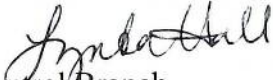


MEMORANDUM

SUBJECT: WQ-10 Success Story Guidance Addendum

FROM: Lynda Hall, Chief   
Nonpoint Source Control Branch

TO: State Nonpoint Source Program Coordinators

This is a brief addendum to the existing success story guidance posted at: <http://water.epa.gov/polwaste/nps/success319/info.cfm>. The purpose of this addendum is to improve efficiency and reduce back-and-forth during the editing process while ensuring that posted success stories comport with basic EPA editorial guidelines. In an effort to improve the process for revising success stories submitted under the WQ-10 program measure, EPA will implement the formatting and editorial processes below.

The focus of these changes is solely editorial. EPA will continue to defer to the state's narrative for the substantive content and messages in the success story.

Also, as a reminder, draft FY15 success stories are due no later than **August 1, 2015**, in order to be guaranteed consideration as credit towards the WQ-10 FY15 measure. Any draft story submitted after the August 1, 2015 deadline is not guaranteed consideration towards the FY15 WQ-10 measure. Clarifying questions on this addendum should be directed to Meghan Klasic ([klasic.meghan@epa.gov](mailto:klasic.meghan@epa.gov)) or Don Waye ([waye.don@epa.gov](mailto:waye.don@epa.gov)).

Thank you for your continued support in documenting the good work done by state nonpoint source programs.

cc: EPA Regional Nonpoint Source coordinators

\*\*\*\*\*

## WQ-10 Success Story Guidance ADDENDUM June 1, 2015

***State-submitted success stories should adhere to the following editorial formatting. In cases where submittals do not adhere to these conventions EPA will make these editorial changes when finalizing the story and will not return the revised story for state review based solely on these changes. As currently, EPA will continue to provide states with any substantive comments and edits via track changes and ask for state approval.***

- a. The title of the story should include the name of the waterbody. If the waterbody is not included in the title, the title will be edited.
- b. Designated uses will be placed into lowercase form.
- c. Numbers  $<$  or  $=10$  will be written out in word form unless they are found before a unit of measurement.
- d. Numbers  $>10$  will be placed into numerical form in all cases.
- e. When referring to percentages, the word “percent” will replace any instance of “%”.
- f. “United States” should be changed to “U.S.”
- g. “Waterbody” should be one word.
- h. There should be only one space after a period.
- i. XX-mile stream segment should be hyphenated.
- j. Acronyms are fine, but the full description should be provided in the first instance in all stories.
- k. When “EPA” is cited, the word “the” should NOT be placed before the acronym
- l. When the “303(d) list” is mentioned it should be in this format: (1) if it’s the first time it’s mentioned in the story, “Clean Water Act (CWA) section 303(d) list of impaired waters” or, (2) if it’s not the first time it’s mentioned in the story, “CWA section 303(d) list of impaired waters”.
- m. *The phrase “is located in” should be replaced with “is in”.*  
*Incorrect: The Blue watershed is located in Rainbow County.*  
*Correct: The Blue watershed is in Rainbow County.*
- n. How to refer to removal from the CWA 303(d) list
  - i. When a TMDL exists and the impaired segment is restored, say, “... removed the segment from the impaired waters list.”
  - ii. When there is no TMDL and the impaired segment is restored, say, “... removed the segment from the CWA section 303(d) list.”

***EPA encourages submittal of maps, graphs, and images (before and after). For clarity in documentation, states should include the following information. EPA will request the following if not provided.***

- o. Any maps submitted with a story write-up must include at a minimum: a key, a scale, and a north arrow.
- p. Any images submitted should have a resolution of at least 300 dpi. Typically, a .jpg file with a file size of 300 kb or greater is of sufficient quality.
- q. Any test or assessment methods included in the write-up should include a one-sentence explanation.

***EPA strongly suggests that states use the “active voice”. However, EPA will not make these changes if a state submittal doesn’t use the “active voice”.***

- r. Success Stories should be written in “active voice” over “passive voice”. Below are a few examples of “passive” vs. “active” voice.

*Example 1 (Passive): As a result, these two waterbodies were added to [insert state name]’s Clean Water Act (CWA) section 303(d) list of impaired waters in 2002 for sediment and non-volatile suspended solids (NVSS).*

*Example 1 (Active): As a result, the [insert state organization name] added these two waterbodies to the state’s Clean Water Act (CWA) section 303(d) list of impaired waters in 2002 for sediment and non-volatile suspended solids (NVSS).*

*Example 2 (Passive): Prescribed grazing was implemented on 1,700 acres and nutrient management plans were adopted for 150 acres.*

*Example 2 (Active): Landowners implemented prescribed grazing on 1,700 acres and adopted nutrient management plans for 150 acres.*

