

Clean Water Program
COMMUNITY STEWARDSHIP GRANTS
PROJECT APPLICATION FORM

Please complete the following proposal form. **Type the information** below or cut and paste the information into the form. Use additional pages as needed. Be brief, but provide enough information about your group and your proposal so that we have a clear picture of what you plan to accomplish and how you plan to do so. If you are having difficulties completing this form, please contact Amy Evans at amy.evans@acr.cd.org or (925) 371-0154 x 112. **Incomplete proposals will not be considered.**

We recommend looking at examples of previously funded proposals and projects that are available for viewing at: www.cleanwaterprogram.org/grants

PROJECT TITLE: *Wildlife Inspires Ecological Stewardship*

PROJECT DIRECTOR: Cindy Margulis

PROJECT GROUP/SCHOOL: Golden Gate Audubon

ADDRESS: 2530 San Pablo Ave. Suite G

CITY Berkeley **ZIP** 94702

PHONE (Day) 510-843-2222 **(Eve)** 510-508-1388

EMAIL ADDRESS: cmargulis@goldengateaudubon.org

NAME OF FISCAL SPONSOR (if applicable) _____

FISCAL SPONSOR CONTACT _____ **PHONE** _____

1. DESCRIBE YOUR GROUP (if applicable):

- a. What is its purpose and why was it formed? Golden Gate Audubon formed in 1917 in order to stop three major oil companies from dumping crude oil near the Farallon Islands, off the San Francisco coast.

Our mission: We engage Bay Area residents to:

- Experience the wonder of birds and translate that wonder into action; and
- Protect native bird populations and their habitats.

- b. How is it organized (formally/informally)? Please describe: Golden Gate Audubon is a not-for-profit organization with 501 (c)(3) status. We have a staff of 2 full-time and 4 part-time. We have an active Board of Directors with 12 members.

- c. How many active members? Approx. 7000
- d. How long has the group been in existence? Since 1917
- e. Past and current projects (environmental or other): Our Eco-Oakland Program is currently funded by the Clean Water Program.

1995 - Wins lawsuit against illegal filling of wetlands at Arrowhead Marsh in Oakland, forcing the Port of Oakland to restore 70 of acres of wetlands that constitute the core of Martin Luther King Jr. Shoreline Park.

1999 - Successfully lobbies for creation of Heron's Head Park in San Francisco's Bayview/ Hunter's Point neighborhood.

2004 - Wins protection for Gateway Valley in Orinda, the only land bridge for wildlife between north and south Contra Costa County.

2008 - The Eco-Education Program receives the Governor's Environmental and Economic Leadership Award for Children's Environmental Education.

2009 - The Eco-Education Program is awarded the Outstanding Service Award from the North American Association for Environmental Education (the only such award that year).

Recent achievements include:

- Negotiating with energy companies to reduce bird kills by $\geq 50\%$ at the wind farms of Altamont Pass;
- Leading a 30-year effort to secure a Reserve on federal land for endangered California Least Terns in Alameda;
- Recognition by USGS for our Eco-Oakland Program participants restoring upland habitat for the endangered California Clapper Rail (Ridgway's Rail) at the Martin Luther King, Jr. Regional shoreline;
- Restoring several important "urban oases" wetlands sites along the San Francisco Bay's edge;
- Convincing the Cities of San Francisco and Oakland to become the first and second American cities to adopt bird-friendly building ordinances to protect birds from window collision risks.

2. DESCRIBE YOUR SCHOOL (if applicable):

- a. Where is your school located?
- b. Describe your student body?
- c. How many students will be participating in this project?
- d. Past and current projects (environmental or other):

3. LOCATION OF PROJECT:

Name of creek or watershed: Watersheds that include East Oakland and the City of Alameda.

Nearest cities: Oakland & Alameda

Attached map illustrates schools served within our existing outreach in the City of Alameda and East Oakland.

4. TYPE OF PROJECT (all that apply):

Litter-Reduction _____ **Education** x **Publication** x
Re-vegetation _____ Art _____ Survey _____
Enhancement _____ Restoration _____ Monitoring _____
Public Outreach _____ Website _____ Advertising/Media _____
Other ONLINE DIGITAL MEDIA

5. PROJECT DATES:

Start Date: Summer 2016 _____ Completion Date: June, 2017 _____

6. DESCRIBE YOUR PROJECT:

a. Describe the problem or issue your project will address:

Land-based litter threatens local wildlife by accidental ingestion, entanglement and suffocation. One of the most effective ways to inspire and motivate effective ecological stewardship by local youth, is to communicate that wildlife depends on safe, clean, healthy watersheds. Our project is meant to show that, at home in Alameda County, there are myriad species of wildlife that we can protect with good stewardship of our neighborhoods and shared waterways. Key water-related species we will highlight include: endangered California Least Terns, threatened Western Snowy Plovers, nesting Great & Snowy Egrets, Ospreys, (formerly endangered) California Brown Pelicans, and Harbor Seals.

b. Describe your target audience including any underserved audiences:

We will make an engaging digital media library of materials pertinent to Alameda County students accessible through streaming technologies to our existing elementary school partners in the city of Alameda (up to 4, at least one is underserved) and our three partner (Title 1, underserved) schools in our Eco-Oakland Program. We will then leverage the Alameda County Office of Education as a partner to promote online use of the media library to as many educators and their students as possible within Alameda County.

c. Estimate the number of people that your project will reach: We will reach approximately 600 children through our existing education programs in the cities of Alameda and Oakland and additional 600 students annually. With support from our partners, this project has potential to reach hundreds or thousands more schoolchildren within Alameda County.

d. Write a brief project description (what you will do, where and how). On April 9, 2016, executed in part through a grant from the Alameda County Wildlife Propagation Fund, Golden Gate Audubon sponsored the *Wild! in Alameda* Symposium and photography exhibit (currently on display through May 29) which brought together 8 local wildlife biologists (or citizen scientists) presenting a (approx.) 10-minute Powerpoint slide

presentations on local native wildlife. Participants were then invited to view each species in the field at various locations within Alameda.

We would now like to enhance 6 of those Powerpoint presentations focusing on the water-related species:

- (ENDANGERED) California Least Tern
- (threatened) Western Snowy Plover
- (formerly endangered) California Brown Pelican
- Harbor Seal
- Great Egrets & Snowy Egrets
- Osprey

by adding narration and converting them to formatted video files to be accessed as streaming media files, online via the Internet.

Additionally, we aim to create an engaging live-action, narrated video (approx. 12-15 minutes) which will feature charismatic Alameda County wildlife species and how they are affected by litter from stormwater run-off and improperly discarded fishing line. The video will have a strong conservation message by clearly illustrating the presence of stormdrain systems in our communities and presenting pollution prevention practices that school children and Alameda County citizens can do to protect these species and others dependent on clean and safe watersheds for their survival. The video showing species living in Alameda County is intended, also, to inspire adults and children to participate in shoreline clean-ups and habitat restoration efforts led by Golden Gate Audubon and other local entities.

- e. Please provide a workplan based on the above description. List and briefly describe the primary steps (or tasks) and sub-tasks involved in the project and a basic estimated timeframe (i.e., by month or season) for each major task. Make sure that all project and labor costs are reflected in the budget form on page 10.
1. Convert 6 Powerpoint slide presentations (prepared previously for *Wild! in Alameda Symposium*) to narrated streamable video files (~10 minutes each) (Spring -Summer 2016).
 2. Script, film, & produce live-action narrated short film featuring native wildlife and important stewardship actions that will conserve and protect key wildlife in Alameda County (Spring – Fall 2016)
 3. Upload and test complete media library (of above) for online access by educators and the general public (fall – winter 2016)
 4. Promote digital media library to schools currently served by GGAS in the cities of Alameda and Oakland, including primarily under-served Title I schools. (Winter-Spring 2017)
 5. Collaborate with Alameda County Office of Education to promote same digital library more widely across Alameda County to public school teachers and their students. (Spring Semester, 2017)
 6. Evaluate value, effectiveness, and reach of this digital media library for inspiring watershed stewardship. (Spring 2017)

- f. What will be the product(s) or result(s) of your project (e.g., mural, publications, art projects, creek guides, interpretive signs, demonstration garden)?

The products will be:

- A) A set of (approx. 10-minute) educational video presentations focused on several (6) charismatic wildlife species living in Alameda County and
- b) (10-12 minute) original film featuring Alameda County's own wildlife and discussing the impact of stormwater run-off on these species and litter-prevention actions that children and their families can take to protect these species in local shared watersheds.

- g. What are the short-term and long-term benefits of this project to stormwater pollution prevention, the watershed, water quality, fish and wildlife habitats, and your community?

Short-term benefits: The media library we create will instill knowledge and compassion for local wildlife by viewers and motivate everyone to undertake environmentally responsible actions, such as not littering or mobilizing litter clean-ups, within their schools and communities or participating with Golden Gate Audubon in our shoreline cleanup activities and habitat restoration in local watersheds. Long-term benefits: In time, these patterns of environmentally responsible behavior by our youth and their family members will lead to cleaner communities, healthier watersheds and healthier habitats for local wildlife.

- h. Describe your outreach strategy to make your project known to the community/public (e.g., school functions, sharing with parent groups, fairs, newspaper, radio, television, web, presentations).

Golden Gate Audubon has led classroom presentations in the city of Alameda and East Oakland for over 15 years. We plan to communicate with our existing pool of partner teachers and make the complete media library accessible online via the Internet to their classrooms and their students.

We have also been working closely with a professional from the Alameda County of Office of Education who has agreed to help us to share the media library with teachers and classrooms throughout the County.

Once the media library is made accessible for online streaming, we will be able to embed the link on our website and direct our members and other viewers through our social media channels, such as Facebook and Twitter.

- i. Do you need legal permission (easement rights from a landowner) to be on the project site? How do you plan to secure it? If applicable, please provide documentation with your application.

All of our filming will occur on public access lands, no special permissions are necessary.

- j. Will you need permits for this project (e.g., Dept. of Fish and Game, Army Corp of Engineers, Regional Board, or City/County permits)? If so, list the permits needed and provide documentation with your application.

No.

- k. How will the project be maintained in the long term? Do you have plans to continue this project after the grant period?

The media library will be used in our annual Eco-Oakland Program and classroom outreach in the city of Alameda through the Friends of the Alameda Wildlife Reserve Committee. We plan to maintain the media library for years and make it available as a valuable resource for Alameda County educators as well as regional informal educators (such as scout groups, Girls Inc., etc.). With additional funding we would be able to create more curricular guidance for educators utilizing our streaming media library.

- l. How will your group benefit from this project?

The project will help us to achieve our mission of inspiring the public to learn about local wildlife species and help us to protect wildlife populations and their essential habitat(s), of which the entire Bay watershed is hugely important.

7. DESCRIBE THE PEOPLE WHO WILL BE INVOLVED IN THE PROJECT:

- a. How many staff from your organization, volunteers and/or students will be actively involved?

The project will involve our Education Director, Executive Director and our Conservation Coordinator/Volunteer Coordinator along with one volunteer with professional expertise in instructional design.

- b. What skills or specialized equipment can your staff or volunteers provide (e.g., engineer, artist, biologist, heavy equipment operator)? Staff and volunteer labor should also be reflected in the budget form (next page).

Our Education Director will assist in creating scripted content appropriate for elementary schoolchildren and in communicating the usefulness of this media collection to educators, especially in Alameda County's most under-served schools (where GGAS offers the Eco-Oakland Program, a national award-winning STEM-science program dedicated to local watershed and wildlife stewardship). Our Executive Director & Conservation Coordinator will work closely with videographer(s) to arrange filming of local wildlife at several locations in Alameda County for the film component of the streaming library.

- c. Do you plan to work with other organizations/schools (e.g., scouts, church group, environmental organization)? If so, list them:

Our partners in creating the media library's content are a series of agencies with expertise in the wildlife species highlighted, including: USF&WS, SFBBO, Golden Gate Raptor Observatory, International Bird Rescue & Marine Mammal Center.

- d. Do you need to recruit other volunteers to help you complete this project? If so, please explain your recruitment plans:

No.

8. WHAT TYPE OF OUTSIDE ASSISTANCE WILL YOU NEED (e.g., expertise

or equipment)? Please describe any subcontracted work to be done (grant funds used to pay for a contractor) and/or donated labor from a contractor (i.e., donated landscape plan). This should be also reflected in the budget form (next page).

We will contract with a filmmaker for multiple sessions of filming at several locations within Alameda County and for post-production of the film for the online media library.

9. EVALUATION (during and after):

- a. Who will be responsible to see that the project is being properly carried out? (Please provide name & phone number if different from **project director**.)
- b. How will you evaluate the success of the project (e.g., pre & post survey, number of attendees)? The evaluation should assess knowledge or behavior change related to stormwater pollution prevention. Provide specific examples.

We will create a post-viewing educator’s evaluation form for teachers to let us know how their classes/students have used this digital media library and if/how the viewing inspired any pro-environmental behavior(s) by their students.

10. PROJECT BUDGET:

	Grant Funds	Grant Funds	Optional Match (donated)	Optional Match (donated)
Item/Services	Materials, services, contracted work, etc. purchased with grant funds	Paid labor and staff time (estimated hours and total cost)	Materials, services, contracted work, donated	Volunteer labor-estimated hours donated
Task 1: Create narrated video files from previously created Powerpoints		\$400	\$2000	\$2000
Task 2: Script, film and produce short video on key wildlife and respective stewardship actions	\$2600	\$1,100	\$2000	
Task 3: Upload and test digital media library for online streaming via the Web.		\$250		
Task 4: Promote digital media library to partner schools.	\$100			
Task 5: Coordinate with & promote digital media library through ACOE.		\$100		\$250

Task 6: Evaluation	\$150	\$300		
Subtotals	\$2850	\$2,150		
TOTAL GRANT FUNDS REQUESTED	\$5,000			

11. How did you hear about the Community Stewardship Grant Program?

Previous applicant or grant recipient

Communications from your City/County

Clean Water Program email

Clean Water Program website or Facebook page

Alameda County Resource Conservation District (ACRCD)

Newspaper

Electronic distribution list (list serve). Which organization? _____

Word of mouth

Other? _____

Applicant Signature

Name of Applicant (please print) Cindy Margulis, Executive Director, Golden Gate Audubon

Signature of Applicant

4/14/2016
Date

Please email a copy of your proposal, and the required project location map as an attachment to your email, preferably as a PDF (please no files larger than 1MB) to:

Amy Evans **amy.evans@acrcd.org**

Proposals must be received before 5:00 p.m. on April 14, 2016. Faxes will not be accepted. Applicants will be notified as to whether or not they were selected for funding by May 20, 2016, and grant contracts will be awarded June- July 2016.

**Amy Evans
Community Stewardship Grant Program
c/o Alameda County Resource Conservation District
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