

# COMMUNITY WATERSHED STEWARDSHIP GRANT PROGRAM PROGRAM GUIDELINES

Application deadline: Wednesday, December 22, 2010

Grant period: February, 2011-January 2012.

## DESCRIPTION OF PROGRAM

Contra Costa County's Watershed Program (CCWP) is partnering with the Watershed Project (TWP) to administer the Community Watershed Stewardship Grant Program, a one-year grant program benefiting watershed groups working in unincorporated Contra Costa County.

Both the CCWP and the Watershed Project work to prevent water pollution and help restore the health of local watersheds, creeks, and the San Francisco Bay. In support of these goals, the Community Watershed Stewardship Grant Program (CWSG) encourages and facilitates grassroots community action that enhances and protects the health of local watersheds, creeks, and San Francisco Bay.

The CWSG Program has four primary goals:

- To foster new and expand existing watershed stewardship and restoration activities among local community groups.
- To encourage local watershed stewardship groups to expand the scope of their current efforts, including project administration, coordination, and outreach, and support for on-the-ground projects, such as restoration.
- To enable the County to partner with local citizens to improve the condition of watersheds, thus benefiting water quality, human health, and the environment.
- To provide an opportunity to educate residents about the Contra Costa Watershed Program, its water quality goals, and how residents' stormwater utility assessment fees are being used to benefit their neighborhoods and watersheds.

This year, preference will be given to projects that help the Unincorporated Contra Costa County fulfill their requirements under the **Municipal Regional Permit** and address stormwater **pollutants of concern** including trash, pesticides, mercury, PCBs and copper. For example, groups could help conduct annual trash assessments in any of the County's 11 trash hotspots or help institute source reduction controls.

We are currently accepting applications for the 2010-2011 fiscal year. Individual grants will be in the range of **\$1,000-\$20,000** over a 12-month grant term. Each grant award will also

include a limited amount of project support from the Watershed Project. If needed, during the course of the grant the Watershed Project staff will work with award recipients to develop education and outreach materials, support organizational development needs, and facilitate community events planning.

Grant moneys can fund watershed group coordination, capacity building, monitoring, habitat restoration, rehabilitation, outreach, and/or education projects. Each project must contain a strong stewardship component, a pollution prevention message, and/or result in the actual reduction of pollutants to creeks, the Delta, or the Bay. A wide variety of projects will be considered. Projects that can demonstrate a direct and visible impact and long-term sustainability will be viewed most favorably. This year, we encourage proposals that promote Low Impact Design Projects (e.g rain gardens, rainwater harvesting, bioswales). Groups may submit more than one application.

## **TYPICAL PROJECTS INCLUDE, BUT ARE NOT LIMITED TO:**

### Watershed Group Coordination

- Starting a new creek group or providing coordination support to an existing creek group
- Building the capacity of an existing group through support for grant writing for a watershed-based project, developing a strategic plan or a fundraising plan, etc.
- Developing a watershed management plan or an implementation plan for a specific project

### Restoration or Enhancement

- Planning, designing, and organizing a restoration project or an invasive plant removal project
- Constructing and revegetating streamside trails and creating interpretive signs
- Evaluating streams as habitat for salmon, trout, and other wildlife
- Designing and implementing a water quality monitoring and/or biological assessment
- Erosion reduction and bank stabilization projects
- Design and Construction of Low Impact Design Projects (e.g rain gardens, rainwater harvesting, bioswales)

### Publications

- Creating a creek or watershed map
- Writing a watershed guidebook and conducting stream/watershed tours
- Developing a guide on creek care practices for homeowners
- Creating hand-outs on how people can help protect a creek or the San Francisco Bay
- Creating a booklet of biological and/or historical information on a creek or watershed

### Public Education and Outreach

- Designing, building, and installing creekside interpretive displays or signs
- Developing and distributing pamphlets on how to reduce non-point source pollution
- Raising native plants and using them in a restoration program

## Watershed Education

- Holding a stream or watershed workshop or symposium
- Creating a school-based stewardship program
- Developing and distributing stewardship-based curriculum

## **ELIGIBILITY**

Projects must be implemented in Contra Costa County, and must demonstrate a benefit to unincorporated Contra Costa County. Projects that overlap into incorporated areas (cities) will be viewed more favorably if there is existing matching municipal or other funding.

On-the-ground projects (such as restoration and surveying) must have a significant component in unincorporated Contra Costa County. If a project is only partially located in unincorporated county, grant applicants must plan to secure matching funds for the component of the project located in incorporated county. For example, if 85% of the project is in unincorporated Contra Costa County and 15% in a municipality, the project budget must include at least a 15% match. Funding does not have to be secured at the time of application, but will be a condition of grant disbursement. Applicants should clearly outline their matching fund strategy so that the committee can assess the likelihood of success.

Formal and informal groups are eligible; non-profit status or relationship with a fiscal sponsor is required. If applicable, groups must have legal access to the project site (must have written support of property owner). On-the-ground restoration projects must be publicly accessible.

## **WHAT FUNDS ARE AVAILABLE?**

This project has a total of **\$80,000** to be distributed over twelve months. This program is intended to provide funds to as many groups as possible. Therefore, while the grant maximum request is \$20,000, we encourage groups to submit proposals that are significantly smaller than the maximum as they are more likely to be funded. Groups may submit more than one application.

## **DEADLINE AND GRANT TERM**

Application Deadline  
December 22, 2010

Grant Term  
February 2011-January 2012

Awards will be disbursed in the following manner: 50% of the grant award amount at the time of award, upon completion of grant agreement; 40% funds at the middle of the grant term, upon completion of midterm report; 10% at the end of the grant term upon completion of the project and receipt of the final report.

## **CRITERIA TO BE USED IN SELECTING PROJECTS FOR FUNDING**

- Does the project support the CWSG Program goals?
- Does the project increase local watershed awareness?
- Will the project encourage people to change their behavior, in order to improve water quality?
- Will the project achieve its stated goals, and in a cost-effective manner?
- Can the organization seeking the grant demonstrate that it is capable of successfully undertaking the project?
- Will new, innovative approaches to improving water quality be used?
- Will large numbers of people or previously overlooked groups be reached?
- Will the project improve and protect fish and wildlife habitats and/or the watershed as a whole, and does this improvement provide a sustainable benefit over time?
- If ongoing, can the program or project created in this grant period be continued in the future without the aid of this grant program?

## **WHAT COSTS WILL THE GRANT COVER?**

### Covered

- Wages or salaries for labor, including a watershed coordinator
- Materials and supplies
- Equipment rentals
- Commercial services, such as printing
- Postage
- Transportation

### Not Covered

- Large-ticket items (e.g. video camera, printer, computers)
- Mitigation projects
- Land acquisition
- Political advocacy or litigation

## HOW TO APPLY

1. **Read the grant application packet thoroughly.** The grant application can be downloaded from [www.thewatershedproject.org](http://www.thewatershedproject.org). You can also request that an application be mailed to you by e-mailing [grants@thewatershedproject.org](mailto:grants@thewatershedproject.org)
2. **Have a brainstorming session** with your group to develop a winning proposal. Carefully review the grant program goals to determine that your program/project meets the eligibility requirements and aligns with the CSWG Program goals.
3. **Contact the Watershed Project** to discuss your ideas. The Watershed Project staff can provide advice for developing a successful application.
4. **Get support** for your idea from your group, other community organizations, local government, and others.
5. **Complete a grant application.** The program application includes four main components: (1) an application summary form, (2) project/program narrative, (3) budget, and (4) optional additional materials, including letters of support. Be brief, but provide enough information about your group and your proposal so we have a clear picture of what you plan to accomplish and how you plan to accomplish it.
6. Submit **2 COPIES** of your application to:

**Community Watershed Stewardship Grant Program  
The Watershed Project  
1327 South 46th Street, Bldg. #155  
Richmond, CA 94804**

**Applications must be submitted by December 22. A postmark satisfies the submission dateline.**

## ASSISTANCE

Groups are encouraged to contact Linda Hunter (510) 457-1897 or [grants@thewatershedproject.org](mailto:grants@thewatershedproject.org) to review whether the proposed project fits with the Community Watershed Stewardship Grants Program goals. TWP can also provide information and assistance with developing a budget and project timeline.

## **SELECTION PROCESS AND SCHEDULE**

1. Applications due December 22, 2010.
2. Applications will be reviewed by the CCWP Review Committee.
3. Applicants will be informed of awards during the last week of January 2011, and contracts between the grantee and the Watershed Project (with funding from the CCWP) will be executed by February 2011.
4. Guidance on contract requirements will be made available to grant recipients upon request.
5. Grantees will be advanced 50% of the contract award upon execution of contract. An additional 40% will be awarded at the project midterm on completion of a midterm report. The final 10% of the funds will be awarded upon completion of the project and final report.
6. Groups may be asked to participate in a mid-term interview to assure work is progressing according to scope and schedule. All groups must compile an interim and final report.

## **APPLICATION NARRATIVE AND BUDGET REQUIREMENTS**

### **NARRATIVE**

Please submit a narrative that addresses each of the following questions. Please limit your responses to three or four typed pages.

- (1) **A one-paragraph “executive summary”** of the program for which funding is requested. The summary should include a brief description of the proposed project and projected accomplishments. It should also include the amount of funding that is being requested, and the benefits of the project to unincorporated Contra Costa County.
- (2) **A brief description of your organization** (not the project for which you are requesting funding). Include information on your organization’s mission, programs, accomplishments, number of members, and the geographic areas and populations served.

### **Narrative body:**

#### **a. Description of planned program/project.**

- Please include a description of the goals of the project, who will participate, and who will benefit.
- Describe the strategies used to achieve your program/project goals, including: activities to be conducted, a timeline, involvement of participants, and desired outcomes.

- Include a line-item scope of work section with an approximate completion date for each phase or task of the project. Make sure that the scope of work and associated timeline is realistic, as it will be used to as a tool to evaluate your grant's success.
  - Specifically describe how your project will enhance watershed health, reduce pollutants flowing into the watershed, and/or educate and encourage residents to change their behavior to improve water quality.
  - If this is an on-the-ground project, describe the project site and location and how it will be enhanced.
  - If this is a monitoring project, describe how the results will be used in the future.
- b. **Expected Results.** What will be the end results of your activities? Please provide specific objectives for this proposed grant. How will you measure your effectiveness in achieving your project goals? How will you evaluate the quality of your services? If this is an on-the-ground project, please describe the type of monitoring that you will do to track improvements. (All projects will be required to provide photo documentation of their project and its successes to CCWP in their final report).
- c. **Describe how this project supports Contra Costa Community Watershed Stewardship Program goals.** Refer to page 1 of the Grant Program Guidelines document for the CWSG goals.
- d. **Describe this project's geographic scope:** include a map that highlights the location of your main project(s) and the percentage of the project that is within unincorporated County. Provide information about the population that the project will serve including which percentage is from Unincorporated Contra Costa County.
- e. **Describe how your project would benefit from the Watershed Project's support (if applicable).** Each grant award will include a limited amount of project support from the Watershed Project. If needed, during the course of the grant the Watershed Project staff will work with award recipients to develop education and outreach materials, support organizational development needs, or facilitate community event planning. What type of assistance will benefit your group?
- f. **Qualifications.** What are the special skills, attributes, and qualities that your group possesses that demonstrate you have the ability to carry out this work? Who are the other partners that you will work with to achieve your objectives? If applicable, describe how this project supports other initiatives in the watershed.

- g. **Funding and sustainability.** What other resources are available or anticipated for this project? How will the project continue beyond the term of this grant? What are the long-term, sustainable benefits of this project to your organization and to the watershed?

## FINANCIAL INFORMATION

Please limit your responses to two typed pages.

- (1) **Organization Budget.** Include a brief overview of the organization's budget and other projects undertaken by the organization.
- (2) **Project/Program Budget:**
  - a. **Describe budget expenses for the entire project/program.** Itemize the project/program expenses cover the 12-month grant period.
  - b. **Other source(s) of funding.** If your request is for partial funding, include information on secured and anticipated matching funds, including the source of funding.
  - c. **To develop your budget, try to answer the following questions.**
    - What is needed for personnel costs including staff costs?
    - Include information on the number of hours staff will contribute to the project and their estimated billing rate.
    - What is the total needed to cover direct costs? Include cost estimates for direct costs such as monitoring equipment, postage, transportation, restoration supplies, and a sum total.
    - The project budget may also cover some of the organization's "shared" costs, i.e. office rent, phone bills, etc. Describe which of these costs will be covered by the grant.
- (3) **Include a copy of your organization's or your fiscal sponsor's 501(c)(3) letter.**
- (4) **Matching funds for incorporated County (if applicable).** See item 2 under Eligibility in the Grant Program Guidelines for matching fund requirements for incorporated county portion of your project.

## OPTIONAL ADDITIONAL MATERIALS

Providing additional materials is not required. However, you may provide supporting materials for the grant application, such as letters of support from partner organizations, and printed

materials in support of your project (brochures, restoration plan, images of restoration site) that may be pertinent to your request. Please only include materials that directly support your proposal. For grants with anticipated matching funds, letters of support from potential funders will improve chances of award.

## **CONTACT INFORMATION**

Questions about the grant program and the application should be directed to:

Community Stewardship Program Manager

The Watershed Project

Email: [grants@thewatershedproject.org](mailto:grants@thewatershedproject.org)

Phone: (510) 457-1897

Website: [www.thewatershedproject.org](http://www.thewatershedproject.org)

**GOOD LUCK!**

# COMMUNITY WATERSHED STEWARDSHIP GRANT PROGRAM APPLICATION FORM

*Please limit your responses to the space allotted. This form should be the cover sheet for your application, which should also include the following:*

- Narrative
- Budget
- A copy of the 501(c)(3) letter for applicant or fiscal sponsor
- Supporting materials (optional)

## PROJECT APPLICANT INFORMATION

Date:		
Organization:		
Executive Director (or Board or Steering Committee Chair):		
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
Website:		
E-mail:		
Your organization is a: <input type="checkbox"/> 501(c)(3) non-profit <input type="checkbox"/> Fiscally sponsored organization		
If a non-profit, provide tax ID #		

## FISCAL SPONSOR INFORMATION

*If your group is a fiscally sponsored community watershed group, please fill out the following information about your fiscal sponsor:*

Fiscal Sponsor Organization:		
Mailing Address:		
City:	State:	Zip:
Contact:		
Title:		
Phone:	E-mail:	
Fiscal sponsor tax ID #:		

**FINANCIAL INFORMATION**

*This section pertains to the applicant's organization (not the fiscal sponsor):*

Total organization budget: Current FY: \$		Past FY (actual): \$	
Project Title:			
Project Contact:		Title:	
Phone:		E-mail:	
Total project budget: \$		Amount Requested: \$	

**POPULATION SERVED BY PROJECT APPLICANT (NOT FISCAL SPONSOR)**

BY ORGANIZATION—estimate the percentage of people served by your organization who reside in incorporated and unincorporated county (*percentages in each column should total 100%*)

Incorporated Contra Costa County	%
Unincorporated Contra Costa County	%
<i>Total</i>	100 %

BY PROJECT/PROGRAM—estimate the percentage of people served by the proposed project who reside in incorporated and unincorporated county (*percentages in each column should total 100%*)

Incorporated Contra Costa County	%
Unincorporated Contra Costa County	%
<i>Total</i>	100 %

Please list the Contra Costa County communities served by your organization:

## **Frequently Asked Questions Community Watershed Stewardship Grant Program**

Please review the grant guidelines to clarify any questions that are not addressed below.

### **Eligibility**

**1. Would a proposal to write a watershed tour booklet be competitive if the watershed includes unincorporated and city land (about half each), but we do not have a match for this project?**

The CWSG program is funded by taxes paid by unincorporated Contra Costa County residents. Therefore, grant proposals must demonstrate a benefit to unincorporated county residents. If the watershed tour booklet would serve primarily city residents (i.e. if the unincorporated section of the watershed was sparsely populated) then the project would not be a good match for this funding source, unless there were matching funds.

**2. What constitutes a “benefit to unincorporated Contra Costa County”?**

A competitive grant proposal will either: (1) improve watershed health in unincorporated county, and/or (2) involve unincorporated county residents in improving local watershed health. For example, a strong proposal would be a creek bank restoration project, located in unincorporated County that involves unincorporated county residents in restoration activities, and provides opportunities for residents to visit and learn from the site once the restoration has been completed. If the project is not an on-the-ground project, think about how many residents in unincorporated county will be served by the project/program.

To assist in determining if your project site is in unincorporated county, view the list of unincorporated communities and neighborhoods on the main page or visit the Contra Costa County Map Library at <http://ccmap.us/>

**3. Would the grant pay for the development of a creek group website?**

Yes, if the applicant submits a competitive proposal.

**4. Would an on-the-ground restoration/invasives removal project on EBMUD or EBRP land be eligible?**

The project would have to meet four criteria to be eligible for funding by the CWSG program: (1) the on-the-ground project is in unincorporated county, (2) a local creek/watershed group is the project lead, partnering with EBMUD or EBRPD, (3) EBMUD or EBRPD are also making a financial or in-kind contribution to the project, and (4) the project will be publicly accessible once it has been completed. A letter of support from EBRPD that demonstrates the above would strengthen your application.

**5. Will a project be considered if it is on private land that is not publicly accessible, but is not a restoration project?**

Yes, a monitoring project, for example, could have sampling sites on private land. However, the applicant would have to demonstrate that they have legal permission to enter the private property where they are carrying out their sampling activities.

**6. Would a project to evaluate an environmental impact report be eligible?**

No.

**7. Can a group apply for more than one grant per funding cycle?**

Yes.

## **Matching Funds**

**8. Can the financial match for the project be for the fiscal year (i.e. Jul 2009-June 2010) or does it have to start in February 2011?**

The match can be for the fiscal year, but it should be proportional. Be aware that delays in matching funding will impact distribution of CWS grant funds.

**9. Does the match have to be financial or can it be in-kind?**

*Grantees only need to provide a match if the project is not entirely located in unincorporated Contra Costa County. If your project is partially located in a municipality or on private- or agency-owned land, then you must provide matching funding. The match can be financial and/or in-kind. However, your project proposal will be much stronger if the partnering land-owning agency or municipality provides part of the match, i.e. a direct financial match or staff time/technical assistance.*

**10. If 100% of the project is in unincorporated county, do you need a match?**

No.

## **Budgeting & Finances**

**11. Can student interns be paid through grant funds for stewardship activities?**

Yes.

**12. Are subconsultants covered through this grant?**

Yes, if the applicant can demonstrate the value they contribute to the project in the grant application.

**13. What is a fiscal sponsor?**

Creek or watershed groups that do not have non-profit status are eligible to apply for the CWSG if they have, or are in the process of getting, a fiscal sponsor. A community group can begin operations and accept tax-deductible donations with a fiscal sponsor—an organization that already has 501(c)(3) status. With fiscal sponsorship, a group can apply for and accept grants, accept tax-deductible donations, and carry on other activities under the tax-exempt status of their sponsor. However, the activities of the sponsored group must be consistent with those of the sponsor. For example, a group that intends to provide services to homeless people cannot be sponsored by a 501(c)(3) that is tax-exempt for the purposes of providing classical music concerts. Most fiscal sponsors charge a fee for the services they provide.

**Additional Questions**

**14. Are letters of support required?**

Letters of support are optional, though including them will strengthen your proposal.

**15. The application form asks applicants to estimate the percentage of unincorporated county residents served by the organization and by the project or program. Please clarify.**

Please provide an estimate of how many unincorporated county residents are served by your organization (for instance the Friends of Pinole Creek Watershed). If the applicant is a regional organization, then estimate the number of unincorporated county residents your programs serve in the watershed (e.g. the Pinole Creek Watershed). Then, estimate what percentage of unincorporated county residents would be served by the proposed project (e.g. an on-the-ground restoration project in the Pinole Creek Watershed). Think about the population served as the population that will: participate in the restoration project, visit the restoration site in the future, and participate in public meetings or other outreach and education events.

**16. How do I apply for technical support from the Watershed Project?**

If you believe your project will benefit from technical support from the Watershed Project, be sure to answer thoroughly question (3)d in the Narrative section of your application. Assistance is available in areas such as, but not limited to, developing

educational materials such as information brochures, community event planning and facilitation, and fund development planning.

**If you have additional questions please contact us at [grants@thewatershedproject.org](mailto:grants@thewatershedproject.org)**

## **Description of Contra Costa County Unincorporated Areas**

Below are several resources available to assist in determining if your project site falls within unincorporated Contra Costa County. Unincorporated areas tend to be small pockets within the county, so if your area is not listed below visit the Contra Costa County Map Library at <http://ccmap.us/> or contact the County Public Works Records Office at (925) 313-2282 or (925) 313-2000. When contacting their office, provide the parcel number or street address and the technician will determine if the property is in unincorporated County.

### **Unincorporated Communities and Neighborhoods**

Alamo  
Bay Point  
Bethel Island  
Crockett  
Clyde  
Discovery Bay  
E. Richmond Heights in Richmond  
El Sobrante  
Kensington  
Knightsen  
Montalvin Manor in San Pablo  
Montara Bay in San Pablo  
N. Richmond  
Pacheco  
Pleasant Hill BART area  
Rodeo  
Rollingwood in San Pablo  
Saranap in Walnut Creek  
Tara Hills in San Pablo

\*various neighborhoods in Martinez, Danville and Lafayette that are unincorporated

# COMMUNITY WATERSHED STEWARDSHIP GRANT PROGRAM

## MID-TERM REPORT

Organization:		
Project Name:		
Contact Person:		
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
Website:		
E-mail:		

1. Describe the start-up process of your project and the achievements that advance the longer term objectives of the grant agreement.
2. Describe any events that have occurred or issues that have been raised which may alter your original objectives or time-frame for completion.
3. Using the scope of work originally submitted with your grant application, comment on the progress of each line item and indicate a percentage of completion.
4. If you expect to continue this project after the end of this grant, what fund-raising activities are you undertaking to assure continued support?
5. Other comments

## COMMUNITY WATERSHED STEWARDSHIP GRANT PROGRAM

Organization:		
Project Name:		
Contact Person:		
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
Website:		
E-mail:		

### FINAL REPORT

1. What were the goals and objectives of the original grant agreement?
2. Describe the actual implementation of the project. What did you accomplish? How do those accomplishments help achieve the program goals?
3. How does your projects outcomes compare with your grant agreement's goals and objectives?
4. Describe any unforeseen problems that affected the projects goals, outcomes and scope of work.
5. How has the projects outcome helped to improve the condition of watersheds, and water quality in general?
6. Other comments