



2017 Community Stewardship Grants

Application Packet

February 22, 2017

Grant application forms, and summaries of projects
funded in previous years are available at:

www.cleanwaterprogram.org/grants

Grant Applications due April 12, 2017

Alameda Countywide Clean Water Program

Protecting Alameda County Creeks, Wetlands and the Bay
www.cleanwaterprogram.org

MEMBER AGENCIES:

Alameda

Albany

Berkeley

Dublin

Emeryville

Fremont

Hayward

Livermore

Newark

Oakland

Piedmont

Pleasanton

San Leandro

Union City

County of Alameda

Alameda County Flood
Control and Water
Conservation District

Zone 7 Water Agency

BACKGROUND AND INTRODUCTION

The Alameda Countywide Clean Water Program (Program) was established in 1991 to prevent stormwater runoff from becoming polluted before entering local storm drains, creeks and the San Francisco Bay. The Program's seventeen member agencies (fourteen cities in Alameda County, Alameda County, the Alameda County Flood Control and Water Conservation District, and Zone 7) are subject to National Pollutant Discharge Elimination System (NPDES) permits issued by the California Regional Water Quality Control Board, San Francisco Bay Region. One requirement of the permit is to raise residents' awareness of stormwater pollution and to encourage changes in behavior that reduce stormwater pollution.

Community Stewardship Grants are an important and effective method the Program has used to raise awareness, change behavior, and involve residents in projects that protect and enhance local creeks and the San Francisco Bay. Summaries of past projects that have been funded can be found on the Program's website (cleanwaterprogram.org/grants). There is also a link to the current NPDES permit (referred to as the Municipal Regional Stormwater Permit) at the bottom of the Program's (cleanwaterprogram.org) home page.

GOAL

The Program encourages and facilitates grassroots community actions that enhance and protect the health of local watersheds, creeks, and the San Francisco Bay. Community Stewardship Grants were established for community groups, educators, environmentalists, nonprofit groups, and others to conduct projects to support these goals.

ELIGIBILITY

- Projects must be implemented in Alameda County.
- Projects must have an evaluation component.
- If applicable, groups must have legitimate access to the project site (must have written support of property owner).
- Grant funds cannot be distributed to personal checking accounts. If a group proposing a project is not a formal non-profit (501c3), it must obtain a fiscal sponsor who can receive checks for grant funds and write checks for the project.
- Clean Water Program member agencies and for-profit groups are not eligible.
- Teachers and student groups, service clubs, environmental groups, youth organizations, homeowner associations, and non-profit organizations are eligible.
- Matching funds: project materials, volunteer labor, and contributions from organizations which are donated in order to enhance the scope of the proposed project can be shown in the budget to demonstrate collaboration with other groups and organizations, but are not required, and will not affect the evaluation or scoring of the application.

WHAT TYPES OF PROJECTS WILL BE FUNDED?

Community Stewardship Grants provide funding for projects that contain a stormwater pollution prevention message and a community/public outreach element.

Sample projects include, but are not limited to:

- Litter reduction projects
- Outreach and education projects with a stormwater pollution prevention message and a watershed, household hazardous waste, anti-litter, or integrated pest management component.
- Development and distribution of outreach materials and/or events (e.g., video, newsletter, web site, brochures, guidebook, educational events, trainings, and others).
- Art projects.
- Creekside restoration/re-vegetation projects
- Stormwater detention projects such as rain gardens, cisterns and bioswales
- Wildlife habitat projects
- Creek cleanups and other creek enhancement projects

Applicants are encouraged to use their imagination and be innovative!

SELECTION CRITERIA

The Program will evaluate all applications according to the following selection criteria. Each criterion has been assigned a weighting value that is reflected in the number following it. Your application should demonstrate/answer the following:

1. Will this project educate the public about stormwater pollution prevention? (15)
2. Can the organization seeking the grant demonstrate that it is capable of successfully completing the project in a timely and cost-effective manner? (15)
3. Will the project reduce stormwater pollution in the community or local waterways (15)
4. Will new, innovative approaches to improving water quality be used? (10)
5. Will the project improve and protect fish and wildlife habitats and/or the watershed as a whole? (10)
6. Will the evaluation assess knowledge or behavior change related to stormwater pollution prevention? (15)
7. Is this a collaborative effort with other organizations, groups, or classrooms? (5)

WHAT FUNDS ARE AVAILABLE?

A total of \$25,000 is available for the 2017 grant cycle. The intent is to fund as many groups as possible. Therefore, financial support for an individual project is not to exceed \$5,000 and not be less than \$1,000.

HOW WILL FUNDS BE DISTRIBUTED?

Applicants will receive notification by May 22, 2017 on the status of their grant proposal. Applicants approved for funding will receive a contract agreement and request for payment to be filled out and returned to the project manager. Upon completion of the contract agreement and invoice, the grantee will receive 75% of funding for the start of the project, and the remaining 25% upon completion of the final report.

WHAT COSTS WILL THE GRANT COVER?

Covered

- Wages or salaries for labor
- Materials and supplies
- Equipment rentals
- Film and processing
- Print ads and media placement
- Commercial services, such as printing
- Postage
- May cover a reasonable portion of costs for transportation

Not Covered

- Food
- Large ticket items (e.g., video camera, printer, computer, monitoring equipment)

STEPS BEFORE APPLYING FOR A GRANT

1. **Get support** for your idea from your group, other community organizations, teachers, students, and others. If you are an individual, join a group or start a new one centered on your watershed, creek, or wildlife habitat. If your group does not have a checking account, find a fiscal sponsor who can receive, distribute and account for grant funds for you.
2. **Have a brainstorming session** with your group to develop your idea into a winning grant proposal. Keep the Program's criteria in mind. Make your project fun and capitalize on your group's specialized skills. Please consider the project as a series of steps, with consideration as to labor needed, budget and timeline, before you begin writing.
3. **Review the application and sample contract. Applications must be typed.** Be brief and succinct, yet provide enough information about your group and your proposal to convey a comprehensive project scope and how to achieve the specific tasks.
4. **Email a copy of your application, and the required project location map** (as an attachment to your email), preferably as a PDF (please no files over 1MB) to:

Amy Evans
amy.evans@acrcd.org

Applications must be received by 4:00 pm on April 12, 2017. Faxes will not be accepted. Applicants will be notified as to whether or not they were selected for funding by May 22, 2017, and grant contracts will be awarded in June-July 2017.

Administrative contact for the grant program is:

Amy Evans
Community Stewardship Grants
c/o Alameda County Resource Conservation District

3585 Greenville Rd. Suite 2, Livermore, CA 94550
(925) 453-3862
amy.evans@acrcd.org

IMPORTANT DATES TO REMEMBER

April 12, 2017	Project proposals due
May 22, 2017	Applicants notified
June-July 2017	Contract and 1st invoice form sent to grantees/returned signed
August 29, 2018	Final Report due

Note: Grantees must submit first invoice within one month of contract award. The first invoice is for the 75% of the grant funds that are paid up front to cover initial grant project costs. Grantees have 12 months from the date funding is received in June-July 2017 to complete the project and final report.

REQUIREMENTS

Grantees agree to the following:

- 1. Obtain the appropriate permissions and/or permits** for the project where applicable and provide a copy of these documents to the Program with your application.
- 2. All materials produced must include a credit statement reading, “Program/project funded by the Clean Water Program.”** Credit statements should be included in publications, presentations, conferences, workshops, signs, public service announcements, and other publicity pieces (e.g., TV, radio, website, and newspaper). The Clean Water Program’s name and logo must be featured on all printed materials.
- 3. Submit a completed final project report form by August 29, 2018** (form will be provided by the Program as part of contract agreement) **AND include:**
 - Copy of all receipts, hold harmless forms (form will be provided)
 - Photo Documentation: project highlights, before and after photos, etc., are to be submitted with the final report, and during the course of the project if there are milestones reached that could be publicized by the Program. Several of the best, most representative, photos (high resolution) should be provided for use for the Program’s website, publications and social media.
 - Grantee is responsible for obtaining written permission to release photos from those people shown in photos (with recognizable faces), for the final report and for the Program’s use. A photo release form will be provided for use, if needed, in the agreement form.
 - A one to two paragraph project summary suitable for posting on the Program’s website.
- 4. The grantee may be required to present its project at one of the Program’s meetings.** Meetings are held on the third Wednesday morning of every other month in Hayward.

5. **The grantee will be asked (via email from the grant administrator) to provide a brief quarterly update on grant project progress.**

All required materials must be sent to the attention of Amy Evans at the Alameda County Resource Conservation District, 3585 Greenville Rd. Suite 2, Livermore, CA 94550.

The award of a grant **requires the signature of an authorized representative** from the group on a contract agreement (with the Alameda County Resource Conservation District) that authorizes the activities and expenditures of the project under consideration. This contract will be sent after award decisions are made.

Application form follows this page

**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@acrcd.org or (925) 453-3862. **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: _____

PROJECT DIRECTOR _____

PROJECT GROUP/SCHOOL _____

ADDRESS _____

CITY _____ **ZIP** _____

PHONE (Day) _____ **(Eve)** _____

EMAIL ADDRESS _____

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?

b. How is it organized (formally/informally)? Please describe:

- c. How many active members? _____
- d. How long has the group been in existence?
- e. Past and current projects (environmental or other):

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 _____

Nearest city _____

Attach a map indicating exact location (**applicants must include a map**).

4. TYPE OF PROJECT (all that apply):

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

5. PROJECT DATES:

Start Date _____

Completion Date _____

6. DESCRIBE YOUR PROJECT:

- a. Describe the problem or issue your project will address:
- b. Describe your target audience including any underserved audiences:

- c. Estimate the number of people that your project will reach:
- d. Write a brief project description (what you will do, where and how).
- 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.
- 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)?
- 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?
- 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). Be sure to clearly describe any key partnerships, working relationships or established community support for your organization that you feel will support the successful implementation of your project.
- 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.
- 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.
- k. How will the project be maintained in the long term? Do you have plans to continue this project after the grant period?
- l. How will your group benefit from this project?

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?

- 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).
- c. Do you plan to work with other organizations/schools (e.g., scouts, church group, environmental organization)? If so, list them:
- d. Do you need to recruit other volunteers to help you complete this project? If so, please explain your recruitment plans:

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).

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.

10. PROJECT BUDGET: In the worksheet below (which includes sample information in italics which you can remove) show the breakdown of estimated project costs.

Please include:

- Labor and materials, supplies, services, rental costs to be paid for with grant funds
- Match: volunteer (unpaid) labor and donated materials, supplies, services, rental costs
- Note: Match, such as donated materials and volunteer labor are not required. However, if they demonstrate your collaboration with other groups and organizations and enhance the project, you may want to list them.
- Note: Grant funds cannot be used to purchase food and large ticket items (e.g., video camera, printer, or computer).

	Grant Funds	Grant Funds	Optional Match (donated)	Optional Match (donated)
Item/Services	Materials, services, contracted work, etc. purchased with grant funds	Paid staff time (estimated hours and total cost)	Materials, services, contracted work, donated	Volunteer labor-estimated hours donated
<i>Example: Native plants</i>	<i>\$500.00</i>			

<i>and seeds</i>				
Example: Refreshments			\$40	
Example: develop planting and irrigation plan		12 hrs (\$360)		20 hours
Subtotals (example)	\$500	\$360	\$40	20 hours
TOTAL GRANT FUNDS REQUESTED (example)	\$860			

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) _____

Signature of Applicant

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@acr.cd.org

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