbursement, and grant amendment information below.

Applicants must submit application documents directly to the CWCB's grant coordinator and/or education and outreach specialist by the deadline specified below. The CWCB will evaluate all grant applications based on the evaluation criteria listed below.

**Evaluation Criteria**

Applications will be scored based on the following criteria:

- **Statewide Initiatives:**
  - Does the applicant demonstrate broad statewide applicability of the project?
  - Does the applicant demonstrate multi-basin support?
  - Does the applicant demonstrate project aligns with CWCB priorities?
  - Does the applicant demonstrate the project aligns with the Colorado Water Plan and Basin Implementation Plans?
  - Does the project demonstrate that it is working to educate or outreach to a broad range of Coloradans from diverse backgrounds and make appropriate accommodations to do so (e.g. closed captions, language translation, interpretation, etc)?
  - Does the applicant demonstrate that they are targeting an identified need or gap?
- **Outreach Coordinator:**
  - Does the applicant have a letter of support from the roundtable?
  - Does the applicant's scope demonstrate that they will support education and outreach goals identified in the Colorado Water Plan and the basins' Basin Implementation Plan?
  - Does the applicant's scope include time for coordinating with CWCB at regularly scheduled meetings (up to 3 times a year), through email and regular coordination prior to roundtable meetings?
  - Does the applicant's scope include supporting the basin roundtable recorder?
  - Does the applicant's scope of work include a strategy for helping promote CWCB grant opportunities and facilitating the advancement of basin-identified planning projects?

- Does the applicant’s scope of work include submitting a final report with metrics on the number of outreach events, number of attendees and estimated impact of any education and outreach activities?
- Does the applicant lay out a detailed scope, budget, and timeline for activities and/or materials?

**Initial CWCB Review of Grant Applications**

After thorough evaluation, CWCB staff will recommend applicable requests to the CWCB Director or Board for approval per CWCB’s Policy 25. The CWCB reserves the right to negotiate with applicants to modify the scope and/or budget of a project to ensure it aligns with procurement rules, enhances the quality of the projects and/or better aligns with state planning documents that include statewide water supply initiatives like the Analysis and Technical Update to the Colorado Water Plan (formerly Statewide Water Supply Initiative), Basin Implementation Plan educational initiatives, and the Colorado Water Plan.

**Documents Required for Contract Execution**

- Insurance Certificate of Liability (Government entities excluded)
- Secretary of State - Certificate of Good Standing
- W-9 Taxpayer Identification number and certification
- Electronic Funds Transfer (preferred)

**CWCB Review Schedule:**

The table below lists the submittal deadlines for PEPO grants that exceed \$25,000. PEPO grants under \$25,000 (all Basin Coordinator grants) can be approved by the CWCB Director at any time, and will not go before the CWCB Board per Policy 25. For all other grants above \$25,000 (Statewide Initiatives) the application deadlines are below:

Table 1: Estimated Approval Schedule for Statewide Initiatives that exceed \$25,000.

Application Submittal Date	Final Board Approval
June 1	September
December 1	March

**Grant Administration**

**Reporting Requirements:**

Progress Reports: The applicant shall provide the CWCB a brief progress report every six (6) months describing the status of the tasks identified in the statement of work, including a description of any major issues that have occurred and any corrective action taken to address these issues. The CWCB may withhold reimbursement until satisfactory progress reports have been submitted.

**Progress Reports and Final Deliverables:**

All grants require a short six (6) month progress report which should, at minimum, summarize project progress to date, any obstacles encountered and a summary of any tracked metrics. In addition to the required six (6) month progress reports, final deliverables must be provide to CWCB upon completion of the projects as noted below:

### **Statewide Initiatives Fund:**

At completion of the project, the applicant shall provide the CWCB a Final Report on the applicant's letterhead that:

- Summarizes the project and how the project was completed.
- Describes any obstacles encountered, and how these obstacles were overcome.
- Include metrics including but not limited to the number of people engaged/informed, participants in meetings, surveys, or other outreach and education activities.
- Confirms that all matching commitments have been fulfilled.
- Includes photographs, summaries of meetings and reports/designs.

### **Outreach Coordinator Fund:**

- Summarizes the work from the scope that was completed.
- Provides metrics on the number of outreach events, number of attendees and estimated impact of any education and outreach activities (this report will replace the Education Action Plan)
- Describes any obstacles encountered, and how these obstacles were overcome.
- Identifies priority tasks for the next year's basin outreach work based on work completed over the last year.

The CWCB will withhold disbursement of the last 10% of the budget until the Final Report is completed to the satisfaction of CWCB staff. Once the Final Report has been accepted, and final payment has been issued, the purchase order or grant will be closed without any further payment.

### **Payments:**

Payment will be based on actual expenditures invoiced by the grantee. Payments are limited by the proportionate grant percentage of the overall project. The request for payment must be transmitted on the grantee's letterhead, and shall include:

- Date of request
- Grantee's contact name, email address, physical address, and phone number
- Contract or purchase order number
- Description of the work accomplished by major tasks as presented in the approved budget.\*  
This should include an estimate of the percent completion for individual tasks and the entire water activity in relation to the percentage of budget spent
- Supporting documentation for items or services billed

*\*This may be utilized in lieu of a six month Progress Report if adequate detail is provided. Contact the Project Manager to determine if your project qualifies for this option.*

### **Grant Amendments:**

Grants may be amended as appropriate, including modifications to Statement of Work, Budget, and Schedule; purchase order or contract extensions; and Change of Grantee. All amendment requests shall be submitted on the grantee's letterhead, and shall include:

- **Key Information** - Date of request; Grantee's contact name, email address, physical address, and phone number; Roundtable that recommended the grant; Date of CWCB approval; Contract or purchase order number and current expiration date; Rationale for amendment;
- **Revised Tasks** - CWCB project manager approval required; Revised Statement of Work and Budget/Schedule Table;
- **Extension to Terms** - Revised Statement of Work and Budget/Schedule Table, Schedule with desired expiration date;
- **Request for Change of Grantee** - A signed Letter of Request shall be accompanied by (when applicable): a revised Statement of Work, Budget, and Schedule; a letter drafted by current Grantee requesting the release; a letter drafted by proposed Grantee accepting grant

obligations and responsibilities; and an updated Certificate(s) of Insurance for the proposed new Grantee. Requests for Change of Grantee must be requested and approved by the CWCB project manager.

Amended documents for grant extension requests shall be delivered to CWCB 30 days prior to the current expiration date of purchase orders and 90 days prior to expiration of a contract.