

## PART I - FACE SHEET

<b>APPLICATION FOR FEDERAL ASSISTANCE</b>		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction															
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)																	
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS):		3. DATE RECEIVED BY STATE:  13-JAN-11	STATE APPLICATION IDENTIFIER:														
2b. APPLICATION ID:  11AC125143		4. DATE RECEIVED BY FEDERAL AGENCY:	FEDERAL IDENTIFIER:  10ACHNJ0010001														
<b>5. APPLICATION INFORMATION</b>																	
LEGAL NAME: NJ Department of Environmental Protection DUNS NUMBER: 607415797		NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Kim Cenno TELEPHONE NUMBER: (609) 292-9420 FAX NUMBER: INTERNET E-MAIL ADDRESS: kimberly.cenno@dep.state.nj.us															
ADDRESS (give street address, city, state, zip code and county): 401 E State St Mail Code: 401-041, PO Box 420 Trenton NJ 08625 - 0420 County:																	
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 216000928		7. TYPE OF APPLICANT: 7a. State Government 7b. Other State Government															
8. TYPE OF APPLICATION (Check appropriate box).  <input type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTEE <input checked="" type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/> A. AUGMENTATION        B. BUDGET REVISION C. NO COST EXTENSION    D. OTHER (specify below):		9. NAME OF FEDERAL AGENCY: <b>Corporation for National and Community Service</b>															
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.006 10b. TITLE: AmeriCorps State		11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: NJ Watershed Ambassadors Program															
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): State of New Jersey		11.b. CNCS PROGRAM INITIATIVE (IF ANY):															
13. PROPOSED PROJECT: START DATE: 09/01/11    END DATE: 08/31/12		14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="NJ 012"/> b.Program <input type="text" value="NJ 012"/>															
15. ESTIMATED FUNDING: Year #: <input type="text" value="2"/>		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?  <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE: <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">a. FEDERAL</td> <td style="text-align: right;">\$ 260,000.00</td> </tr> <tr> <td>b. APPLICANT</td> <td style="text-align: right;">\$ 222,193.00</td> </tr> <tr> <td>c. STATE</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>d. LOCAL</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>e. OTHER</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>f. PROGRAM INCOME</td> <td style="text-align: right;">\$ 0.00</td> </tr> <tr> <td>g. TOTAL</td> <td style="text-align: right;">\$ 482,193.00</td> </tr> </table>		a. FEDERAL	\$ 260,000.00	b. APPLICANT	\$ 222,193.00	c. STATE	\$ 0.00	d. LOCAL	\$ 0.00	e. OTHER	\$ 0.00	f. PROGRAM INCOME	\$ 0.00	g. TOTAL	\$ 482,193.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
a. FEDERAL	\$ 260,000.00																
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g. TOTAL	\$ 482,193.00																
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.																	
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: Therese Kell		b. TITLE:	c. TELEPHONE NUMBER: (609) 984-5863														
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:			e. DATE SIGNED: 01/13/11														

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### Executive Summary

The New Jersey Watershed Ambassadors Program sponsored by the New Jersey Department of Environmental Protection strives to improve awareness between New Jersey's citizens and the environment, cultivate community-based environmental actions, empower residents and businesses to make responsible decisions, and take enlightened actions regarding the watershed that they live in. The NJWAP uses the power of volunteerism to drive watershed stewardship and enhance capacity building across the State.

### Rationale and Approach

#### Compelling Need

New Jersey is the fifth smallest state in the nation, with 7,419 square miles of land area, 6,760 river and border river miles, 1,871 square miles of freshwater and coastal wetlands, bays, estuaries, freshwater, lakes and ponds, as well as 127 miles of Atlantic Ocean coastline. New Jersey is also the most densely populated state in the nation with nearly 9 million people. This large human population in such a small area has created a major impact to the environment affecting the number of stream miles in New Jersey that are impaired.

New Jersey's waterbodies are a valuable and vulnerable resource. They serve as an important source of drinking water and food for residents as well as provide habitat and food for numerous species of wildlife. Over 173 million pounds of fish and 75 million pounds of shellfish are harvested from coastal waters each year. Fishing, swimming and boating are important to the tourism industry in the state, accounting for \$12 billion in revenue and employment for thousands of people.

As the most densely populated state in the nation, New Jersey's waterbodies are greatly affected by human activities. As a result, polluted stormwater runoff or nonpoint source pollution is estimated to be responsible for 60 percent of water quality impairments in New Jersey based on monitoring programs

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conducted by the New Jersey Department of Environmental Protection (NJDEP), and other qualified agencies. Nonpoint source pollution or polluted runoff includes litter, excess fertilizers, pet waste, soil, and motor oil washed by stormwater into waterways. This is a problem throughout the state in all its watersheds and affects not only the ecosystem health but by all New Jersey citizens quality of life.

A watershed is the area of land that drains into a body of water such as a lake, river, stream or bay. The boundaries of a watershed are defined by hills or ridges that determine which way stormwater flows. The vast majority of this polluted runoff comes from the everyday activities of people -- using too much fertilizer, tossing litter into the street, not picking up after the dog or pouring used motor oil down storm drains. To reduce this type of pollution, behavioral changes among the general public are necessary. "Watershed-friendly" behaviors such as proper garbage disposal, reduced use of fertilizers, proper pet waste disposal, and low maintenance landscaping must be encouraged by raising awareness of watershed issues.

One of the methods to address and reduce the effect of human activities and ultimately to improve the quality of New Jersey's waterways is to raise awareness and to foster that awareness into a sense of stewardship. Ultimately through its educational and service activities, the goal of the New Jersey Watershed Amassadors (NJWAP) in concert with other NJDEP programs is to create a greater sense of watershed stewardship. By educating the public about their role in water pollution, the Ambassadors will help raise awareness, change behavior and, in the long run, improve water quality. Capacity building starts with this transference of this knowledge back to the community.

### Description of Activities and Member Roles

The NJ Watershed Ambassadors are AmeriCorps members first and foremost, but are referred to as Ambassadors throughout the grant in order to acknowledge their role as watershed stewards. The

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twenty full-time Ambassadors in the NJWAP are individually placed at host agencies in each of the state's twenty watershed management areas. Host agencies range from county park commissions, to local utility authorities to environmental non-profit agencies. Each Ambassador completes his/her objectives primarily within their assigned watershed management area.

In order to prepare the Ambassadors for their term of service, the year begins typically in September with two weeks of intensive training where the Ambassadors learn about the AmeriCorps program, their objectives for the year, how to document those objectives, background information on New Jersey and its watersheds, environmental education, presentation skills, stream and lake assessment protocols and how the assessment data is used by the NJDEP. These two weeks serve not only to provide them with the knowledge and skills they need to perform their service but it also builds a sense of team spirit between the Ambassadors. On the first day of the two weeks of training, the Ambassadors review the policies and procedures for the NJWAP as well as a list of prohibited activities and then sign their contracts.

For the remainder of their term of service, the Ambassadors attend regular monthly AmeriCorps meetings and monthly training sessions on various topics related to their service. At monthly meetings, the Ambassadors provide monthly reports on their activities and progress towards their objectives. The Ambassadors are given the opportunity to reflect on their term of service and raise any issues. Also, the Ambassadors fill out an evaluation form to rate the quality of the presenter(s), what was the most and least useful and relevant parts about the training, and to add any additional suggestions for improvement. These evaluation sheets are then reviewed by program staff for future improvement to the training schedule.

In addition to monthly meetings, the program manager is in regular contact with the Ambassadors

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through phone calls and emails. Each member submits a weekly schedule to the program manager and their host agency supervisor through the Google Calendar. The host agency supervisor provides daily supervision, signs time sheets and provides the member with insight on local issues. A formal site visit by the program manager and her supervisor(s) occurs midway in the term of service. During the site visit, the host agency supervisor and the member are interviewed to assess the adequacy of the relationship. The Ambassador's progress toward their objectives is discussed and plans to resolve any deficiencies are developed and formalized. The supervisor is also asked for suggestions to improve the NJWAP.

At the end of the member's term of service, the member participates in an exit interview. At this interview, the member provides the program manager with the final documentation for all their objectives and all the final paperwork is completed. The member is also asked for their feedback on the program year in review. In this way, the NJDEP may further evaluate the NJWAP and determine any changes that should be made to improve the program.

Each member is required to give 50 educational watershed presentations and provide 3 watershed assessment trainings to school and community groups of at least 25 members. These presentations raise awareness of polluted runoff and other watershed issues and also encourage further involvement in watershed stewardship activities such as stream restoration, stream clean-ups, storm drain stenciling, water festivals, participation in local watershed associations and involvement in other community environmental education projects. By instilling greater knowledge and familiarity with local waterways, participants in both volunteer monitoring programs and at watershed presentations will be more likely to participate in these additional watershed stewardship activities thus ensuring capacity building by sharing their acquired environmental stewardship with others in their community.

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The Ambassadors also further engage the community through their 3 watershed partnership project requirements and other watershed stewardship programs. They encourage volunteers to better understand their watersheds by participating in stewardship activities. Involving the local community to work together by raising their awareness of nonpoint source pollution from stormwater runoff to their local watersheds through partnership projects serves to mitigate the impact to water quality. These initiatives promote capacity building to transform the community as they learn to solve their local environmental problems, while the NJDEP address nonpoint source at the larger scale.

In support of the NJDEP's core mission of environmental protection Ambassadors provide environmental education presentations to community organizations and schools, satisfying a constituent need that could not otherwise be met. Over 16,000 people attended their workshops last year. These interactive presentations facilitate environmental stewardship by providing information about water resources issues in New Jersey and the ways individuals can make positive changes such as cleaning up after pets, conserving water, installing rain gardens, or volunteering for stream/beach clean ups. Ambassadors are also rigorously trained to assess local rivers, streams and lakes using both visual and biological assessment protocols. This ongoing volunteer monitoring effort includes a quality assurance component, thereby ensuring that the data collected can be used by the NJDEP as it is entered into the volunteer module of Water Quality Data Exchange Database. The Ambassadors train local volunteers and students in these volunteering monitoring protocols so that they in turn can collect data and submit it to the Department. The Ambassadors provide the NJDEP with the eyes on the field to trackdown pollution sources which could be lead into developing restoration plans for impaired waterbodies. Last year nearly 2,000 volunteers were trained on the assessment protocols. Data gathered enhances the ability of the NJDEP to assess and address causes of water quality impairment. Through these activities, the Ambassadors not only assist the NJDEP in identifying pollution sources but also in improving water quality by educating their communities about polluted runoff.

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### Measurable Outputs and Outcomes

#### Watershed Presentations

After training in presentation skills and a variety of watershed education programs, each Ambassador is required to conduct a minimum of 50 watershed presentations to school and community groups. These presentations are designed to increase knowledge of watershed issues and encourage watershed stewardship behavior.

#### Watershed Assessments

After learning the stream and lake assessment protocols, each member will provide valuable data to the NJDEP by completing a total of 50 stream and lake assessments in their watershed management area. The watershed assessment techniques are used to assess the health of NJ watersheds. The two primary protocols used are the visual assessment and the biological assessment. A visual assessment is a visual survey of the waterway where Ambassadors observe surrounding watershed land uses and look for potential pollution sources such as soil erosion or outfall pipes. A biological assessment is an inventory of environmentally sensitive insects and crustaceans that live in the water. These species act as indicators of overall stream health. The type of protocols used is determined by local environmental conditions.

#### Watershed Stewardship Volunteer Trainings

The Ambassadors will also conduct 5 training workshops for a minimum of 25 local volunteers in these

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protocols. These two types of watershed assessments are ideal ways for citizens to gain skills and experience needed to monitor local waterways, come to a greater understanding of their local waterway and its watershed, and gain a sense of watershed stewardship. By training the volunteers, the NJDEP acquires additional data from the volunteers and at the same time promotes capacity building by raising the volunteers' awareness of local watershed issues and instilling watershed stewardship behavior.

The Ambassadors encourage the volunteer monitors that they train to become a part of the nationally recognized NJ Watershed Watch Network. The Network is an advisory group of volunteer monitoring leaders that discusses issues in volunteer monitoring and provides educational opportunities. With this additional reinforcement of the initial knowledge learned through the NWAP trainings it is anticipated that the community residents will continue to remain involved in watershed stewardship activities. In fact the NJDEP has learned through it's evaluations gathered and reported out that in 2009 - 2010 that 94% of trained volunteers were more likely to increase their level of watershed stewardship activities after participation in the training.

### Watershed Partnerships

To further encourage watershed stewardship, each member will work on partnership projects in their respective watershed management area. These are watershed stewardship projects because the Ambassador strives to build the organizational capacity of their host agency and other local groups to perform projects that raise awareness about the watershed and promote water quality improvement. The Ambassadors also recruit partners and volunteers to participate in watershed stewardship projects. These include stream or beach clean-ups, rain gardens and rain barrel workshops, stream restoration projects, watershed monitoring programs, watershed festivals and other environmental awareness events. New for Year 11 is the requirement that one of each Ambassadors' watershed partnership



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projects address the national performance measure to quantify the number of miles of rivers/waterbodies that are cleaned and/or improved as a result of the project.

As an example of a successful past partnership project, two Ambassadors worked with their host agencies, volunteers, and a dozen other local organizations to create the First Annual Passaic River Paddle in 2005. This event involved a canoe race along an 8 mile stretch of the river, a tree planting event, and additional watershed education activities at the finish line in Newark. The initial event attracted a large audience and spurred a committed group of local partners to enable the event to become self-sustaining as the 6th Annual Passaic River Paddle was held in May 2010. The fostering of the connection of the residents and workers from this environmental justice community with its colonial heritage to the river promotes capacity building through the experience of the hands on learning by the direct contact with a forgotten environmental treasure.

### Watershed Assessment Audit

As part of their overall training, the Ambassadors are intensively trained in stream assessment techniques both at the initial two-week training at Orientation and at subsequent trainings. The program manager and NJDEP staff within the Division of Water Monitoring and Standards evaluates their ability to conduct the protocols through a watershed assessment audit. If any member is found to be deficient they are immediately provided with one-on-one training until the AmeriCorps staff is satisfied that they meet the NJDEP's strict quality assurance protocols in fulfillment of the NJDEP's Volunteer Monitoring Quality Assurance Project Plan.

### Plan for Self-Assessment and Improvement

The NJWAP staff and manager evaluate the program on a regular basis through monthly staff meetings.

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Also, each year when the grant application is due and when a new grant year approaches, the staff evaluates the effectiveness of different components of the program and its progress in attaining measurable outcomes in order to make any necessary adjustments. In addition, the staff conduct a full-day retreat in the Summer to discuss and prepare for Orientation and training sessions for the overall program year. At this time all training feedback from that year's Ambassadors and their exit interviews is reviewed and the NJWAP is updated as needed.

In addition to the self-assessment by staff and the Ambassadors, regular feedback is received on all of the educational and training programs conducted through evaluations forms that the teachers and participants complete. Input from host agencies, partners and the Ambassadors themselves is encouraged formally through direct requests and informally through reaching out to the Program Manager.

### Community Involvement

While community partners and host agencies do not attend these planning sessions, input gathered from the host agency site visits and regular discussion with the community partners is routinely used to guide direction of the NJWAP. The comments and opinions of the Ambassadors regarding the community partners are incorporated. The NJDEP works with many of the community partners on other projects, which affords ample opportunity to informally discuss the AmeriCorps program.

### Relationship with other National and Community Service Programs

The Ambassadors participate in the seasons of service and attend State Commission sponsored events. This affords them the opportunity to work with other AmeriCorps programs and gain an understanding

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of the other national and community service programs. The relationship of the NJWAP to the other AmeriCorps programs is emphasized during training.

For Make a Difference Day, Ambassadors plant trees and clean up litter in urban areas such as Camden and Newark in conjunction with the NJ Tree Foundation. On the Martin Luther King, Jr. Day, a national day of service, the Ambassadors organize a clothing drive for a local shelter and then help out at the shelter on the actual day by working in the soup kitchen, organizing the thrift shop, or painting the facility. On Youth Service Leader Day, the Ambassadors work with a local school or community group to do a clean-up, install a rain garden or other watershed stewardship activity.

### Potential for Replication

While the NJWAP is a model that can be replicated by other states, the NJDEP currently does not have enough budget or staff resources to expand the program beyond the scope of one ambassador per watershed management area. However the educational awareness and transference of knowledge by the Ambassadors within their respective watershed communities is replicable in that the NJWAP creates an enabling setting that fosters capacity building. This is evidenced by the continuance of partnership projects over multiple years, the increased caliber of data gathered by watershed partners and host agencies such as Monmouth County Health Department and Sussex County Municipal Utilities Authority. Both of these agencies have attained the NJDEP's highest tier of quality assurance allowing their data to be submitted to the water quality data exchange portal module of New Jersey's Electronic Management Data system so that their data is used for the development of New Jersey's federally required biennial Integrated Water Quality Monitoring and Assessment Report.

Mainly the cornerstone of the NJWAP, environmental stewardship, is replicable as demonstrated by the

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growth of the NJDEP's volunteer monitoring program over the past ten years from non-existent in 2000 to having established a Watershed Watch Network of over 85 member organizations in 2010.

### Organizational Capability

The applicant is the New Jersey Department of Environmental Protection (NJDEP). The primary group that will implement the NJ Watershed Ambassadors Program (N JWAP) is part of the NJDEP's Division of Water Monitoring and Standards (DWM&S). The N JWAP will expand existing water quality efforts of the DWM&S by strengthening our ties to the community through volunteerism and educational service.

The NJDEP was established in 1970 and is the lead agency on environmental issues in New Jersey. The NJDEP is committed to providing a high quality of life for the residents of New Jersey. Its mission is to assist the residents of New Jersey in preserving, sustaining, protecting and enhancing the environment to ensure the integration of high environmental quality, public health and economic vitality. The NJDEP will accomplish its mission in partnership with the general public, business, environmental community and all levels of government. With over 2000 employees, the NJDEP has the ability to provide the technical, scientific and supervisory capacity needed for a successful program.

A Governor-appointed Commissioner leads the NJDEP. Assistant Commissioners who oversee the various Divisions, including the DWM&S, report directly to the Commissioner. Most of the staff involved in the N JWAP work in the DWM&S, but the program also interacts regularly with other parts of the NJDEP.

The DWM&S has the fiscal resources to manage a multi-year program of this nature. The DWM&S already receives \$20 million in state and federal monies. These funding sources include the NJ Corporate Business Tax from state sources and 319h (Nonpoint Source), 604b (Water Quality Planning), and 106 (Groundwater) from the Federal Environmental Protection Agency.

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The program manager is the direct supervisor of the Ambassadors, providing the Ambassadors with most of their assignments. The host agency supervisor provides secondary supervision and guidance. The program manager has regular email and telephone contact with the host agency supervisors. In addition, the program manager conducts a mid-term host agency site visit, which involves interviewing and evaluating the host agency supervisor and the member.

The DWM&S place the Ambassadors in host agencies across the twenty watershed management areas. Through a memorandum of agreement the host agencies provide office space, equipment, Internet access, and daily supervision of the Ambassadors. The host agencies are provided a small stipend (\$750 per year) to offset the cost of hosting an Ambassador. These host agencies will have the knowledge and experience to provide assistance to the Ambassadors in connecting to the local community and they also help Ambassadors achieve the NJWAP goals and objectives. Host agencies are selected based on their involvement in watershed issues and their capacity to provide guidance and resources for the Ambassador to meet the NJWAP objectives. Host agencies include Sussex County Municipal Utilities Authority, Delaware River Basin Commission, North Jersey Resource Conservation and Development Council, Passaic County Planning Department, Passaic Valley Sewage Commissioners, Great Swamp Outdoor Education Center, Union County Parks and Community Renewal, New Jersey Water Supply Authority, Jacques Cousteau National Estuarine Research Reserve, Atlantic County Utilities Authority, Hackensack Riverkeeper, Monmouth County Planning Department, Rutgers Cooperative Extension of Camden County, Cumberland County Improvement Authority, Mercer County Soil Conservation District, Upper Raritan Watershed Association, South Branch Watershed Association, NJDEP Forest Resource Education Center, Stony Brook - Millstone Watershed Association, Cape May County Economic Resources & Planning, and Rancocas Conservancy & Pineland Preservation Alliance.

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Shortly before the Ambassadors begin their term of service with the NJWAP, the NJDEP meets with the host agencies as a group to update them on changes to the program, answer any questions and reinforce important aspects of the program. They are provided with copies of the Memorandum of Agreement and member contracts which they sign after the Ambassadors begin their term of service. Host agency supervisors are contacted on a regular basis with any updates and other pertinent information.

This year is the fourth year of our AmeriCorps national competitive grant program. There has been a shift in program staff from the former Division of Watershed Management to the Division of Water Monitoring and Standards. Akili Lynn continues to serve as the full time program manager providing the Ambassadors with direct supervision as this is her fourth year as program manager. Jennifer Noblejas supervises Akili Lynn and Kimberly Cenno serves as the Team supervisor for Jennifer Noblejas and Akili Lynn. Both Jennifer and Kim have extensive experience in water quality improvement and will ensure community strengthening and capacity development through continued environmental stewardship promoted by the NJWAP. Other administrative staff assists with the NJWAP and serves to keep it running effectively.

For fiscal oversight, the DWM&S continues to utilize the services of a full time administrative financial analyst, Ron Rossi. He is responsible for the DWM&S budget and grant administration. The grant is coordinated along with other funds by Theresa Kell, in the NJDEP's Management and Budget Programs. Other NJDEP staff will provide training, technical, administrative support, as appropriate.

The NJWAP will also continue to draw on the experience and expertise of staff from not only within the DWM&S but also from throughout the NJDEP and host agencies. These staff will provide assistance as needed for training and consultation during the grant period.

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Although the Ambassadors serve at host agencies, the program manager meets with the Ambassadors at least twice a month at staff meetings, trainings and other events.

The NJDEP will utilize the data collected through surveys to evaluate the effectiveness of the NJWAP in meeting its program objectives. At least annually the NJDEP will assess the program, based on its success in meeting the performance measures identified in this application as well as other input from community partners, host agencies and the AmeriCorps members themselves.

The managers and supervisors of the NJWAP will also routinely use the data collected to identify accomplishments, weaknesses, and trends. This information is used to identify operational changes that can be made to incorporate new promising practices and overcome deficiencies, guide and counsel individual Ambassadors, and reshape and focus in-service training sessions, so that the effectiveness of the program may continuously be improved. The NJDEP will also use the data to acknowledge and recognize accomplishments and to disseminate information about the NJWAP to communities and other interested persons.

In addition, the NJDEP will conduct an internal impact evaluation of the NJWAP over the span of the three years of the program, in accordance with the federally mandated requirements for such evaluations.

The NJDEP will be providing the cash match through the State's Corporate Business Tax. This is a stable source of funding for the NJDEP. In 1996, New Jersey voters approved an amendment to the State Constitution dedicating 4 percent of the State's Corporate Business Tax for hazardous waste cleanup, underground storage tank remediation, watershed management and water monitoring. In 2006, NJ voters expanded the tax to include open space preservation and improvements to existing parks, historic

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sites and wildlife areas. Part of that tax goes to the DWM&S for the AmeriCorps program. This is the source of funding for both for the cash match and in-kind match of the program manager's salary.

In addition to this funding source, the Ambassadors will be working with other government agencies and nonprofit organizations. These agencies and organizations have the ability and the resources to fund or apply for grants to fund watershed stewardship projects in which the Ambassadors will become involved.

From a programmatic perspective, the NJDEP is able to draw on expertise both within the NJDEP and from outside agencies and nonprofits. As exemplified by training provided to the Ambassadors at their Orientation and throughout the year, expertise is drawn from various parts of the NJDEP, host agencies, and other watershed partners to create well-rounded training sessions.

### Sound Record of Accomplishment as an Organization

The NJWAP is one of several NJDEP programs designed to create a greater sense of watershed stewardship. They include teacher curriculum guides, training workshops, volunteer monitoring programs, watershed publications, and websites. In fact the Volunteer Monitoring Program and Watershed Watch Network both of which are administered by the DWM&S started from a loose complex of organizations with a desire to support the water quality of the communities that they serve from which the NJDEP pulled together to create on World Water Monitoring Day in 2003 A New Jersey Water Monitoring Council. Its purpose is to ensure coordination, collaboration and communication of ambient water quality/quantity data to support effective environmental management.

The NJWAP builds upon NJDEP's initiatives and enhances them and these programs likewise enrich the



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NJWAP. The twenty mbassadors expand the reach of the NJDEP's water programs by involving local volunteers in their watershed stewardship education and training. Ambassadors seek out opportunities for community groups to work together in partnerships on watershed stewardship projects such as volunteer monitoring, rain garden and rain barrel workshops, river cleanups and restorations or watershed events such as festivals and education forums. The Ambassadors work to create better relationships between people and the environment, cultivate community-based environmental actions and empower residents to make responsible decisions and take responsible actions regarding their watershed at the heart of capacity building.

The NJWAP was recently awarded the 2010 Excellence Award for Public Education by The Sustainable Raritan River Collaborative in recognition of: outstanding service in stream monitoring training, local school programming and outreach to scouting, community, corporate, service club and other events throughout WMA 8.

### Success in Securing Community Support

As the lead environmental protection agency in New Jersey, the NJDEP works with many community partners to increase the quality of life in New Jersey and improve the quality of its water resources. The DWM&S has primary responsibility for ambient monitoring of the State's fresh, marine, and ground waters, development of surface and ground water quality standards, and water quality characterizations and assessment. The program provides monitoring and water quality information, via collection, analysis and distribution of data and reports, for use by NJDEP, other organizations, and the public to make informed environmental and public health decisions.

Since 1976 substantial improvements have been made in dissolved oxygen and ammonia critical

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parameters that effect healthy aquatic life to New Jersey waterbodies. In 2000 the NJDEP applied and received its first AmeriCorps grant recognizing that the creation and cohesion of volunteer efforts within local watershed communities was the way for the NJDEP in collaboration with these local efforts to address diffuse stormwater runoff known as nonpoint source pollution in order to continue to see water quality improvement. Recognizing that the maintenance of a local volunteer monitoring effort was critical to sustaining water quality improvement throughout the State, the Watershed Watch Network was created in 2002. The Watershed Watch Network is a program acting as an umbrella for all of the volunteer monitoring programs within New Jersey. It is coordinated by the DWM&S and its mission is, "To foster and develop a sense of stewardship toward local waters that serves to remind or give warning of the health of the watershed". The goals of The Watershed Watch Network are: recruit and train citizens to become stewards of a local waterway; offer a program that provides a range of rigor so that virtually everyone can participate at some level; and to generate a web-based database of information that can be used by citizens and NJDEP.

As the NJWAP continues to mature with improved biological protocols and the introduction of lakes monitoring and climate change station monitoring sites the volunteer community has also matured from a handful of watershed associations performing their own monitoring efforts to the recognition of New Jersey's volunteer monitoring program with its 4 tiered water quality assurance approach as a national model. Community support is evidenced by the growth from this handful of volunteer monitoring organizations to over 85 recognized volunteer monitoring groups whom all submit their data to New Jersey's Electronic Management Data System database.

### **Cost Effectiveness and Budget Adequacy**

The New Jersey Department of Environmental Protection (NJDEP) Division of Water Monitoring and Standards (DWM&S) will be providing the cash match through the state's Corporate Business Tax. This is a stable source of funding for the NJDEP. In 1996, New Jersey voters approved an amendment to the

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State Constitution dedicating 4 percent of the State's Corporate Business Tax for hazardous waste cleanup, underground storage tank remediation, watershed management and water monitoring. The revenues from this 4 percent are provided to the NJDEP through the NJ Treasury and part of that tax goes to the DWM&S to carry out the AmeriCorps NJ Watershed Ambassador Program (NJWAP). This is the source of funding for both for the cash match to the NJWAP expenses and the in-kind match of the program manager's salary.

The NJDEP continues to receive a portion of the state's Corporate Business Tax to fund a number of programs including the NJWAP. The NJDEP recognizes the value of this program and has prioritized sufficient matching funds in the next fiscal year (2011-2012) to assure adequate funding. Even in today's tight economic times, the Ambassadors program remains a priority for the Department.

The state's Corporate Business Tax will be the source of additional funding as the grant's match requirements increase over the next two years. The Corporate Business Tax will fund the supplies, travel and training costs that were initially provided by the AmeriCorps grant.

Since the Ambassadors are not NJDEP employees, payroll processing is provided by an outside company. DV Payroll is the payroll consultant company that is used to process paychecks and the associated tax forms in order for the AmeriCorps member to be paid their living allowance. The funds are allocated to them to provide paychecks every two weeks during the Ambassadors' term of service, to file appropriate information with the Internal Revenue Service and provide the Ambassadors with the necessary W-2 forms for their taxes.

In addition to the Corporate Business Tax, the Ambassadors may collaborate with their host agencies to fund or apply for grants to fund watershed stewardship projects in which the Ambassadors will become

## Narratives

involved. As a state regulatory agency, the NJDEP is unable to fund raise.

The program's rules regarding member fundraising activities are in compliance with Corporation requirements. As a regulatory agency, it is against the NJDEP's policies to accept monetary donations or any service of value obtained through fundraising activities from private or non-profit organizations.

Please note the following statement from the NJDEP's Code of Ethics:

"No Department employee shall solicit, receive or agree to receive, whether directly or indirectly, any compensation, reward, employment, offer of employment, gift or other thing of value from any source other than the State of New Jersey, where it may reasonably be inferred that such thing of value is being solicited, offered or given for any service, advice, assistance or other matter related to the Department employee's official duties."

Since AmeriCorps Ambassadors serve as an extension of the NJDEP, all of the Department's policies and procedures extend to the Ambassadors. Ambassadors are permitted to fundraise only in a minimal capacity for project specific events. Their raised funds are used to purchase supplies for their partnership projects. These supplies typically consists of items such as paint for marking storm drains, plants for planting projects, and food and water for volunteers.

The Corporations' Fundraising provisions are included in the Member Contract, which is reviewed during the Ambassadors' first day in the program. The contracts are then signed by the member, Program Manager and Host Agency Supervisor at the commencement of the term of service.

The Corporation Cost Per Member is the maximum of \$13,300 for each of the twenty full time Ambassadors. Of the requested \$260,000, member costs are \$258,400 and program operating costs are

## Narratives

\$1,600. The cost per member has increased due to the increase in the member living allowance. The NJDEP does provide the required match at the 46% rate.

### Budget Adequacy

The proposed budget provides the necessary resources to implement a successful program. It includes funds for the member costs, salary for the program manager and an operating budget for travel, supplies, equipment and training. The budget includes sufficient funds for the training provided to the Ambassadors. Much of the training is provided as a professional courtesy at no cost to the NJDEP.

The budget also includes host agency rent as a de minimus method to compensate the host agencies for office supplies and equipment used by the Ambassador, as well as staff time spent with them. The Ambassadors report directly to the program manager and secondarily to the host agency supervisor. The majority of the assignments for the member come from the program manager.

The budget does not include funds for evaluation, since the AmeriCorps grant is less than \$500,000 annually. NJDEP staff completes this function as part of their general program duties. At an annual planning meeting, NJDEP staff that regularly interact with the Ambassadors provide feedback on their experience with the program. This includes a review of the training agenda, member development components, quality assurance of the assessment data they provide, a review of the Ambassadors' performance as indicated by the evaluations received and other issues that arise. At the mid-year site visits, similar issues are discussed with both the AmeriCorps Ambassadors and host agency supervisors. The feedback from these site visits is incorporated into our annual planning meeting. This meeting provides a forum for an annual evaluation of the program and affords the opportunity for make improvements to the program based on the experience of the previous year.

## Narratives

Criminal History Checks are included in the budget under Other Program Operating Costs. No NJDEP/AmeriCorps staff are funded through the grant. However, the NJDEP will conduct criminal history background checks on the Program Manager, Akili Lynn, as required per CNCS guidelines, because her salary is considered as match. In addition, Supervisors Jennifer Noblejas and Kimberly Cenno will also receive a background check.

Fringe benefits are the employer contributions or expenses for social security, employee insurance, workmen's compensation insurance, pension plan costs, and the like are allowable. Our rate is itemized as follows:

Pension: 3.69%

Health Benefits: 22.15%

Workers Comp: 0.88%

Unemployment Insurance: 0.08%

Temporary Disability Insurance: 0.25%

Unused Sick Leave: 0.15%

FICA/MediCare: 7.65%

Total: 34.85%

### Evaluation Summary or Plan

New Jersey Watershed Ambassadors Program Evaluation

Year 10 (2009 -- 2010)

In addition to the performance measures reported through My Service Log, the NJ Watershed Ambassador Program (NJWAP), hosted by the New Jersey Department of Environmental Protection

## Narratives

(NJDEP), has imbedded a number of evaluation instruments into its program. These are designed to generate input from various stakeholders, participants, staff and Ambassadors involved with the program. This input then serves to make improvements in the program and correct problems as they arise.

The following evaluation tools have been used:

Teach evaluation forms from school presentations

Watershed assessment training evaluation forms

Mid-term host agency supervisor and member interviews

Member exit interviews

NJDEP staff meetings on AmeriCorps program

Teach evaluation forms for school presentations

One method to track the quality of the Ambassadors' presentations to schools is through the evaluation forms we receive from teachers. For the 2009-2010 year, based on 430 evaluations, 86% of the Ambassadors scored an excellent and another 8% scored satisfactory. Approximately 6% of the teachers did not rate the Ambassador's overall presentation. None were rated unsatisfactory. Teachers also indicated that 99% of the presentations made by the Ambassadors stimulated the interest of the students, that the material was presented in an appropriate manner, and indicated they would recommend the Ambassadors to another teacher.

Watershed assessment training evaluation forms

The Ambassadors are required to train volunteers on watershed assessment techniques, including the visual and biological monitoring protocols. Each year, each member completes at least 5 trainings

## Narratives

within their regions to school groups, civic organizations, and the general public. One of the methods used to track the quality of the Ambassadors' trainings is to have workshop participants' complete volunteer monitoring training evaluation forms.

The participants initially evaluate the workshop by rating the program in various areas including: overall content, usefulness of information, stimulated interest in topic area, and field work. The ratings are overwhelming "excellent" to the different categories.

### Mid-term host agency and member interviews

Half way through the program year, the program manager schedules site visits with the Ambassadors and their host agency supervisors. The purpose is to evaluate the Ambassadors' progress toward completing their objectives, the relationship between the host agency supervisors and the Ambassadors, and the host agencies' satisfaction with the program and the Ambassadors. At the site visit, the program manager interviews the member and the supervisor separately and together so that frank discussions can take place.

As a result of these interviews, issues between the host agency, the program and the member have been resolved. The program manager uses this opportunity to update the supervisor on any recent and anticipated program changes. Overall, the host agency supervisors expressed satisfaction with the program and the Ambassadors. Most of host agencies have remained the same over the past 10 years and have integrated the Ambassadors into their organization's structure. However, this year the host agency in Camden was changed from the NJDEP Southern Enforcement Office to the Rutgers Cooperative Extension of Camden County because of their collaboration with the community on watershed stewardship.



## Narratives

As a result of these interviews and other dialogues with the host agencies, a new objective was added requiring the Ambassadors to now complete three partnership projects. One of these watershed stewardship projects must be in collaboration directly with their host agency.

These site visits also ensure that the Ambassadors are satisfied with their host agency. If any issues develop, a solution can be worked out. One of the pleasant side benefits of the host agency visits is the opportunity to see former Ambassadors in their positions as host agency supervisors or as staff at the host agency.

### Member exit interviews

At the end of the AmeriCorps Ambassadors' term of service, the Ambassadors are required to participate in an exit interview. At this interview, the Ambassadors provide the program manager with the final documentation for all their objectives and the final required paperwork is completed. The Ambassadors also provide feedback on their experience serving within the program. In this way, we can evaluate the program and determine if there are any changes that should be made to improve the program.

All of the Ambassadors had positive comments about the program. The training, experience and networking opportunities provided to them had positive impacts on their careers whether or not they remained in the environmental field in New Jersey or chose another path.

### NJDEP staff meetings with watershed assessment data users

Each year NJDEP staff Ambassadors who are involved with the NJWAP meet to discuss the overall

## Narratives

program and to plan for program implementation the following year. On June 10, 2010, the NJDEP staff initially met to discuss the upcoming year's training needs and objectives as well as evaluate the program. Subsequent meetings ensued resulting in the following highlights of changes made to the program based on these discussions:

- \*Orientation Training was fine tuned based on previous year's feedback so that some modules were done earlier in the training than previous years
- \*Some speakers were eliminated from Orientation Training so that they could be given more meaningful and interactive time with the Ambassadors by having their own training day sessions at a later date.
- \*Two sessions were added "Knowing Stormwater" and "NJ Geology"
- \*A Team Leader Session was added to Orientation Training for the 5 returning Watershed Ambassadors
- \*A Team Leader addendum was developed for returning Ambassadors' AmeriCorps contracts
- \*A quarterly schedule of Team Leader Meetings was established
- \*Ambassadors were provided visual and biological assessments assignments designed to address NJDEP Category 1 Waterbody and climate change priorities
- \*For the first time lake assessments in addition to stream segments were added to assignments with additional training provided
- \*Rain Garden and Rain Barrel Training was held earlier in the program year and geared solely to the Ambassadors so that they would have time to contemplate using these skills for Partnership Projects later in their service year
- \*Based on member feedback from the previous year Career Development was expanded to include Career Preparation wherein invited guest speakers from fields of interest to AmeriCorps Ambassadors are invited to speak and provide tips on job seeking and the addition of a Career Information session where training is provided on Grant Writing, Resume Writing and Interviewing Skills.
- \*Full scale implementation of NJDEP Water Quality Data Exchange System database

## Narratives

In addition, a conscientious effort was made to reduce the waste stream of paper through the use of CDs in Orientation Training Packets and reuse of previous year's applicable handouts. All visual and biological assessments assignments and tutorials were provided through maps and data provided on CDs. Also, the Corporation instituted electronic time sheets which were welcomed by the NJWAP. To take advantage of up and coming electronic technology, reduce the volume of e-mails generated by the program and to streamline communication several new tools were employed such as the Google Calendar and Google Wave.

The assessments were used in our watershed restoration projects to help the NJDEP evaluate potential pollution sources as well as evaluate the effectiveness of various projects. Our early watershed assessment work did not provide enough detail and data to be of great value to our staff. As a result of a series of meetings with NJDEP staff to determine the Department's data needs, we have improved the level of stream assessment data through changes in protocol and reporting requirements as well as improved training for the Ambassadors. This year we have implemented a pilot lakes assessment protocol and the assessments are now used by a number of different programs and we are seeing increased interest from others to use the data. This is aided by the use of the Water Quality Data Exchange System where all data from the NJDEP will be located.

### **Amendment Justification**

None requested

### **Clarification Summary**

Watershed models or EnviroScapes are plastic towns which the Ambassadors used in their presentations. Part of the demonstration includes sprinkling pollution (colored sugar, kool-aid, syrup, etc) on the model. These are part of the presentation supplies. Other supplies include paper and craft supplies, plastic gloves, plastic trays for macroinvertebrate sorting, sieve buckets, tweezers, tape measures, water quality test kits and other similar items.

## Narratives

### Continuation Changes

Budget changes include the living allowance increase to \$12,100 and an increase of NJDEP's grant match from 42% to 46%. The increase in the NJDEP match allows for an increase in the Ambassadors' travel costs, safety equipment, AmeriCorps gear and training. In addition, the background check costs have increased due to the Corporation's forthcoming requirement to fingerprint the AmeriCorps members, per New Jersey State Commission guidance. Lastly, payroll and healthcare costs have increased by 10% to account for inflation.

Retention problems were experienced in Year 10 (2009-2010) in that 5 Ambassadors did not complete their term of service with the NJWAP and were exited for cause. 4 of the 5 Ambassadors were offered full time positions and choose not turn down the opportunity to obtain a job. However, despite the 4 Ambassadors not completing their term of service, another 4 Ambassadors decided to return and complete a second year with the NJWAP for Year 11. One additional member from YR 2 (2001-2002) also decided to return; therefore, with the 5 returning Ambassadors, a Team Leader approach was created. In addition to all of the NWAP requirements returning Ambassadors are provided opportunities to further refine their organizational skills and serve as mentors to new Ambassadors. With the maturation of the NJWAP through the addition of Team Leaders this enhancement to the program is a natural evolution as the program continues to grow to meet community needs to address environmental stewardship. It also anticipated that the mentoring role of the 5 Team Leaders will also assist in retaining a full complement of Ambassadors by their "coaching" of any new Ambassadors whom may be struggling and may respond better to their peers than to authority of the host supervisor and program manager.

### Performance Measures

#### SAA Characteristics

- AmeriCorps Member Population - None
- Geographic Focus - Urban
- Geographic Focus - Rural
- Encore Program

#### Priority Areas

- |  |   |
|--|---|
| <input type="checkbox"/> Education                                       | <input type="checkbox"/> Healthy Futures                      |
| <i>Selected for National Measure</i> <input type="checkbox"/>            | <i>Selected for National Measure</i> <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Environmental Stewardship            | <input type="checkbox"/> Veterans and Military Families       |
| <i>Selected for National Measure</i> <input checked="" type="checkbox"/> | <i>Selected for National Measure</i> <input type="checkbox"/> |
| <input type="checkbox"/> Economic Opportunity                            | <input type="checkbox"/> Other                                |
| <i>Selected for National Measure</i> <input type="checkbox"/>            | <i>Selected for National Measure</i> <input type="checkbox"/> |

Grand Total of all MSYs entered for all Priority Areas 3

#### Service Categories

- Drinking Water Quality and Availability Improvement Primary  Secondary
- Environmental Awareness-building and Education Primary  Secondary

### Watershed Presentations

**Service Category:** Environmental Awareness-building and Education

**Measure Category:** Needs and Service Activities

#### Strategy to Achieve Results

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

Each Ambassador is required to make 50 educational watershed presentations to school, community and other groups to raise awareness of polluted runoff and other watershed issues. As a result of these presentations participation in watershed stewardship activities such as conserving water, not littering, picking-up after pets, landscaping to reduce runoff, using less fertilizers and pesticides, recycling motor oil, properly disposing of household chemicals and using non-hazardous household cleaners is increased. This increased participation in watershed activities results in individual behavior changes. Through the presentations, the Ambassadors encourage further involvement in watershed stewardship projects such as stream restoration, stream clean-ups, storm drain markings, water festivals, participation in local watershed associations and involvement in other community environmental education projects. Instilling greater knowledge and familiarity with local waterways,

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

results in a measurable behavioral change in environmental awareness in that that participants at the watershed presentations are more likely to get involved in watershed stewardship activities.

**Results**

**Result: Intermediate Outcome**

Participants at watershed presentations will have an increased knowledge of watershed issues/environmental awareness.

Indicator: Percentage of participants who report an increased knowledge of watershed

Target: For school and non-school groups, 75% of participants at watershed presentations will indicate an increased knowledge of watershed issues/environmental awareness as indicated by an evaluation survey form.

Target Value: 75%

Instruments: Evaluation Survey Form

PM Statement: For school and non-school groups, 75% of participants at watershed presentation will indicate an increased knowledge of watershed issues/environmental awareness as indicated by an evaluation survey form.

Prev. Yrs. Data

**Result: Intermediate Outcome**

issues/environmental awareness.

**Result: End Outcome**

Participants at watershed presentations will increase their level of participation in watershed stewardship activities.

Indicator: Percentage of participants who report an increased likelihood of performing watershed

Target: For school and non-school groups, 30% of participants will indicate an increased likelihood of performing watershed stewardship activities as indicated by an evaluation survey form.

Target Value: 30%

Instruments: Evaluation Survey Form

PM Statement: For both school and non-school groups, 30% of participants at watershed presentations will indicate an increased likelihood of performing watershed stewardship activities as indicated by an evaluation survey form.

Prev. Yrs. Data

**Result: End Outcome**

stewardship activities.

**Result: Output**

Ambassadors will make 50 watershed presentation to school, community and other groups.

Indicator: Number of Presentations

Target: Each Ambassador will make 50 presentations to a minimum of 1000 participants.

Target Value: 1000

Instruments: Presentation Log

PM Statement: Each Ambassador will make 50 watershed presentation to 1000 participants from school, community or other groups, as measured by a presentation log.

Prev. Yrs. Data

**Watershed Stewardship Volunteer Training**

**Service Category:** Drinking Water Quality and Availability Improvement

**Measure Category:** Strengthening Communities

**Strategy to Achieve Results**

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

The Ambassadors will conduct 5 workshops to train a minimum of 25 local volunteers in visual and/or biological assessment protocols within their watershed management area. These two types of stream assessments are an ideal way for citizens to gain skills and experience needed to understand the water quality of their local waterway and its watershed. The knowledge gained inspires watershed stewardship, in that once trained, the volunteers begin to routinely monitor and assess the water quality of their watershed.

The Ambassadors will encourage the volunteer monitors that they train to become a part of NJ's nationally recognized Watershed Watch Network. The Network is an advisory group of volunteer monitoring leaders that discuss issues in volunteer monitoring. As part of the Network, the volunteer becomes a watershed steward and enters their data into a statewide database which provides the NJDEP with reliable data to complement the more rigorous water monitoring data used to assess NJ's clean and safe water.

**Results**

**Result: Output**

Ambassadors will train volunteers in visual and biological assessment protocols.

Indicator: community volunteers recruited

Target: Each Ambassador will conduct 5 workshops to train a minimum of 25 people per workshop.



**Result: Output**

Target Value: 25

Instruments: Volunteer Monitoring Training Logs

PM Statement: Ambassadors will conduct 5 training workshops in visual and/or biological assessment protocols to train a minimum of 25 people per workshop to assess the local water quality of their watershed management area.

Prev. Yrs. Data

**Result: Intermediate Outcome**

As a result of the training, volunteers will gain the knowledge on how to conduct a visual and/or biological assessment of their local watershed.

Indicator: Percentage of volunteers that satisfactorily learn to perform a visual and/or biological

Target: 75% of volunteers will successfully learn how to conduct a visual or biological assessment in their watershed management area.

Target Value: 75%

Instruments: visual and/or biological assessment survey

PM Statement: 75% of volunteers will be learn how to perform a visual and/or biological assessment in their watershed management area as indicated by a survey.

Prev. Yrs. Data

**Result: Intermediate Outcome**

assessment in their watershed management area.

**Result: End Outcome**

Volunteers attending visual and biological assessment training will increase their likelihood of registering to become part of NJ's Watershed Watch Network.

Indicator: Percentage of volunteers who indicate increased likelihood of performing watershed

Target: 50% of volunteers at the training workshops will show an increased likelihood of performing watershed stewardship activities as indicated by an evaluation form.

Target Value: 50%

Instruments: evaluation form

PM Statement: 50% of volunteers at the training workshops will show an increased likelihood of performing watershed stewardship activities as indicated by an evaluation form.

Prev. Yrs. Data

**Result: End Outcome**

stewardship activities.

**Result: End Outcome**

Volunteers at watershed assessment training will increase their level of watershed stewardship activities

Indicator: hours of community volunteer service

Target: Volunteers will perform 200 hours of community service conducting watershed assessments with each Ambassador.

Target Value: 200

Instruments: volunteer log

PM Statement: Volunteers will perform 200 hours of community service conducting watershed assessments with each Ambassador as measured by volunteer log.

Prev. Yrs. Data

**Result: Intermediate Outcome**

Participants at training workshops will have an increased awareness of how water quality assessment tools are used to measure clean and safe waters.

Indicator: Through the workshops, participants will be more aware of how visual and biological

Target: 75% of participants at training workshops will demonstrate an increased awareness of how visual and biological assessments are water quality indicator tools that measure clean and safe waters.

Target Value: 75%

Instruments: Evaluation Survey Form

PM Statement: 75% of participants in the training workshops will demonstrate an increased awareness of how visual and biological assessments serve as water quality indicator tools to measure clean and safe waters.

Prev. Yrs. Data

**Result: Intermediate Outcome**

assessments are used to measure water quality.

**Watershed Partnerships**

**Service Category:** Drinking Water Quality and Availability Improvement

**Measure Category:** Strengthening Communities

**Strategy to Achieve Results**

**Briefly describe how you will achieve this result (Max 4,000 chars.)**

To further encourage watershed stewardship, each Ambassador will work on watershed partnerships in their area. These will be comprised of projects where the member will help build the organizational capacity of the host agency and other local groups. These include stream or beach clean-ups, stream restoration projects, tree plantings, watershed festivals and other environmental awareness events.

For example, two Ambassadors working with their host agencies, volunteers, and a dozen other local organizations created the First Annual Passaic River Paddle in 2005. This event involved a canoe race along the river, a tree planting event, and additional watershed education activities at the finish line in Newark. The initial event attracted a large audience and spurred a committed group of local partners to enable the event to become self-sustaining as the 6th Annual Passaic River Paddle was held in May 2010. The fostering of the connection of the residents and workers from this environmental justice community with its colonial heritage to the river promotes capacity building through the experience of the hands on learning by the direct contact with a forgotten environmental treasure. Through such watershed stewardship initiatives as the above Partnership Project, communities are made to realize that environmental sustainability can begin in their own backyard.

**Results**

**Result: End Outcome**

Watershed Partnership projects will improve the quality of the environment within the watershed area.

Indicator: Letter from partners indicating environmental benefit of the project

Target: For each Ambassador, two partnership letters will be provided affirming the environmental benefit of the project.

Target Value: 40

Instruments: partnership letter

**Result: End Outcome**

PM Statement: For each Ambassador, watershed partnerships will improve the quality of the environment as described by 2 partnership letters that indicate the environmental benefit of the project.

Prev. Yrs. Data

**Result: Output**

Volunteers will be recruited by each Ambassador to participate in 2 watershed partnership projects, generating a total of 200 volunteer hours.

Indicator: community volunteers recruited

Target: Each Ambassador must recruit volunteers to participate in 2 different watershed partnership projects.

Target Value: 4000

Instruments: Volunteer Log

PM Statement: Each Ambassador will recruit volunteers to participate in 2 watershed partnership projects generating 200 volunteer hours as indicated by volunteer logs.

Prev. Yrs. Data

**Result: Intermediate Outcome**

Ambassadors will work with community organizations to develop and establish partnerships resulting in watershed projects that increase awareness of watershed issues and encourage capacity building through watershed stewardship.

Indicator: partnerships formed

Target: Ambassadors are required to establish 2 partnership projects within their watershed management area through collaboration with local community organizations to foster watershed stewardship.

Target Value: 40

Instruments: Partnership Packet: letter of support from partner, project description and volunteer log.

PM Statement: Ambassadors will work with community organizations to develop and establish 2 partnerships and coordinate volunteers to foster watershed stewardship.

Prev. Yrs. Data

## National Performance Measures

**Priority Area:** Environmental Stewardship

**Performance Measure Title:** Watershed Partnership Improvement Project

**Service Category:** Drinking Water Quality and Availability Improvement

### Strategy to Achieve Results

Briefly describe how you will achieve this result (Max 4,000 chars.)

To work towards improving local waterways, each member will work on partnership projects in their area. The partnership will result in an environmental improvement to the local waterway with the assistance of local volunteers. These include stream clean-ups, stream restoration projects, and other environmental improvement projects. Many of the past partnership projects include clean-up, stream buffer plantings, and other projects that resulted in a physical improvement to the watershed. The partnership project will also raise environmental awareness and motivate participants to change their personal behaviors such as reducing their contribution to local nonpoint sources e.g. people pollution.

### Result: Intermediate Outcome

Result.

Participants in watershed partnership improvement projects will be motivated to change their personal behaviors to help prevent nonpoint source pollution from entering their local waterbody.

Indicator: Watershed partnership project

Target : 75% of participants in watershed partnership improvement projects will be motivated to implement best management practices around their home to prevent nonpoint source pollution from entering their local waterbody.

PM Statement:

### Result: Output

Result.

Each Ambassador will improve a quarter mile of stream or lake shoreline as measured by a partnership project such as the following: a litter clean-up, stream restoration planting, tree planting or other waterway improvement activity through one partnership project. The project will be implemented within 300 meters of a waterbody.

Indicator: (PRIORITY) EN5: Miles of trails or rivers improved and/or created.

Target : Each Ambassador will improve a quarter mile of stream, river or lake shoreline.

Target Value: 5

Instruments: Partnership packet project description with map

PM Statement: Each Ambassador will improve a quarter mile of stream or lake shoreline through implementation of one of the following types of partnership projects a litter clean-up, stream restoration planting, tree planting or other waterway improvement activity through one partnership project. The project will be implemented within 300 meters of a waterbody.

## Required Documents

Document Name

Status

Evaluation

Sent

Labor Union Concurrence

Not Applicable