



REQUEST FOR GRANT PROPOSALS

SOUTHERN CALIFORNIA WORLD WATER FORUM

INNOVATIVE CONSERVATION RESEARCH PROJECTS ON TECHNOLOGY,
POLICY AND COMMUNICATIONS STRATEGIES

COLLEGE GRANTS FOR UNIVERSITIES AND COMMUNITY COLLEGES 2011 - 2013

COMPLETED GRANT APPLICATIONS DUE ON DECEMBER 9, 2011



Sponsored by:
THE METROPOLITAN WATER DISTRICT of SOUTHERN CALIFORNIA
www.mwdh2o.com/wwf



In Collaboration With:
United States Department of the Interior – Bureau of Reclamation
Sanitation Districts of Los Angeles County
Water For People – Friends of the United Nations



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

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WORLD WATER FORUM SPONSORS



SANITATION DISTRICTS OF LOS ANGELES COUNTY



water for people



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

REQUEST FOR PROPOSALS (RFP)
FOR THE SOUTHERN CALIFORNIA WORLD WATER FORUM
INNOVATIVE CONSERVATION RESEARCH PROJECTS ON TECHNOLOGY,
POLICY AND COMMUNICATIONS STRATEGIES GRANT PROGRAM

1. INFORMATION FOR RESPONDENTS

The Metropolitan Water District of Southern California invites proposals for the Southern California World Water Forum Innovative Conservation Research Projects on Technology, Policy and Communications Strategies Grant Program (program). The program will provide up to **\$170,000 in grants, at \$10,000 per grant awarded**, on a competitive basis. This will stimulate and advance new innovative ideas on water use efficient technologies, applied research concepts and communications strategies that have the potential to enhance water supply sources and their quality. The focus is also on increased equitable access to sanitation for Southern California (local) OR internationally, water-stressed regions, including developing nations (global). This RFP contains information concerning project requirements, funding limits, proposal review process, selection criteria, and deadlines.

For the purpose of this grant proposal, a project shall be defined as the study being funded to research, analyze and develop the proposed prototype or new innovative technology idea, applied research project or communications strategy. A project proponent shall be defined as the entity that is contractually responsible for project implementation. Additional copies of the RFP may be downloaded from Metropolitan's Web site: www.mwdh2o.com/wwf.

2. GOAL OF WORLD WATER FORUM GRANT PROGRAM

The goal is to increase college students' understanding of water supply and quality, equitable access to fresh water and sanitation and water conservation issues. Students should also come to appreciate the associated environmental, economic and political impacts in Southern California or internationally water-stressed regions, including developing nations.

Key Objectives

- Enhance or create new water conservation and water use efficient technology, applied policy research or communications strategy prototypes for local and international stakeholders, including those in developing nations
- Quantify the benefits and costs associated with potential water "savings" and/or "new" water supply resources, and/or increase equitable access to fresh water and sanitation that could contribute to a more sustainable environmental future locally or globally
- Generate student interest in environmental engineering, resource economics and planning, communications strategy development and other related careers in the water industry
- Create cost-effective prototypes that might be implemented in local communities or internationally, water-stressed regions, including developing nations



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

THE DEADLINE FOR SUBMITTAL IS 4:00 P.M. ON DECEMBER 9, 2011.

Teams must submit:

- One original
- Two Copies (at least one copy must be submitted with a paper clip only)
- Electronic copy on a flash drive or CD with college name and project title

Proposals postmarked or hand-delivered after the due date and time will be returned unopened.
Send or deliver completed grant proposals to:

The Metropolitan Water District of Southern California
700 North Alameda Street
Los Angeles, California 90012
Attention: Benita Lynn Horn, 10th Floor – Room 320

QUESTIONS: On behalf of Russ Donnelly, Manager of Education Programs, address written questions to:

Benita Lynn Horn, Principal Public Affairs Representative
The Metropolitan Water District of Southern California
700 North Alameda Street 10th Floor—Room 320
Los Angeles, California 90012
Phone: (888) 42-WATER; Fax: (213) 830-4564; E-mail: waterforum@mwdh2o.com



3. OVERVIEW OF SPONSORING ORGANIZATIONS

The Metropolitan Water District of Southern California
United States Department of the Interior, Federal Bureau of Reclamation
Sanitation Districts of Los Angeles County
Water For People
Friends of the United Nations



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

The Metropolitan Water District of Southern California is a state-chartered cooperative of 26 member agencies – cities and public water agencies – that serve approximately 19 million people in six counties. Metropolitan imports water from the Colorado River and Northern California to supplement local supplies, and help its members develop increased water conservation, recycling, storage and other resource management programs. Existing Metropolitan facilities include the 242 mile-long Colorado River Aqueduct with five pumping plants, a distribution system with nine functional reservoirs, five water treatment plants, 15 hydroelectric plants, and approximately 775 miles of large diameter pipelines. Metropolitan also participates in the development of local water resources to maintain regional supply reliability.

UNITED STATES DEPARTMENT OF THE INTERIOR, BUREAU OF RECLAMATION

Established in 1902, the Bureau of Reclamation is best known for the dams, powerplants and canals it constructed in the 17 western states. These water projects led to homesteading and promoted the economic development of the West. Reclamation has constructed more than 600 dams and reservoirs including Hoover Dam on the Colorado River and Grand Coulee on the Columbia River.

Today, Reclamation is a contemporary water management agency with a Strategic Plan outlining numerous programs, initiatives and activities that will help the Western States, Native American Tribes and others meet new water needs and balance the multitude of competing uses of water in the West. Their mission is to assist in meeting the increasing water demands of the West while protecting the environment and the public's investment in these structures. We place great emphasis on fulfilling our water delivery obligations, water conservation, water recycling and reuse, and developing partnerships with our customers, states, and Native American Tribes and in finding ways to bring together the variety of interests to address the competing needs for our limited water resources.

Reclamation plays a key role in the WaterSMART program as the Department of Interior's main water management agency. Focused on improving water conservation and helping water and resource managers make wise decisions about water use, Reclamation's portion of the WaterSMART program is achieved through administration of grants, scientific studies, technical assistance and scientific expertise.





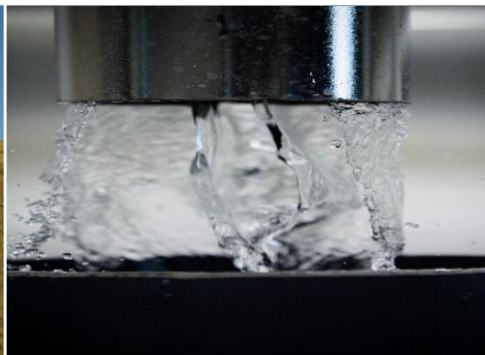
SANITATION DISTRICTS OF LOS ANGELES COUNTY

The Sanitation Districts protect public health and the environment through innovative and cost-effective wastewater and solid waste management, and in doing so convert waste into resources such as recycled water, energy, and recycled materials.

The Sanitation Districts have been a leader in providing wastewater services to the region since its formation in 1923. Today, the wastewater system includes approximately 1,400 miles of main trunk sewers and 11 wastewater treatment plants that transport and treat about half the wastewater in Los Angeles County. The Sanitation Districts consist of 23 independent special districts serving about 5.7 million people in Los Angeles County. The service area covers approximately 820 square miles and encompasses 78 cities and unincorporated territory within the County.

The Sanitation Districts are pioneers in using recycled water beneficially and remain strong proponents of expanding reuse options. Water reclamation plants produce a high-quality source of recycled water that essentially meets drinking water standards and is reused at more than 600 sites throughout the county. The water can be safely used for irrigation and other uses to replace the water used by over 400,000 Southern California families. In addition, the Districts:

- Provide about one-fourth of the countywide solid waste disposal needs through the operation of three sanitary landfills, four landfill energy recovery facilities, three materials recovery/transfer facilities, and two refuse-to-energy facilities.
- Sponsor the Household Hazardous Waste and Electronic Waste Collection Program, which gives Los Angeles County residents a legal and cost-free way to dispose of unwanted household chemicals and electronic waste that cannot be put into the regular trash.
- Produce almost 130 megawatts of electricity, enough to supply the needs of 170,000 homes. This electricity is created through the Sanitation Districts' wastewater and solid waste operations.





WATER FOR PEOPLE

Water For People helps people in developing countries improve quality of life by supporting the development of locally sustainable drinking water resources, sanitation facilities, and hygiene education programs.

Around the world, 884 million people do not have equitable access to safe drinking water and 2.6 billion are without adequate sanitation facilities. Every day, nearly 6,000 people who share our planet die from water-related illnesses, and the vast majority are children. But the real failures are all the broken pumps, filled latrines, and solutions that aren't. Water For People wants to change all that. The solution? Programs that last and examine entire districts and regions rather than purely households and villages. Create solutions that last, and not only do people benefit for a long period, but organizations don't have to expend time and energy going back again and again to the same location.

Water For People works to build a world where all people have access to safe drinking water and sanitation, a world where no one suffers or dies from a water- or sanitation-related disease.

Water For People works with people and partners to develop innovative and long-lasting solutions to the water, sanitation, and hygiene problems in the developing world. Water For People strives to continually improve, to experiment with promising new ideas, and to leverage resources to multiply its impact.

FRIENDS OF THE UNITED NATIONS

Founded in 1985, Friends of the United Nations is an independent, non-partisan, organization dedicated to promoting the principles and values of the United Nations Charter and increasing awareness of its activities. The mission is to encourage individuals and organizations to learn about the UN's efforts and be inspired to help the UN achieve its goals. Friends of the United Nations works with educational institutions, corporations, the media, governments and non-governmental organizations to inform and educate people about United Nations efforts on behalf of peace, human rights and human health, children, the environment and sustainable development.

Through an expansive network of resources, Friends of the United Nations helps the UN distribute its message and keep critical issues in focus by informing and educating the general public about UN programs and initiatives. The Friends of the United Nations is a non-governmental organization accredited to the United Nations Department of Public Information and is an affiliate of the UNA-USA Council of Organizations.





4. OVERVIEW OF PROJECT PROPOSAL CRITERIA

Projects should emphasize new approaches for the cost-effective implementation of water-use efficient technology, communications strategies or applied research toward enhancing water quality or supply sources for local regions OR internationally, water-stressed regions, including developing nations.

5. LOCAL WATER INITIATIVES FOR SOUTHERN CALIFORNIA

Metropolitan's strategic conservation initiatives are designed to reduce demands on imported water supplies. The guiding principles are found in the following documents:

- ❑ Metropolitan's keystone policy is the *Integrated Resources Plan Update* (2010). The IRP provides a roadmap for maintaining regional water supply reliability through the year 2035. The framework places an increased emphasis on regional collaboration. The plan features a three-component approach: by working to advance water use efficiency through conservation and recycling, and with further development such as groundwater recovery and seawater desalination; by maintaining a cost-effective "supply buffer" to protect the region from possible shortages; and by determining alternative supply options for long-range planning, including feasibility studies, research and regulatory review.
- ❑ "20 x 2020" Plan: In 2009, the California legislature mandated lowering residential per-capita water use by 20 percent by the year 2020. The plan gives local communities the flexibility to meet this target while accounting for previous conservation and recycling efforts.
- ❑ California Urban Water Conservation Council's Memorandum of Understanding, to which Metropolitan is a signatory.

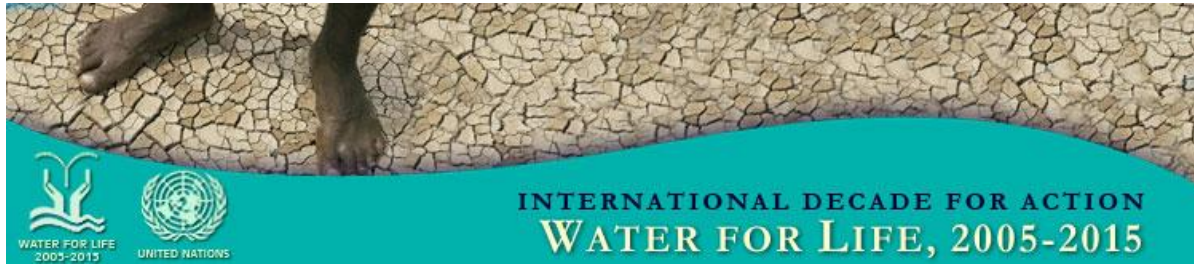
Over the past fifteen years, MWD has invested hundreds of millions of dollars in hardware and fixture retrofits, conservation initiatives and related water-saving programs. Presently, MWD focuses on innovative water conservation measures, technology grant programs and the "California Friendly™" label that identifies reliable water-saving homes, practices and devices. For additional information, log onto www.bewaterwise.com.

- ❑ Additional Resource Web sites:

California Urban Water Conservation Council: www.cuwcc.org/

Alliance for Water Use Efficiency: www.allianceforwaterefficiency.org/

H2O House: www.h2ouse.org/



6. GLOBAL INITIATIVES FOR DEVELOPING COUNTRIES

As the International Decade for Action “Water for Life” continues, the United Nations and governments are seeking to galvanize efforts to meet the internationally agreed targets of halving the number of people without equitable access to safe drinking water and basic sanitation by 2015. There is a special emphasis on developing countries because they face the greatest challenges in achieving targets for sustainable development. ¹

- ❑ The central themes include scarcity, equitable access to sanitation and health, water and gender, capacity-building, sustainable change, financing, valuation, Integrated Water Resources Management, trans-boundary water issues, environment and biodiversity, disaster prevention, food and agriculture, pollution and energy. For additional information, log onto: www.un.org/waterforlifedecade
- ❑ Additional Preliminary Research/Resource Websites:
 - United Nations: www.un.org/
 - UNICEF: www.unicef.org/
 - UN Millennium Goals: www.endpoverty2015.org/
 - Water For Life Decade: www.un.org/waterforlifedecade/



¹ Most of the global photos were provided by www.waterforpeople.org.



7. DECIDING ON A PROJECT APPROACH

Whether the focus of your project is local/regional to Southern California or internationally, water-stressed regions, including developing nations, there are three optional approaches for a project proposal:

- A. CONSERVATION PROTOTYPE
- B. POLICY RESEARCH
- C. COMMUNICATIONS STRATEGY

- **DEVELOP CONSERVATION PROTOTYPE**

Teams will identify a water-related conservation issue/problem, along with its many causes and impacts, and then research, plan and develop a prototype for a new water use efficient technological approach or method to update a current technology.

- **RESEARCH, ASSESS, AND PROPOSE POLICY CHANGE**

Teams will identify a long-standing policy and research and re-evaluate issues that could lead to a new or alternative solution. For example, studies on: Bay-Delta or Colorado River policy, legal obligations of point and non-point source pollution, water quality and treatment standards for particular chemical compounds, privatization versus public agency oversight of water, among others. Additionally, in a global context, studies might focus on water allocation and lack of infrastructure, unsustainable water practices, and the study of agricultural practices and scarcity of water treatment processes, the dearth of sanitation and water infrastructure and public education, among others.

- **DEVELOP A COMMUNICATIONS STRATEGY**

A communications strategy is a method of communicating an idea or proposed behavior to convey to or “educate” a specific target audience by using one or more types of media to make the point. An effective communications strategy and outreach plan must increase awareness and knowledge; and promote discussion to address the problem.

The ultimate goal of this approach is to improve equitable access to reliable, high quality supplies of water and to promote water conservation and increased water use efficiency. By educating large populations in Southern California or in the developing world about the importance of equitable access to clean water, sanitation and water quality, this project has the potential to improve local or global water conditions.

A successful project must be researched, surveyed and analyzed to come to understand its cultural, social, political, geographic and economic realities.

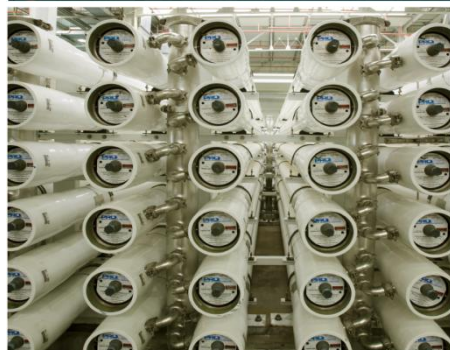
Various media may be considered (e.g. - outreach kiosk, PSA, surveys, marketing campaign, social media, etc.) to develop public education outreach programs by improving a community’s understanding of a water issue and the important role residents play in solving the problem.

An applicant that selects social media to educate about a specific water issue or challenge will develop a proposal that will have two key deliverables:



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

- **Part One:** Select a current water and/or sanitation-related issue (either local or global emphasis). Complete the research and analysis required to identify what the challenge is and what are the proposed solutions, their costs and benefits?
- **Part Two:** Present a media strategy using a social media outlet that includes the actual development of an interactive website. The media strategy should identify the selected project topic and how it will address the following considerations:
 - Who is the target audience?
 - What is the desired outcome or benefits? Is the purpose of the website purely educational or is it a call to action?
 - How will the message(s) be presented to achieve the desired outcomes? What types of communication tools will you use to convey your messages? Consider the choice of graphics, inclusion of video, surveys or other tools.
 - How many potential users might be impacted?
 - How will you measure or evaluate the effectiveness of the site?





8. IDENTIFYING QUANTITATIVE BENEFIT PROJECTIONS

As a part of your final report and project outcomes, you must identify specific benefits of your project. Please select the project performance measure(s) listed below that is appropriate for your grant project. Based on your project research, development, testing and/or projections and calculations, please provide impact projections for the quantitative benefits of your grant project (if it were successfully implemented). If your project is funded, it is expected that the quantitative estimate in your proposal will likely vary from the projections in your final project presentation and report.

It is essential that these grant project prototypes are designed (if implemented) with an eye to providing and establishing qualitative and quantitative benefits. You must justify the methodology used for the quantitative estimation. The estimated quantitative outcome must be feasible (makes sense). The feasibility outcome of your project will be an element of the evaluation process. Provide your most accurate quantitative estimate of the performance measure(s) that apply to your project.

PERFORMANCE MEASURE	QUANTITATIVE OUTCOME	LOCAL / GLOBAL IMPACT
Makes More Water Available	Acre Feet/Year	Local / Global
Reduces Water Treatment Costs	\$ / Year	Local
Reduces Per Capita Use	Gallons/Capita/Day	Local
Provides Technical Training	# of People	Local / Global
Provides Water Conservation and / or Hygiene/Public Health Education	# of People/Students	Local / Global
Improves equitable access to fresh drinking water and/or sanitation practices (<i>e.g. by improving water quality</i>)	# of People	Local / Global
Improves the environment and sustainability benefits for people (<i>e.g.- by improving watershed runoff</i>)	# of People	Local/Global
Cost associated with each of the physical quantitative outcomes above	\$/person, \$/AF/yr and Gallons/Capita/Day	Local/Global

Notes:

- Local is defined as the cities and regions of Southern California or California, in general. Global is defined as *developing* cities, towns, regions and countries from throughout the world.
- This form was adapted from the **USBR Water Conservation Field Services Program Project Benefits** form.



9. APPLICATION PROCESS OVERVIEW

- a. The sum of all grants provided will be no more than \$170,000. No single grant will exceed \$10,000. Selected applicants will receive 90% of the grant up front; the remaining 10% will be given upon completion and submission of the final project report.
- b. A review panel, comprised of the funding sponsors and subject matter experts will evaluate all program proposals.
- c. Each college or university can submit multiple applications. However, Metropolitan reserves the right to determine whether or not to limit the maximum number of grants that can be awarded per school.
 - The number and dollar amount of grants awarded will be based on the qualified applicant pool, merits of each proposal, adherence to selection criteria and the World Water Forum Program budget.
- d. After the review panel's recommended projects are selected and reviewed by Metropolitan's Board of Directors, staff will meet with each grant team and their local member water agency to develop agreement terms. Member agencies of each selected team will be identified as part of the project support team.
- e. Metropolitan may negotiate the scope, funding and terms of the agreement. Selected projects will be eligible for funding only if:
 1. An agreement with Metropolitan is fully executed
 2. All appropriate institutional support of the project has been confirmed. Metropolitan reserves the right to withdraw the grant offers if such support is not present.
 3. Selected grantee(s) must have reviewed and signed the grant agreement by pre-determined date in Summer 2012.
 4. After signing a contract / award agreement, the selected reports, project research, prototypes or designs must be completed by early Spring 2013.
- f. During Spring / Summer 2012:
 1. Colleges must attend an orientation meeting at Metropolitan to discuss the contract deliverables and key deadlines (Date TBD).
 2. Colleges must present a Research Plan to World Water Forum Program Sponsors (Date TBD).
- g. Grant recipients are required to present a Final Report of their project, which includes documenting project results, findings, and recommendations for future action. Note: The reporting criteria will be provided in Summer 2012, when the selected projects are funded. There are three required parts to the Final Report:
 1. Dry Run of the Project PowerPoint presentation on campus to share the project and its purpose and outcomes with students and faculty. Note: This requirement is also highlighted in the "Schedule of Key Benchmark Dates" on page 13 of this RFP. The presentation should be given two to four weeks before the World Water Forum Spring Expo. The date of the Dry Run and the number of students and faculty attending must be indicated in the report.
 2. PowerPoint presentation (project summary) at the Spring Expo (Spring 2013)
 3. Narrative and Fiscal Report (Spring 2013)
- h. Grant recipients may be expected to present their progress reports at various meetings, conferences or workshops sponsored by Metropolitan, other program sponsors and/or Metropolitan member agencies.
- i. The colleges own all intellectual property. Grants will not be provided for any proprietary work that cannot be released to the public. Pursuant to the Brown Act, and the terms of the federal contract with USBR, Metropolitan reserves the right to use or share all project results, information, intellectual property with our member agencies and program sponsors.
- j. Metropolitan, at its sole discretion, may reject any and all proposals and revise the terms of the World Water Forum program throughout the implementation and completion of this funding cycle (through Final Reports).



10. QUALIFYING PROJECTS

All projects must feature the rendering, prototype, communications strategy or applied research methodology, and also develop a business plan for implementation that addresses—environmental, financial, societal, public policy implications and a quantification of project benefits. The World Water Forum Program excludes projects that are currently being funded by Metropolitan’s Community Partnering Program or are under consideration for participation, or eligible for participation in Metropolitan-funded water supply programs (e.g. Local Resources, Seawater Desalination, and Innovative Conservation Programs).

11. WHO CAN APPLY?

Public and private post-secondary institutions – community colleges, trade schools, colleges and universities located within portions of Metropolitan’s six-county service area and counties within the USBR’s western region may submit proposals. School teams can represent sole disciplines or interdisciplinary approaches including, but not limited to schools with the following areas of emphasis: Water Resource Management, Environmental Studies, Urban Planning, Art and Architecture, Communications, International Relations, Environmental or Civil Engineering, Economics, Geology, Landscape Architecture, Biology, Chemistry, Agriculture, Political Science, and Geography.



12. SCHEDULE OF KEY BENCHMARK DATES

December 9, 2011	Completed grant proposals due to MWD by 4 p.m., no exceptions
Winter 2011-Spring 2012	Evaluation of project proposals
Spring 2012	Announce selection of grant recipients (pending compliance with contract deadline)
Summer 2012	Agreements executed; Funds disbursed to colleges
Fall 2012-Winter 2013	Students conduct research projects; Staff site visits to colleges
Spring 2013	Completed projects due to Metropolitan
Spring 2013	Schedule and conduct a “Dry Run” of project presentation on Campus (two-four weeks before Expo)
Spring 2013	MWD Expo featuring student projects, presentations and prototypes (date subject to change)

13. SELECTION PROCESS

A review panel comprised of program sponsors and subject matter experts will provide an objective evaluation of project proposals. The review panel will identify the mix of project proposals that best meets the local and global needs consistent with the scope of this RFP. Metropolitan reserves the right to select proposals based upon geographic dispersion throughout its service area and a balance between community colleges and universities.

14. SCORING CRITERIA AND CRITERIA BREAKDOWN

An independent review panel comprised of the program sponsors and subject matter experts will use the scoring criteria below to guide its ranking of project proposals. Recommendations will reflect the collective findings of the review panel.

20	Written Quality and Clarity of Proposal
25	Quality of Research
15	Identify Project Benefits / Target Audience(s) / Anticipated Outcomes
15	Environmental Significance and Sustainability Potential
10	Partnerships
10	Budget
05	Attendance at the October 7, 2011 Event
100	TOTAL



Scoring Criteria Breakdown

20	Quality and Clarity of Proposal	How well is the proposal written—its clarity, grammar, organization, and format? The business plan should comprehensively demonstrate an understanding of water conservation and sanitation issues, impacts and the expected outcomes.
25	Project Research	Is the proposal technically and scientifically sound? The proposal clearly explains (in words and supporting graphs) how the project technology or application works and whether it is an innovative water supply, sanitation and/or conservation, or communication outreach opportunity. To what degree could the project, if applied, result in updated research and data, or serve as an agent for change in the identified subject area?
15	Identify Project Benefits/Target Audience and Anticipated Outcomes	Proposal must identify key quantitative and qualitative impact projections for the proposed project (if successfully implemented). These projections are based on project research, development, testing and the resultant calculations. Additionally, the target audience should be clearly identified in terms of demographics and the potential numbers of people the project might impact. The proposal must identify the project as either locally or globally focused.
15	Environmental Significance and Sustainability Potential	All projects must be linked to environmental results and demonstrate how it will contribute to the ultimate goals of clean and safe water and healthy communities and ecosystems. In addition, to what degree would this project, if successfully implemented, be sustainable for long-term change? For example, sustainability factors like cost-effectiveness, ease-of-use, realistic project timeline, and the degree to which the project is locally sustainable should be considered.
10	Partnerships	You are required to solicit member agency (local water agency) partnership and approval. Points will be awarded for demonstration of additional collaborative partnerships, including but not limited to environmental agencies, K-12 schools or private businesses. Include brief letters of support from all prospective partners.
10	Budget	The budget must clearly delineate all project expenses, including a clear understanding of what cannot be paid for with grant funds, and demonstrate a minimum match of 25 percent (direct or in-kind).
05	Attendance at the October 7, 2011 Event	Attendance is mandatory at October 7, 2011 Orientation Event (At least one school representative, faculty or student, must be present.)



15. APPLICATION GUIDELINES

To be considered responsive to this RFP, proposals must adhere to the following:

Formatting and Submittal Requirements

- The proposals must be concise and informative, not to exceed 15 pages (including attachments, graphs and supporting materials). Vague, ambiguous and incomplete proposals will result in lower scores and decrease chances of receiving a grant.
- Letters of support can be added as an Appendix, if necessary.
- The proposal must be on 8 ½" x 11" size white paper with black text. At a minimum, the font size for the narrative text must be 12 point, the font size for tables and graphics must be 10 point.
- Include a **Cover Page** with optional graphics and the names of the: (1) College, (2) Project title and the (3) Faculty and Student Project Manager names.
- After the cover page, include a **Project Summary Page**, not to exceed 100 words.
- One original and two copies of each proposal must be submitted, including an electronic copy on a flash drive or CD-Rom. *Note: At least one of the proposals must be submitted with a paper clip on the left side or upper left hand corner.*

Administrative Protocol and Signature Requirements

- Follow all administrative and grant development college or university protocols along with all appropriate administrative approvals. (These protocols supersede Metropolitan processes in the proposal approval process. Due diligence in that area is the applicant's responsibility.)
- All required signatures must have been obtained, including a signature from a member agency or local water agency representative. As a non-fiscal partner, the member agency or local water agency is not required to provide financial assistance for the project. For a list of member agencies, log onto www.mwdh2o.com. If your college campus is outside of the MWD service area, contact the Project Coordinator, Benita Lynn Horn at waterforum@mwdh2o.com or (888) 42-WATER.
- **Proposals that are not in conformance with the above format and content requirements described below will be considered non-responsive and rejected.**

SUBMISSION DEADLINE: December 9, 2011 ~ 4:00 PM:

- One original
- Two Copies (at least one copy must be submitted with a paper clip only)
- Electronic copy on a flash drive or CD labeled with the college name and project title

Proposals postmarked or hand-delivered after the due date and time will be returned unopened. Send or deliver completed grant proposals to: Metropolitan Water District of Southern California 700 North Alameda Street Los Angeles, California 90012 ~ Attention: Benita Lynn Horn, 10th Floor – Room 320.



16. PROPOSAL CONTENT REQUIREMENTS FOR APPLICATION

Applicants can use this form as a template or download the MS Word document from the attached CD-ROM. Responses to this RFP **must provide** all of the information requested below.

- A. COVER PAGE: Include a Cover Page with optional graphics and the names of the: (1) College, (2) Project Title, (3) Project Strand [Local or Global] and the (4) Faculty and Student Project Managers.
- B. PROJECT SUMMARY PAGE: Include a project summary, not to exceed 100 words. Also include the information from the cover page (sans graphics).
- C. CONTACT INFORMATION PAGE

1.

College	
Address	
City, State, Zip Code	
Make Check Payable To:	Name of College Foundation (if applicable):

Note: All checks will be made payable to the community college or university of the grantee.

2.

Application Strand	Check One
LOCAL Project Name	
GLOBAL Project Name	

3.

Student Project Manager	
Undergraduate or Graduate	
Department	
Cell Phone / Email Address	

4.

Faculty Project Manager	
Title	
Department	
Telephone / Email Address	

Note: The faculty member must be a full-time or part-time employee of the applicant's college. This person will serve as the project liaison and signatory on the contract between Metropolitan and the college / university.



D. ORGANIZATIONAL BACKGROUND

Organizational Background (1- 2 pages):

Provide a brief history and overall description of your school and department(s) conveying a clear understanding of its mission and goals. This should include a brief description of other relevant projects developed (if applicable).

E. PROJECT DESCRIPTION (7 – 10 PAGES)

Provide a detailed work plan identifying all project activities. It is required that the proposed work plan addresses each of the following:

- Which water-related issue or challenge have you selected?
- Is it a local or global focus per the RFP guidelines?
- Which content strand (technology, policy or communications) have you chosen as the research focus for creating your project?
- Where will the research and data collection take place?
- What is the anticipated outcome of your research? An outcome may be short-term (i.e., changes in knowledge or attitude) or long-term (i.e., changes in condition of natural resources).
- Estimate of the Project Projection Benefits (specific benefit(s) is selected from the Quantitative Benefits chart on page 10 of this RFP).
- Describe your team’s experience and technical capabilities (including in-house and/or outside hired individuals) to accomplish the project. List the roles and responsibilities of each team member.
- Provide a project schedule with key milestone dates and deliverables with measurable outcomes.

F. PROJECT MANAGEMENT TEAM

Identify the team members of the project (i.e., faculty and student project manager, budget, research, technology etc.). Add rows, as needed.

	NAME	TITLE / ORGANIZATION	ADDRESS	PHONE & EMAIL
1				
2				
3				
4				
5		LOCAL WATER AGENCY (Non-Fiscal Partner)		

G. CERTIFICATE OF ATTENDANCE

For 5 points, please include a copy of the certificate of attendance from the October 7th Outreach Event. Any member of the team (student or faculty) may submit their certificate.



17. FINANCIAL CRITERIA & BUDGET BREAKDOWN

FINANCIAL CRITERIA

Matching Funds Requirement:

Each applicant must demonstrate a **minimum match of 25%** (\$2,500) of the total grant award. The matching funds can be categorized as: (1) Grants, (2) In-kind contributions, (3) Volunteer time and (4) Donated equipment.

Grant Fund Restrictions:

Grant funds **cannot be used for** travel and related expenses.

Administrative (College) Overhead:

Where applicable, the **college overhead fee may not exceed 10%** (\$1,000) of the proposed budget.

Stipend Maximum:

Where applicable, **stipends may not exceed 50%** (\$5,000) of the proposed budget.

In order to provide perspective on reasonable grant requests, the budget must reflect all anticipated expenses. Respondents are reminded that \$10,000 is the maximum grant amount allowable.

DESCRIPTION	AMOUNT	NOTES
GRANT FUNDS REQUESTED		
ADDITIONAL SOURCE OF FUNDS (List all, if applicable)		DATE ISSUED (if applicable)
PROJECT TOTAL		

BUDGET BREAKDOWN

<i>Note: This is a guide to recommended, not required, categories.</i>		
LINE ITEM	AMOUNT	DESCRIPTION
STIPENDS		
LAB FEES		
OFFICE SUPPLIES		
CONSULTANT		
OVERHEAD FEE		
CONFERENCE REGISTRATION		
EQUIPMENT		
OTHER (Define)		
TOTAL		



18. SIGNATURE BLOCK

	NAME	SIGNATURE	DATE
Faculty Project Manager [and, if necessary, a representative of school grant development office]			
Student Project Manager			
Member Agency / Local Water Agency Representative *****			

Note:

Your school may have a grant office. Please follow all administrative and grant development office protocols.

All required signatures must be obtained, including a signature from a member agency or local water agency representative. As a non-fiscal partner, the member agency or local water agency is not required to provide financial assistance for the Project.

On a voluntary basis, the member agencies have agreed to serve as the “water” sponsor and local resource specialist for the college / university. At their discretion and strictly on an as-needed basis, the member agency will provide in-kind resources and technical assistance for the college / university, pending availability of requested resources or subject matter experts (*Excerpt from MWD-College Funding Agreement*).

For a list of member agencies, log onto www.mwdh2o.com. If your college campus is outside of the MWD service area, contact the Project Coordinator, Benita Lynn Horn at waterforum@mwdh2o.com or (888) 42-WATER.



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