

**PUBLIC EDUCATION PROGRAM RULES
(ARTICLE 4)**

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**Approved by the Board of Directors
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Equal Opportunity Employer

Purpose and Goals

The CWC recognizes the importance of the Watershed to the City and the critical role of the Watershed communities in stewarding the Watershed, the importance of diversity and aquatic life in the Watershed and the importance of maintaining and preserving water quality in the Watershed. The CWC recognizes that increased awareness of the historical and present importance of the Watershed and the City's water supply through public education programs will assist in meeting these goals.

Article 4

Chapter 4:00. Public Education Grants _____ **4**

4:00:01. Definitions _____ 4

4:00:02. Purpose and Scope _____ 4

4:00:03. Public Education Advisory Group _____ 4

4:00:04. West-of-Hudson K-12 Education Program _____ 4

4:00:05 Application Requirements for West-of-Hudson K-12 Education Program _____ 5

4:00:06 Special Programs _____ 5

4:00:07 Competitive Grant Program _____ 5

4:00:08. Distribution of Uncommitted Funds _____ 6

4:00:09. Size and type of Awards _____ 6

4:00:10. Qualified Educational Institutions _____ 6

4:00:11. Evaluation Criteria for Competitive Funding _____ 6

4:00:12 Program Restrictions _____ 7

4:00:13. Application Requirements for Competitive Funding _____ 8

4:00:14. Board Action On Applications _____ 9

4:00:15. Approval by NYC DEP _____ 9

4:00:16 Grantee Reporting Requirements _____ 9

4:00:17 Method of Payment _____ 9

4:00:18. Administrative Functions _____ 10

4:00:19. Grant Requirements _____ 10

Article 4**Chapter 4:00. Public Education Grants****4:00:01. Definitions**

Words used in this chapter mean:

- 1.) "Board," the Board of Directors of the CWC;
- 2.) "CWC," the Catskill Watershed Corporation;
- 3.) "MOA," the New York City Watershed Memorandum of Agreement;
- 4.) "WOH," West of Hudson Watershed;
- 5.) "NYCDEP," New York City Department of Environmental Protection;
- 6.) "PEAG", Public Education Advisory Group;

4:00:02. Purpose and Scope

CWC shall manage and provide funding for a program ("Public Education Program") of public education on the West of Hudson Watershed, to increase public awareness of the West of Hudson Watershed; the nature and importance of the City's water supply system; and the critical role of watershed residents as stewards of water quality.

4:00:03. Public Education Advisory Group

The Public Education Advisory Group (PEAG) is comprised of fifteen (15) or more members who represent educators and educational institutions in the City as well as in the West of Hudson Watershed, one member representing the Watershed Agricultural Council, and one member representing the United States Forest Service. Members of PEAG serve for a term of indefinite duration. PEAG members may not be publicly elected officials. The President of the CWC shall fill vacancies on the PEAG. The PEAG is established to advise, consult, and recommend actions to the CWC that are appropriate public education projects and programs for funding with Public Education Funds. PEAG shall evaluate and, by majority vote, make a recommendation in writing concerning all projects proposed for funding under the Public Education Program to the CWC.

4:00:04. West-of-Hudson K-12 Education Program

In any given calendar year, the CWC may offer a "menu" of educational programming to Watershed schools. The maximum allocation per school district for that year shall be a fixed amount per student multiplied by the enrollment of each district on the first day of classes of the academic year immediately preceding. Such allocations may be applied toward any "menu" programs, which may include but are not limited to watershed

Article 4

curricula; environmental study trips, cultural programming or classroom-based or field study programs.

4:00:05 Application Requirements for West-of-Hudson K-12 Education Program

Public school districts or private schools serving students in the West-of-Hudson Watershed may submit an application, provided by the CWC, requesting specific projects, services or programs as outlined in a Watershed Education “Menu.” The CWC shall distribute said Menu, application form, and a letter stating the school or district’s CWC allocation in January of the program year. The CWC may facilitate the provision of said projects, services or programs, and shall enter into agreements with vendors or schools or districts, as appropriate, to provide payment upon assurance that projects, services or programs have been received by the school district by the end of the program year. Total expenditures for Menu items for any school or district shall not exceed that school or district’s enrollment-based CWC allocation. Any portion of a school or district’s allocation which is not applied for by March 15 of the program year will remain in the CWC Education Program Fund and will not be added to a school or district’s allocation the following year.

4:00:06 Special Programs

The CWC may choose, in any given year, to provide Special Watershed Education Programs to general or specific audiences as determined by need or interest, without the necessity of schools or institutions applying or competing for those programs. Programs may include, but are not limited to, cultural presentations, teacher training workshops, multi-media programs or other offerings in keeping with the goals of the Public Education Program. Such Special Programs will be recommended by PEAG, reviewed by the CWC Education Committee and approved by the Board of Directors and the NYC DEP.

4:00:07 Competitive Grant Program

There shall be one application cycle for competitive grants each program year. Applications must be postmarked or delivered by 5 p.m. the first Friday of February, and are open to all eligible activities and audiences as listed in section 4:00:10, or as stipulated in an annual Watershed Education Grant Program Request for Proposals.. The Public Education Advisory Group shall evaluate and make a recommendation in writing concerning awards to be made under the Competitive Grant Program.

The evaluation and recommendation shall be in narrative form and address the applicable criteria listed in section 4:00:11 of this Chapter.

The CWC staff shall provide copies of the written evaluation and budget to the Board at least ten days before the Board votes on the project.

The Board shall select for funding only those projects it has evaluated and determined to be Eligible Public Education Projects pursuant to section 4:00:10 and the criteria listed in section 4:00:11. Once approved, the CWC shall forward the proposals to the NYCDEP. Once approved by the NYCDEP, the Executive Director of the CWC shall enter written grant agreements with

Article 4

qualified educational institutions to implement selected public education projects and programs approved by the City.

4:00:08. Distribution of Uncommitted Funds

Unobligated or uncommitted Public Education Program Funds remaining at the close of the regular award cycle shall be carried forward to the next application/award cycle of the current program year. Unobligated or uncommitted funds remaining at the close of the program year shall be carried forward and be available for distribution during the next program year.

4:00:09. Size and type of Awards

The Competitive Grant Program will be open to New York City and WOH schools and qualified educational institutions as delineated in 4:00:10 whose audience is K-12 students. No grant shall be for less than \$750.00. At least 20 percent of the total grant allocation shall be set aside for awards of \$2,000 or less. Only in exceptional circumstances will grants over \$10,000 be considered. The Board may award less than the amount requested in the application. In determining award amounts for each applicant, the Board shall consider the availability of funds, the proposed project, an applicant's need, and an applicant's ability to carry out the proposed activity within 12 months, including the ability to obtain matching funds (if applicable).

4:00:10. Qualified Educational Institutions

To be eligible for funding under this program all entities must meet one of the following criteria or partner with a qualified educational institution:

1. Public libraries, museums, pre-schools, kindergartens, primary and secondary schools, high schools, academies, colleges and universities, professional and technical schools, vocational and trade schools, Board of Cooperative Educational Services (B.O.C.E.S.) extension courses and all educational institutions under the supervision of the regents of the state of New York or other educational facility supported in whole or in part by public funds or by contributions solicited from the general public.
2. Private educational institutions including pre-schools, kindergartens, primary and secondary schools, high schools, academies, colleges and universities, professional and technical schools, vocational and trade schools.
3. Federal or State non-profit corporation with educational programs.
4. Municipal entities with educational programs or facilities.

4:00:11. Evaluation Criteria for Competitive Funding

Program and project design should ensure that resources are used efficiently and that the program or project is repeatable over the short or long term. Public Education Programs intended to serve schools shall supplement and expand upon existing school curricula and programs and not merely

Article 4

replace or restore existing curricula and programs that have been the subject of reduced public funding.

Preference will be given to programs and projects that are realistic and achievable, promote educational partnerships, have a community outreach component, include a plan for written and photographic documentation and have potential to serve as a model elsewhere. In program years when competitive grants are made available to West-of-Hudson applicants, as well as New York City applicants, preference will be given to projects that serve West-of-Hudson audiences. In any program year, special consideration will be given to proposals serving both upstate and downstate audiences. Proposals must provide for an evaluation of outcomes in term of the stated goals of the program or project.

In determining whether to select a project for funding, the CWC shall consider the following criteria. The PEAG written evaluations provided to the CWC Board must address these criteria:

- A. The public education programs and projects are intended to increase public awareness of the human and natural history of the Watershed and the development of the City's water supply system.
- B. The programs shall emphasize the importance of the Watershed to the City and the critical role of the Watershed communities in stewarding the Watershed.
- C. The programs shall emphasize the importance of the diversity and importance of aquatic and terrestrial life in the Watershed, and/or the importance of, and means of preserving, water quality in the Watershed.
- D. Public Education Programs must supplement and expand upon existing school criteria and programs and not merely replace or restore existing curricula or programs that have been the subject of reduced public funding.
- E. The CWC may only enter into contracts to expend public education program funds with Qualified Educational Institutions. Qualified educational institutions are those as defined in section 4:00:10.

When making a decision on an application, the Board may, in addition, examine the following factors :

- (a) Audience and number of individuals reached;
- (b) Amount of grant requested;
- (c) Anticipated accomplishment of program goals and effect on target audience, community, area, and watershed;
- (d) Promotion of educational institution partnerships;
- (e) The amount of the entity's contribution to the project.

4:00:12 Program Restrictions

Grant funds from the Public Education Program may be used both in the West of Hudson Watershed region and the City of New York with the following restrictions:

Article 4

- 1.) Public Education Funds shall be used to supplement and expand upon existing school criteria and programs not merely replace or restore existing curricula or programs that have been the subject of reduced public funding.
- 2.) All advertising, including print and electronic, and work products shall include a logo or tag line identifying it as paid with CWC funds in partnership with New York City's DEP.
- 3.) Public Education Funds shall not be used to pay for capital costs of constructing stationary facilities or acquiring any interests in real property. Stationary facilities shall not include construction of exhibits inside a building at a regional Catskill museum.
- 4.) The inclusion of cooperative partnerships is encouraged, but not required in this program.
- 5.) Public Education Funds may only be used to pay costs pursuant to written agreements, entered in accordance with Article 7 of the Program contract, reasonable and necessary fees and expenses of any consultants engaged by CWC to assist in fulfilling its duties and responsibilities and CWC's reasonable administrative costs to manage the Public Education Program.
- 6.) CWC shall also not use Public Education Funds to pay any costs that have been or will be paid for with funds provided under any other program pursuant to the Watershed MOA.

4:00:13. Application Requirements for Competitive Funding

Each participating qualified educational institution shall submit a complete application, budget and supporting documentation to be reviewed by the Public Education Advisory Group. The PEAG shall recommend appropriate public education projects for funding with Public Education Funds to the CWC Board. The CWC Board shall forward approved applications and supporting documentation including budget to the New York City Department of Environmental Protection (NYCDEP) for approval.

Application forms shall be provided by the CWC and must be completed and signed before an application is presented to PEAG. The following information is required for all grant applications:

- 1.) Applicant's name and address;
- 2.) Descriptions of entity applying for grant (i.e. type of organization).
- 3.) Contact people, address, and telephone number.
- 4.) A narrative project plan which contains information regarding the applicant's proposal;
- 5.) Tax identification number;
- 6.) Name of project partner (if applicable);
- 7.) Amount of funding requested;
- 8.) Document non-profit status (if applicable);

Article 4

- 9.) Letters of commitment from all collaborating agencies and/or matching funding sources (if applicable).
- 10.) Approximate start-up date, and the date by which the proposed project will be complete;
- 11.) Any other additional information as may be requested by the PEAG, CWC and/or Board in order to assist in grant award process;

4:00:14. Board Action On Applications

For each application recommended by PEAG, the Board shall either approve the application as requested, approve as recommended, approve the application with modification, or disapprove the application.

An applicant who believes that his or her application under the Public Education Grant Program was wrongly denied, may request a review of the disputed claim(s) by the CWC Board of Directors. The applicant shall submit such request for appeal in writing to the President of the CWC, by certified mail, return receipt requested, within 30 days of the applicant's receipt of denial letter. In the request for appeal, the applicant shall identify the reason for the appeal. The CWC Board shall act upon written request no later than the next regularly scheduled CWC Board meeting that occurs at least fifteen (15) days after CWC's receipt of the completed written request for appeal.

The decision of the CWC Board of Directors after appeal is not subject to further review or revision by CWC.

4:00:15. Approval by NYC DEP

The CWC shall forward public education programs and projects recommended by PEAG and approved by the CWC Board of Directors to NYC DEP for approval. An itemized budget for each recommended program or project shall be supplied to DEP.

4:00:16 Grantee Reporting Requirements

Each entity that is awarded a public education grant is required to file a report with the CWC describing the manner in which the funds were expended at the completion of the project. The report shall be in a form prescribed by the CWC staff. The report must contain any applicable information relative to the measured success of the program. Failure to submit a completed Final Report within 30 days of the grant contract's end date will render the applicant school or organization ineligible to apply for further CWC education funding.

4:00:17 Method of Payment

Grantees shall submit payment requests on forms provided by CWC staff.

Article 4**4:00:18. Administrative Functions**

The CWC staff shall process grant applications recommended by PEAG, prepare and negotiate agreements, and engage in any other functions necessary to expedite and assist the Board in the performance of its duties. Notwithstanding any assurance, guarantee, communication, or representation made to the contrary, there is no commitment of the CWC without specific authorization by the Board. Only the Board may make an award from the Public Education Funds to an applicant.

4:00:19. Grant Requirements

All successful applicants must execute a CWC public education grant agreement prior to receipt of public education funds. Applicants who have been awarded funds must submit a resolution(s) by the appropriate body (school boards, boards of directors of non-profit organizations, or municipal boards) demonstrating authority of the individual executing the grant agreement to contract on behalf of the organization, and authorization to participate and perform the activities specified in the approved grant application, prior to receipt of public education program funds.