



## 2025 Nonpoint Source Pollution Reduction Application - Capacity Building/Education Outreach Projects

### General Information

Project Name

Applicant Name

Is your organization registered with the Montana Secretary of State?

**Explanation:** Each applicant must be registered with the Montana Secretary of State to do business in the state of Montana. Registration with the Secretary of State may be completed via the following website: <https://sosmt.gov/business/>

Is your organization registered with the federal System for Award Management (SAM)?

**Explanation:** Each applicant is required to register with SAM. To register or check your organization's status, go to <https://sam.gov/content/home>. If you get an "Unsupported Browser" error, copy, and paste the link into a Google Chrome browser window.

Your organization's Unique Entity Identifier number (UEI #)

**Explanation:** Each applicant is required to have a current UEI number. The UEI number replaces the old DUNS number. If your organization had a DUNS number, you should have received a notification from the federal government indicating that your DUNS number has been changed to a UEI number. If you did not receive this notification, or if you never had a DUNS number, you will need to go to the federal government's System for Award Management (SAM - <https://sam.gov/content/home>) to obtain your UEI number. DEQ recommends starting this process early as it is very time-consuming, requires providing documentation-sometimes with follow-up requests for additional information, and can take up to 2 months to complete. If you need assistance, you may contact the federal help desk at 866-606-8220 Monday-Friday 8:00 a.m. through 8:00 p.m. EST.

Does your organization have adequate liability insurance for the risks associated with your project?

**Explanation:** Each applicant must have or obtain liability insurance coverage meeting the requirements stated in the Draft Sample Contract and/or requirements negotiated based on the appropriate level of risk associated with the project.

Primary Contact  Title

Address  City  State  Zip Code

Phone Number  Email

Signature  Digitally signed by Jessica Olson  
Date: 2025.03.28 13:05:35 -06'00'

**Explanation:** This is the person who DEQ would routinely contact to discuss project progress, billing, etc.

Signatory  Title

Address  City  State  Zip Code

Phone Number  Email

Signature  Digitally signed by Kristin Gardner  
Date: 2025.03.28 13:17:42 -06'00'

**Explanation:** This is the person who can legally sign contracts and other binding documents on behalf of the applicant (e.g., a board chair)

**Note:** The primary contact and the signatory must both sign the application. Signatures must be either signed electronically, or wet-signed, scanned and emailed.

## Project Description

### Project Type

Is this a Capacity Building Project, or is it an Education and Outreach Project?

Education and Outreach Project

**Explanation:** DEQ supports education and outreach efforts that focus on changes in behavior that will prevent or reduce nonpoint source pollution. Our goal is to encourage adoption of Community Based Social Marketing concepts to produce measurable, sustainable change. We also want to support activities that improve local capacity to develop and implement on-the-ground projects to prevent or reduce nonpoint source pollution. In so doing, we are making a distinction between capacity building projects, and education and outreach projects. The selection you make above will be used to determine which questions on the Scoring Sheet reviewers will use to evaluate your project.

### Activity Location

List the watershed(s) where your proposed work will happen.

Upper Gallatin Watershed

### Activity Description

Describe your project goals and your proposed activities. Explain why the proposed work is an appropriate next step towards preventing or reducing nonpoint source pollution.

The Gallatin River Task Force is hiring a marketing consultant to help with the Big Sky Water Conservation Program's (BSWCP) marketing efforts. After taking course on community-based social marketing, we realize that we have been approaching our program from the wrong direction and would like to re-build the BSWCP with a CBSM approach. The ultimate goal of the program and services offered will stay the same. The change in program will be from marketing standpoint and how we are engaging with the community of Big Sky.

We are asking for funding to facilitate the administration of a new marketing campaign to facilitate participation in the BSWCP. Activities include:

- Media creation: graphic design, printing, and website changes to reflect new media campaign
- Program facilitation: Sending mailers, site visits, rebate processing.
- Surveying & Adjustments: After the initial launch of the new program, we will evaluate the success of the program and make changes to the marketing materials and methods as needed.

This is an important next step to reducing nonpoint source pollution because a large portion of the BSWCP involves outdoor landscaping. Many non-native landscapes rely heavily on fertilizers to maintain their landscapes and often over water/fertilizer leading to excess nutrients and stormwater runoff into river systems. The BSWCP promotes native and water-wise landscaping that will reduce these impacts across both commercial and residential landscapes. In addition, an abundant and reliable water supply is important for mitigating the impact that nonpoint source pollution has on our river systems.

## Budget Form

Please fill out the Capacity Building and/or Education Outreach Project Budget Template (Excel file). Cells highlighted in yellow may be edited to fit the needs of your particular project. DEQ uses a template to construct nonpoint source grant contracts. The Budget Template contains tasks and typical deliverables that match up with the grant contract template. Please see the Example Contract and Scope of Work template for a more detailed look at typical task requirements and deliverables.

## Capacity Building Projects

*(only complete this page if you selected "Capacity Building Project" on the top of page 2; otherwise, leave this page blank)*

### Need and Opportunity

Describe your organization's need for increased capacity, and how the proposed project activities will help you meet those needs. Describe the local interest and opportunities for using the capacity you create to prevent or reduce nonpoint source pollution.

### Measurement and Sustainability

Describe how you will measure the increase in capacity. Describe how will sustain the capacity you generate on into the future.

### Timeline

Describe your anticipated project timeline

## Education and Outreach Projects

*(only complete this page if you selected "Education and Outreach Project" on the top of page 2; otherwise, leave this page blank)*

### Behavioral Change

Identify the behavior you will be working to change. What is the behavior? From a nonpoint source pollution perspective, why is the change in behavior important? What are the existing barriers to changing the behavior? How will your proposed activities address the identified barriers? How will you measure the extent of the behavioral change?

The goal of the Big Sky Water Conservation Program is to reduce Big Sky's consumptive water use through education, rebates, and partnerships. The program is split into two main focus areas with different behaviors:

- Indoor Conservation behaviors include: upgrading to low-flow fixtures (showerheads, toilets, etc.); regularly checking for leaks
- Outdoor Conservation behaviors include: adjusting irrigation schedules to match landscape needs (not over-watering) and incorporating native plants into the landscape.

This behavior change is important to addressing nonpoint source pollution because landscapes that embrace sustainable practices will reduce stormwater runoff from irrigation and reduce excess nutrient load from unnecessary fertilizers. Water conservation as a whole is important because the aquifer that supplies homes and landscapes is the same source that feeds the Gallatin River. Keeping normal flows in the river is important to reducing the impact that pollution can have in our waterways.

We are still in the process of hiring a contractor to get us to the root of the barriers of participation in the BSWCP. We currently believe the largest issues are: cost of landscaping, time and effort it takes to convert landscapes, lack of available landscapers, and gaps in knowledge. The proposed activities are all to facilitate a robust marketing campaign to encourage participation in the BSWCP. The specific direction of the campaign will be determined after the discovery phase with our new marketing contractors findings, but it will address the barriers through education and focusing on the benefits that land/homeowners will receive through participation in the program.

Regardless of what our contractors help find out about the barriers that are preventing behavior change, we will measure these behavior changes by keeping track of increased participation as a result of new marketing efforts:

- Interactions with online materials such as paid advertisements, newsletters, blog posts, and social media posts (clicks, likes, shares, and webpage visits)
- % increase in site visits, rebates, and other services offered through the Big Sky Water Conservation Program.
- Gallons of water saved, measured through the BSWCP's rebate program

### Timeline

Describe your anticipated timeline

We are aiming to have a contractor in place by May 2025 and start the discovery/research phase prior to the scope of this grant. This grant timeline begins when we are ready to start moving forward with a new campaign based on the suggestions from this contractor.

Fall 2025 - Prepare launch of new Water Conservation Campaign:

- Graphic design for pamphlets, posters, print and digital advertisements
- Create timeline of new materials to be released

Spring 2026 - Formal launch of new Water Conservation Campaign:

- Administer ads and new materials and continued administration of the BSWCP (site visits, rebate processing).

Spring 2026 - Fall 2026 - Ongoing evaluation

- Track water savings and participation data
- Work with marketing contractor to evaluate program and make changes as necessary

## Community Engagement

DEQ is committed to carrying out nonpoint source pollution reduction projects within engaged communities. We encourage applicants to apply the principles of community engagement in development and implementation of nonpoint source pollution prevention projects. Below are a few examples of how applicants might apply these principles. DEQ will award additional points in the scoring form for projects that emphasize community engagement.

- Project planning included consultation with Tribal Nations
- Project will benefit underserved markets
- Project will occur in a community that has not previously received nonpoint source pollution reduction grant funding
- Project will address nonpoint source pollution in a community that has been disproportionately burdened by impacts from legacy pollution (e.g., SuperFund sites, legacy mine waste, etc)

Please use this section to highlight connections your project may have to underserved markets.

## Project Partners and Roles

Identify the partners that will be working on the project, and their roles.

## Project Administration

Each contract will have a Project Administration Task. Take the requirements (listed below) into consideration when planning logistics and budget for your project. Project administration includes bookkeeping, invoicing, interim/annual/final report preparation, office supplies, rent, communications, etc. Nonpoint source funding applied to this task must not exceed 10% of the total amount of funding requested, or \$3,000, whichever is lower. Like all other tasks, payment is by reimbursement for actual expenses incurred.

### *Report Format:*

- *Contractor shall submit each Attachment B Billing Statement, Status Report and Final Report using the most current reporting guidance and templates provided by the DEQ project manager.*
- *Contractor shall ensure each Status Report and Final Report contains adequate documentation to justify accompanying reimbursement requests and match reporting, to the satisfaction of the DEQ project manager.*
- *Contractor shall ensure that the Final Report is a standalone document describing all contract activities and containing copies of all contract deliverables (even if the deliverables were previously submitted).*

### *Reporting Schedule:*

- *Status Reports: Due June 15th and December 15th of each year the Contract is in effect.*
- *Draft Final Report: Contractor shall submit a complete draft Final Report for DEQ review and comment at least 15 days prior to the contract expiration date.*
- *Final Report: Contractor shall submit a Final Report, addressing DEQ comments on the draft Final Report, on or before the Contract expiration date.*
- *Attachment B Billing Statements: Contractor shall submit an Attachment B Billing Statement with each Status Report, or Final Report submitted to DEQ while the Contract is in effect. To maintain cash flow, Contractor may submit interim Attachment B Billing Statements as frequently as monthly during the term of the Contract. However, each interim Attachment B Billing Statement must be accompanied by an Interim Report.*

## Additional Information

Use the space below to include anything additional for the review panel to consider. Attach additional items and information that could help reviewers better understand your project. Please be conscious of reviewers' time, as they may not have time to read lengthy studies and reports. Please do not attach copies of TMDL documents or watershed restoration plans.

The Gallatin River Task Force is currently drafting a contract with Action Research, a CBSM-centered agency to help us with this work. All of their initial surveying and discovery phase to better understand our needs and the Big Sky community will occur prior to the timeline of this grant. By the time funding for this grant is available, we will be ready to start planning a new campaign around Action Research's recommendations.

# BUDGET

2025 Nonpoint Source Pollution Reduction Application - Capacity Building Education & Outreach Budget Template

Project Title:		Gallatin River Task Force E&O Water Conservation							
Instructions	Tasks and Potential Deliverables	Nonpoint Source Request*	Non-Federal Match**	Other Funding***	Match Source	Match Secured? (Y/N)	Total Project Cost	Additional Information****	
This task may include the initial stages of, for example, developing the Plan, demonstration project, outreach program, educational materials or planning project tours. Please include anticipated deliverables and a detailed budget.	Project and Program Development								
	Graphic Design		\$3,000	\$2,000	Big Sky Resort Area District	Y	\$ 5,000.00	Estimated based on current graphic designer rates	
	Website Updates	\$1,000		\$500			\$ 1,500.00	Estimated based on current website designer rates	
	Print Materials	\$500		\$500			\$ 1,000.00		
	Project Planning & Development - GRTF Staff	\$2,000	\$3,000	\$5,000	Big Sky Water & Sewer District Yearly Contribution	N	\$ 10,000.00	Estimated GRTF Staff Time	
	Project Planning and Development - Contractor Fees	\$5,000					\$ 5,000.00	Estimated fees based on estimates for current contract	
							\$ -		
							\$ -		
							\$ -		
		Total	\$ 8,500.00	\$ 6,000.00	\$ 8,000.00			\$ 22,500.00	
This task would include, for example, the time getting stakeholder involvement and writing the Plan, leading the project tours or outreach program, and coordinating volunteers. Please include anticipated deliverables and a detailed budget.	Implementation								
	Postage	\$800			Big Sky Water & Sewer District Yearly Contribution		\$ 800.00	Estimated cost for postage fo pamphlet mailers	
	Paid Advertisements		\$500			N	\$ 500.00	Print and digital paid advertisements in local media sources, based on current rates	
	Project Execution - GRTF Staff	\$2,000	\$3,000	\$15,000	Big Sky Resort Area District, MT Department of Natural Resources & Conservation	Y, Y	\$ 20,000.00	Estimated GRTF Staff Time	
	Project Execution - Contractor Fees	\$5,000					\$ 5,000.00	Estimated fees based on estimates for current contract	
							\$ -		
							\$ -		
							\$ -		
							\$ -		
		Total	\$ 7,800.00	\$ 3,500.00	\$ 15,000.00			\$ 26,300.00	
This task includes costs for evaluating the success of your project or program. This may include surveys, community readiness factors, landowner buy in for projects, completion of a Plan, etc. Please include anticipated deliverables and a detailed budget.	Effectiveness Monitoring								
	Project Evaluation - GRTF Staff		\$4,000		Big Sky Resort Area District	Y	\$ 4,000.00	Estimated GRTF Staff Time	
	Project Evaluation & Continuation- Contractor Fees	\$3,000					\$ 3,000.00	Estimated fees based on estimates for current contract	
							\$ -		
							\$ -		
							\$ -		
							\$ -		
							\$ -	*Note: all "other funding" is from a secured federal grant that does not count as match	
		Total	\$ 3,000.00	\$ 4,000.00	\$ -			\$ 7,000.00	
	Funding applied to Project Administration must not exceed 10% of the total amount of nonpoint funding requested, or \$3,000, whichever is lower. Project includes normal business expenses and reporting requirements.	Administration							
Mid/Annual/Interim Reports and Billing Statements		\$200					\$ 200.00	Estimated GRTF Staff Time	
Draft/Final Report and Billing Statements		\$300					\$ 300.00	Estimated GRTF Staff Time	
Communication with DEQ		\$200					\$ 200.00	Estimated GRTF Staff Time	
							\$ -		
							\$ -		
							\$ -		
							\$ -		
		Total	\$ 700.00	\$ -	\$ -			\$ 700.00	
Grand Totals		\$ 20,000.00	\$ 13,500.00	\$ 23,000.00			Total Project Cost \$ 56,500.00		

\*Funding Request - Must not exceed \$30,000

\*\*Non-Federal Match - Can include in-kind materials.

\*\*\*Other Funding -Use this space for funding that will be used to support creation of task deliverables, but will not be

\*\*\*\*Additional Information - Use to justify cost if needed. (Hourly rates, rental costs, etc.)

\$ 13,333.33



# LETTERS OF SUPPORT



**BIG SKY COUNTY WATER & SEWER DISTRICT**

PO Box 160670

561 Little Coyote Road

Big Sky, MT 59716

T 406.995.2660 • F 406.995.3053

OFFICE@WSD363.COM • WWW.WSD363.COM

---

MT Department of Environmental Quality  
Nonpoint Source Program  
1520 East 6<sup>th</sup> Avenue  
Helena, MT, 59601

Dear DEQ Nonpoint Source Program Committee,

I am writing on behalf of the Big Sky County Water & Sewer District (District) to express my support for the Gallatin River Task Force's (Task Force) application to the Department of Environmental Quality's Nonpoint Source Program for Water Conservation Outreach. We are a water provider serving approximately 60% of the population of Big Sky. The District is one of over twenty water providers in Big Sky, not including private wells. We are supportive of the Task Force running the Water Conservation Program, as it offers a consistent line of messaging to the community. With over 20 different water providers in our small community, the Gallatin River Task Force program can not only support our customers, but water users throughout the community.

The District and the Task Force have a long-standing partnership. The District has supported the Big Sky Water Conservation Program, operated by the Task Force, since its inception in 2016 and has supported the program as it grows and evolves. The District provides both financial and technical support to the program. The Task Force used our data when developing the Big Sky Water Conservation and Drought Management Plan to help inform the community of the need for water conservation and determine the most effective pathways for conservation.

This project aligns with the District's priorities. In 2022, we released an update on our Source Capacity Plan (Plan). With District connections at an estimated growth rate of 3.9%, we expect to see deficits in our water supply as early as 2030. One of the top recommendations from the plan is to limit irrigation use, stating "No other source capacity alternative is as effective as conservation that reduces or eliminates landscape irrigation." It is estimated that reducing all landscapes to 500 square feet of irrigated land could reduce irrigation by 94% and total water demand by 22%. Working in partnership with the Task Force to help increase awareness on the importance of water supply, we strongly encourage you to support this application that will help bolster participation in the Water Conservation Program and knowledge of our community's precious water supply and how small actions in their landscape can help reduce nonpoint source pollution and expand our water supply.

This proposed project has the potential to make a meaningful difference in the way our community understands how landscapes impact water quality and quantity. Water conservation in Big Sky is integral to the health and livelihoods of our community members.

Thank you for your consideration.

Sincerely,

Johnny O'Connor, Executive Director BSCWSD 363

