



Community Stewardship Grant Program

Fiscal Year 2011/12

Invitation for Proposals

June 1, 2011

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 Clean Water Program (Program) was established in 1991 to help prevent stormwater runoff from becoming polluted before entering local storm drains. The Program's seventeen member agencies (fourteen cities in Alameda County, Alameda County, the Alameda County Flood Control and Water Conservation District, and the Zone 7 Water Agency) are working to educate local residents, businesses and employees about preventing stormwater pollution. As a result, the Program is restoring the health of local creeks, watersheds, and the San Francisco Bay.

The Program has several components that focus on conveying the stormwater pollution prevention message to various organizations and people. The Public Information and Participation (PIP) component of the Program has several facets including media relations, advertising, efforts that focus specifically on student and/or educator education, and outreach to the general public.

GOAL

The Program encourages and facilitates grassroots community actions that enhance and protect the health of local watersheds, creeks, and the San Francisco Bay. The Community Stewardship Grant Program was 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 watersheds.
- Projects must have an evaluation component.
- If applicable, groups must have legitimate access to the project site (must have written support of property owner).
- Non-profit groups, community organizations, and agencies are eligible applicants.
- Teachers and student groups, service clubs, environmental groups, youth organizations, and homeowner associations are encouraged to apply.
- The Clean Water Program's name and logo must be featured on all printed materials.

For-profit groups are not eligible.

WHAT TYPES OF PROJECTS WILL BE FUNDED?

The Community Stewardship Grant Program provides funding for projects that contain a stormwater pollution prevention message and produce a community/public outreach element.

Sample projects could include (but are not limited to):

- 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 (e.g., video, newsletter, web site, brochures, guidebook, and others).
- Art projects

- Creekside restoration/revegetation projects
- Creek monitoring/survey projects
- Wildlife habitat projects

Applicants are encouraged to use their imagination and be innovative!

SELECTION CRITERIA

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

1. Will this project educate an audience about stormwater pollution prevention? (15)
2. Will the project achieve its stated goals in a cost-effective manner? (5)
3. Can the organization seeking the grant demonstrate that it is capable of successfully completing the project? (10)
4. Will new, innovative approaches to improving water quality be used? (15)
5. Will large numbers of people or previously underserved groups be reached? (10)
6. Will the project improve and protect fish and wildlife habitats and/or the watershed as a whole? (15)
7. If ongoing, can the product or activity created be continued in the future without the aid of this grant program? (10)
8. Will the project contain an outreach plan to a local community/neighborhood? (10)
9. How will this plan be implemented? (5)
10. How will this project be evaluated? (5)

Projects that are a collaborative effort with other organizations, groups, or classrooms are given high priority!

WHAT FUNDS ARE AVAILABLE?

A total of \$20,000 is available for this 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 to be less than \$1,000.

HOW WILL FUNDS BE DISTRIBUTED?

Applicants will receive notification by August 1, 2011 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 the 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.
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. **Review the application and sample contract. Applications must be typed.** Use separate sheets of paper as needed. 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. **Submit ONE E-MAIL COPY and ONE HARD COPY** of your proposal to:

Betsy Diaz
c/o Amy Evans
Alameda Community Stewardship Grant Program
c/o Alameda County Resource Conservation District
3585 Greenville Rd. Suite 2, Livermore, CA 94550
betsydiaz@earthlink.net
(202) 486-0114

Applications must be received by 5:00 pm on Friday, July 15, 2011. Faxes will not be accepted. Applicants selected for funding will be notified by August 1, 2011, and grants will be awarded in August 2011.

IMPORTANT DATES TO REMEMBER

- July 15, 2011** **Project proposals due**
- August 1, 2011** **Applicants notified**
- August 2011** **Contracts sent out and funding begins for completed contracts.**
- September 30, 2012** **Final Report due**

Note: Grantees must submit the first invoice within one month of contract completion even if monies have not yet been spent (these grant awards are paid up front to cover costs.) Grantees have 12 months from the date funding is received to complete the project.

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.
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).
3. **Submit a completed final project report form by September 30, 2012** (will be provided by the Program as part of contract agreement) **AND include:**
 - Copy of all receipts
 - Photo documentation of entire project. Applicants may choose type of documentation; digital, or print.
4. **The grantee may be required to present its project at one of the Program’s meetings.** Meetings are held on the third Wednesday of every other month.

All required materials must be sent to the attention of Betsy Diaz, c/o 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 a group seeking an award on a contract that authorizes the activities and expenditures of the project under consideration. This contract will be sent after award-decisions are made.

**Clean Water Program
COMMUNITY STEWARDSHIP GRANT PROGRAM
PROJECT PROPOSAL**

Please complete the following proposal form. **Type the information** below or cut and paste the information on an electronic program. 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 Betsy Diaz at betsydiaz@earthlink.net or (202) 486-0114. **Incomplete proposals will not be considered.**

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):

Art_____	Education_____	Publication_____
Revegetation_____	Fish rearing_____	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. What will be the product(s) or result(s) of your project (e.g., mural, publications, art projects, creek guides, interpretive signs, demonstration garden)?
- f. 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?
- g. 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)?
- h. 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.
- i. 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.
- j. How will the project be maintained in the long term? Do you have plans to continue this project after the grant period?
- k. How will your group benefit from this project?
- l. Describe how your project/plan will be implemented.

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

- a. How many staff, 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)?

- 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)?

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)? Provide specific examples.

10. BUDGET:

- a. Staff and/or Volunteer force:
Estimate the number of staff and/or volunteer hours of work necessary to complete the project:_____.

- b. Costs and in-kind contribution:
Itemize and estimate as best as you can the cost of your supplies, services, equipment purchases/rental:

- c. **Grant monies cannot be used to purchase food and large ticket items (e.g., video camera, printer, computer).**

Item/Services	Grant (1)	Donated (2)	Matching (3)
Required: Photo Documentation			
Example: Native plants and seeds	500.00		100.00
Example: Refreshments		120.00	

TOTAL			

- (1) Items/services that you will purchase with Community Stewardship Grant Money.
- (2) Dollar value of all donated items (e.g. free printing, free use of equipment).
- (3) List the financial contributions from other sources or groups that will help pay for this item.

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

- From your City/County
- Clean Water Program
- Alameda County Resource Conservation District (ACRCD)
- Newspaper Mailing List Program's Website
- Electronic distribution list other? _____

Signature of Applicant

Date

Please submit one hard copy of your completed application and one electronic copy to:

Betsy Diaz
c/o Amy Evans
Alameda Community Stewardship Grant Program
c/o Alameda County Resource Conservation District
3585 Greenville Rd. Suite 2, Livermore, CA 94550
betsydiaz@earthlink.net

Proposals must be received by 5:00pm on Friday, July 15, 2011. Faxes and emails will not be accepted. Applicants selected for funding will be notified by August 1, 2011 and grants will be awarded in August 2011.