



# 2019 Community Stewardship Grants

## Application Packet

### 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

**Release: April 29, 2019**

Sample grant applications and summaries of projects funded in previous years are available at [www.cleanwaterprogram.org/grants](http://www.cleanwaterprogram.org/grants)

**Grant Applications due:  
June 17, 2019, 2PM**

## **Alameda Countywide Clean Water Program**

**Protecting Alameda County Creeks, Wetlands and the Bay**  
[www.cleanwaterprogram.org](http://www.cleanwaterprogram.org)

## **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](http://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](http://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, 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. (If you need but do not have a fiscal sponsor, please contact The Watershed Project – see contact information on page 5.)
- Clean Water Program member agencies and for-profit groups are not eligible.
- Teachers and student groups, service clubs, community and 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).
- Public art projects.
- Creekside restoration/re-vegetation projects
- Stormwater detention projects such as rain gardens, cisterns and bioretention areas
- Wildlife habitat enhancement 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 up to \$23,000 may be available for the 2019 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 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
- Print ads and media placement
- Commercial services, such as printing
- Postage (We encourage electronic distribution rather than hardcopies)
- May cover a reasonable portion of costs for transportation

### **Not Covered**

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

## **STEPS TO A SUCCESSFUL GRANT APPLICATION**

1. **Get support** for your idea from your group, other community organizations, teachers, students, and others. If your group does not have a checking account, find a fiscal sponsor who can receive, distribute and account for grant funds for you. See also Eligibility on page 2.
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.
3. **Formulate your proposal:** Please consider the project as a series of steps, with consideration as to labor needed, budget and timeline.
4. **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.
5. **Email a copy of your application, and the required project location map** (preferably embedded into the application). PDF files preferred, please no files over 2MB. Send to:

**Jim Scanlin**  
**jims@acpwa.org**

**Applications must be received via email by 2:00 pm on June 17, 2019. Faxes will not be accepted. Applicants will be notified as to whether or not they were selected for funding by July 18, 2019. Grant contracts will be awarded in August 2019.**

**Administrative contact for the grant program is:**

**Juliana Gonzalez**  
**Community Stewardship Grants**  
**c/o The Watershed Project**  
1327 South 46th Street  
Building 155  
Richmond, CA 94804  
(510) 665 - 3430  
juliana@thewatershedproject.org

### **IMPORTANT DATES TO REMEMBER**

<b>June 17, 2019</b>	<b>Project proposals due</b>
<b>July 18, 2019</b>	<b>Applicants notified</b>
<b>August 2019</b>	<b>Contract and 1<sup>st</sup> invoice form sent to grantees &amp; returned signed</b>
<b>August 30, 2020</b>	<b>Final Report due</b>

**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.**

### **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. website, media and social media). 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 30, 2020** (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.
6. **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.
  7. **The grantee will be asked (via email from the grant administrator) to provide a brief quarterly update on grant project progress, including photos if available.**

All required materials must be sent to:

**The Watershed Project**  
Attention Juliana Gonzales  
1327 South 46th Street, Building 155  
Richmond, CA 94804

[info@thewatershedproject.org](mailto:info@thewatershedproject.org)

The award of a grant **requires the signature of an authorized representative** from the group on a contract agreement (with The Watershed Project) 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, using 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 Jim Scanlin at [jims@acpwa.org](mailto:jims@acpwa.org) or (510) 670-6548. **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](http://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):** Please limit the discussion of this item to 3 short paragraphs or less, and to projects within the last 3-5 years.

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 THE SCHOOL(S) YOU ARE WORKING WITH (if applicable):**

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

**3. LOCATION OF PROJECT:**

Name of creek or watershed \_\_\_\_\_

Nearest city \_\_\_\_\_

Embed or attach a map indicating exact location (**applicants must include a map**).

**4. PROJECT DATES: (Must be completed by August 2020)**

Start Date \_\_\_\_\_

Completion Date \_\_\_\_\_

**5. DESCRIBE YOUR PROJECT:**

- a. Describe the problem or issue your project will address.
- b. What is the project goal?
- c. Describe your target audience including any underserved audiences.



- d. Estimate the number of people that your project will reach.
- e. Provide a project workplan. 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, media/social media, website, 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. If your organization is not a 501c3 non-profit or otherwise lacks a checking account, do you have a fiscal sponsor lined up for the project? If yes, please provide contact information.
- k. Will you need permits for this project (e.g., Dept. of Fish and Game, Army Corp of Engineers, Regional Board, or City/County permits)? Please list. Have you applied for or obtained the permits?
- l. How will the project be maintained in the long term? Do you have plans to continue this project after the grant period?
- m. 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)? 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 (see below).

**9. EVALUATION (during and after):** Describe how you will 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).

	<b>Grant Funds</b>	<b>Grant Funds</b>	<b>Optional Match (donated)</b>	<b>Optional Match (donated)</b>
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 and seeds</i>	\$500.00			
<i>Example: Refreshments</i>			\$40	
<i>Example: develop planting and irrigation plan</i>		12 hrs (\$360)		20 hours

<b>Subtotals (example)</b>	<b>\$500</b>	<b>\$360</b>	<b>\$40</b>	<b>20 hours</b>
<b>TOTAL GRANT FUNDS REQUESTED (example)</b>	<b>\$860</b>			

**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

\_\_\_ Newspaper

\_\_\_ Electronic distribution list (list serve). Which organization? \_\_\_\_\_

\_\_\_ Word of mouth

Other? \_\_\_\_\_

**Applicant Signature**

Name of Applicant (please print) \_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Organization

**Please email a copy of your proposal** as an attachment to your email, preferably as a PDF (please no files larger than 2MB) to:

**Jim Scanlin      jims@acpwa.org**

**Proposals must be received by 2:00 p.m. on June 17, 2019. Faxes will not be accepted. Applicants will be notified as to whether or not they were selected for funding by July 18, 2019, and grant contracts will be awarded August 2019.**