Montgomery County Watershed Restoration and Outreach Grant Program

FY22 Request for Proposals

Chesapeake Bay Trust

108 Severn Avenue, Annapolis, MD 21403

(410) 974 – 2941 ♦ www.cbtrust.org
Montgomery County Watershed Restoration and Outreach Grant Program

At A Glance

Program Summary
The Montgomery County Watershed Restoration and Outreach Grant Program is designed to encourage on-the-ground restoration as well as outreach and engagement activities that reduce stormflow and pollutants and engage Montgomery County residents in the restoration and protection of the local rivers and streams of Montgomery County.

Deadline
December 2, 2021, at 4 pm EST

Eligible Project Locations
This program funds projects throughout Montgomery County, outside the municipalities of Gaithersburg, Rockville, and Takoma Park.

Request Amounts
Public Outreach and Stewardship: up to $30,000 for public outreach and stewardship projects and up to $50,000 for behavior change projects.
Community Based Restoration: up to $100,000 (larger with prior approval) for restoration projects.
Litter Reduction in the Anacostia River Watershed: up to $50,000 to support litter reduction projects in the Anacostia River Watershed.

Submit Your Application
Follow the instructions online at https://cbtrust.org/montgomery-county-watershed-restoration-outreach/

Contact:
Jeffrey Popp, Senior Program Officer at 410-974-2941 ext. 103 and jpopp@cbtrust.org

Table of Contents
Introduction..........................................................3
Program Goals......................................................3
Local Jobs and the Community.............................4
Eligible Project Types............................................4
Evaluation Criteria................................................9
Eligible Applicants................................................11
Funding Availability and Timeline ........................12
Deadline ...............................................................13
Application Review Process..................................13
Awards and Notifications .....................................13
Contact .................................................................14
Narrative Questions .............................................14
Budget Instructions ..............................................16
Online Application Submission Instructions ..........17
Appendix A: Guidance for Applicants New to Watershed Restoration Projects ....................20
Appendix B: Questions to Address in Your Application’s Response to the Proposal Narrative Question #7 for Project Types 1) Public Outreach and Stewardship or 2) Small-Scale Restoration or 3) Litter Reduction in the Anacostia River Watershed ..................................................23
Appendix C: Additional Resources .........................28
Introduction

The Montgomery County Government and the Chesapeake Bay Trust (the Trust) announce a grant program to support watershed restoration and outreach projects and programs throughout Montgomery County. This program aims to promote initiatives and projects which will improve water quality in Montgomery County’s local streams and waterways, as called for in the County’s Municipal Separate Storm Sewer System (MS4) permit. These projects also aim to increase knowledge and change behaviors that will support the water County’s quality goals. Projects must be implemented in Montgomery County. Applications must be submitted by a 501(c)(3) organization and include at least one partner that represents a stakeholder group based in Montgomery County, Maryland. Projects engaging Montgomery County’s Black, Indigenous, and People of Color (BIPOC) communities are strongly encouraged.

The Chesapeake Bay Trust is a nonprofit, grant-making organization dedicated to improving the bays, streams, rivers, forests, parks, and other natural resources of our local systems, from the Chesapeake to the Coastal Bays to the Youghiogheny River. The Trust, supported in large part by Maryland’s Chesapeake Bay License Plate and partnerships with other regional funders, engages and empowers diverse groups to take actions that enrich natural resources and local communities of the Chesapeake Bay region. Since 1985, the Trust has awarded over $130 million in grants to municipalities, nonprofit organizations, schools, and public agencies throughout the Chesapeake Bay watershed.

Program Goals

The Montgomery County Department of Environmental Protection (DEP) has the responsibility to meet regulatory watershed restoration and water quality improvement goals. The DEP will focus on funding projects that increase public engagement and advocate stewardship activities that reduce pollutants through community-based restoration and outreach projects that will ultimately change behaviors with intentional programming using social science best practices. Projects should be inclusive of the community and represent the diversity of Montgomery County. The Trust serves as the administrator for this grant program which is funded entirely through the Montgomery County Water Quality Protection Charge. This program seeks projects that will:

a) Assist 501(c)(3) non-profit organizations such as watershed organizations, faith-based, or civic organizations to significantly engage residents in achieving water quality improvement through increased awareness and quantifiable behavior change;

b) Demonstrate runoff reduction and local water quality improvement on property owned by non-profit organizations such as faith-based organizations, community associations, community pools, private schools, or other types of non-profit entities; and/or

c) Reduce litter in the Anacostia River Watershed through litter reduction-focused stewardship programs.

The Trust is committed to the advancement of diversity and inclusion in its award-making and environmental work. As a result, the Trust strongly encourages applications directly from underrepresented groups, and for projects that increase awareness and participation of communities that are traditionally underrepresented, such as communities of color. For a full description of the Trust’s efforts to engage under-engaged groups, see our strategic plan at www.cbtrust.org/strategic-plan and https://cbtrust.org/diversity-inclusion/.
Local Jobs and the Community

This grant program is focused on assisting the Montgomery County Department of Environmental Protection (DEP) in meeting its mission “to enhance the quality of life in our community by protecting and improving Montgomery County’s air, water and land in a sustainable way while fostering smart growth, a thriving economy and healthy communities.” This mission also includes being a more equitable and inclusive County, conscious of the local economy and jobs and meeting the County’s priority objectives of achieving A Greener County, and an Effective, Sustainable Government.

Montgomery County encourages applicants to procure the volume of its goods and services, including, but not limited to, construction goods and services, to Montgomery County-based businesses, particularly to local small businesses, certified green businesses, or those registered under the Minority, Female and Disabled-Owned Businesses Program (MFD) in the County. Grant proposals that include a Montgomery County-based business partnership are preferred. For a directory of certified firms, visit https://mbe.mdot.maryland.gov/directory/.

Eligible Project Types

The Montgomery County Watershed Restoration and Outreach Grant Program supports requests for funding of the following project types in this Request for Proposals (RFP): 1) Public Outreach and Stewardship, 2) Community Based Restoration Implementation, and 3) Litter Reduction in the Anacostia River Watershed.

Projects that will NOT be supported include:

- Annual giving, research, fund raising, and/or venture capital;
- Political lobbying;
- Reimbursement for a project that has been completed or materials that have been purchased;
- Traditional marketing efforts that serve to generally promote the applicant organization; and/or
- Projects in the City of Gaithersburg, Rockville, and Takoma Park. For projects in these jurisdictions, see the Trust’s Outreach and Restoration Program.

For additional guidance about acceptable project types and their criteria, see the Appendix A for the project type you plan to include in your application and/or contact the Trust.

Project Type 1 – Public Outreach and Stewardship: (request amount up to $30,000 for public outreach and stewardship projects and up to $50,000 for behavior change projects)

Projects in this category will aim to educate and engage residents in watershed improvement with the goal of achieving measurable impacts, community stewardship, and sustainable behavior change. The best proposals will include engagement centered within BIPOC communities, identify and target a specific audience, the need for the program, the outreach strategies to be used, how success will be measured (evaluation), and the expected result.

Example projects include but are not limited to:

- Outreach projects targeting BIPOC communities and/or culturally relevant engagement with target audiences designed to further DEP’s mission and programs (e.g., Water Quality Improvement projects,
Lawn Stewardship, Litter Reduction, Pet Waste Management, Proper Winter Salt Application, RainScapes; Streamside Buffers and/or Tree Planting and Reforestation);

- Water-focused volunteer education and engagement activities such as community or stream cleanups, storm drain art or marking and tree plantings, etc.;
- Community stormwater education workshops to train volunteers or “Train the Trainer” type programs;
- Environmental knowledge building events, workshops, campaigns, multimedia products, communication products, and outreach efforts specifically designed to promote and encourage small scale stormwater practice installation and maintenance, and best practices for restoration and protection of natural resources. Examples of small stormwater practices to encourage include rainwater harvesting (e.g., rain barrels), rain gardens, tree and streamside buffer plantings, and other green infrastructure/stormwater techniques;
- Creative and innovative stormwater outreach programs and stewardship projects or other water quality-based community enhancements; and
- Programming that connects human-health benefits and natural resource engagement and education.

Projects focused on specific behavior change strategies:
Various tools and methodologies, such as print materials, online materials, and in-person events, may be used to accomplish the goals and must be justified in the context of the desired outcome(s). Applicants should include an estimate of how they expect the project to increase knowledge within their priority audience(s) and how change in knowledge levels will be measured and evaluated.

Behavior change projects must measurably promote behavior change as it relates to the challenges and solutions to restore Montgomery County’s water quality. Projects should target a specific desired change in behavior within a priority audience (i.e., What do you want people to do differently?) and must be based on an understanding of audience knowledge, attitudes, and practices; this understanding should be derived from audience research and engagement of audience representatives in the design of the program. See Appendix A Appendix B for additional resources. Example projects include, but are not limited to:

- Social marketing plan development including barrier and benefit research, positioning statement, marketing mix, evaluation plan development, and project implementation planning;
- Piloting and implementation of previously developed social marketing plans; and
- Empirical research designed to answer key questions relating to behavior change challenges that impact water quality. Research applications must seek to meaningfully share the outcomes of proposed research with regional practitioners.

All engagement projects must demonstrate the ability to conduct the proposed work while following the latest COVID-19 guidelines to ensure safety of all people involved in the project.

The best proposals will:

- Align with the guidelines for Project Type 1 that are in Appendix B. For more information on outreach, behavior change, and social marketing tools visit the Trust’s additional resources page at: https://cbtrust.org/additional-resources/
- Public Outreach and Stewardship proposals will place the project in the context of a larger initiative that will eventually seek to influence behavior and will support the DEP mission and programs.
  - Priority will be given to projects that clearly identify this approach and are located in priority areas. More information on high priority restoration areas can be found at https://www.montgomerycountymd.gov/water/restoration/equity.html
- Behavior Change proposals will demonstrate collaboration with the priority audience (even at the design stage) to better understand the audience’s knowledge, attitudes, and practices; this should include a baseline measurement of behavior.
**Project Type 2 – Community Based Restoration Implementation:** (request amount up to $100,000 or larger with prior approval)

Several stages of small-scale community-based restoration work will be supported: designs (conceptual and final design); design and build projects; and projects where final designs exist, and funds are needed for implementation only. Each project must have the defined goal of and a process that leads to the eventual successful implementation of “in the ground” projects that reduce stormwater runoff, improve water quality, and educate the public. Restoration projects in BIPOC communities and/or partnering with BIPOC led businesses, organizations, HOAs and/or faith-based institutions are highly encouraged.

All requests for design-build projects must:

1) include a site assessment prior to design development; the site assessment must demonstrate clearly why the project location was selected and report the intended benefits;
2) abide by all federal, state and local laws and regulations and industry standards;
3) receive acceptance/approval by the Trust and DEP for installation prior to beginning construction; designs must demonstrate how the project design and sizing is appropriate for the site;
4) receive acceptance/approval of the installed practice(s) by the Trust and DEP prior to final award close-out. A final site visit is required to ensure the practice(s) were installed as approved; and
5) commit to applying to Montgomery County’s Water Quality Protection Charge Credit Program at project completion.

**Key requirements and priorities:**

- Priority will be given to projects that are located in DEP’s priority suitability and equity areas. More information on priority suitability and equity areas can be found at [https://www.montgomerycountymd.gov/water/restoration/equity.html](https://www.montgomerycountymd.gov/water/restoration/equity.html);
- The application must include stormwater runoff reduction calculations and a stormwater education component (e.g., community workshop before and after the practice(s) are installed); and
- Projects must be < 5,000 square feet of area of disturbance.

**Example Project Types:**

- Streamside forest buffers, reforestation, and/or tree planting projects;
- Bioretention cells, bioswales, and projects such as conservation landscaping, green roofs, rain harvesting techniques, rain gardens, pavement removal, pervious pavers/porous concrete, and other innovative green infrastructure stormwater techniques;
- Installation of structural controls that aim to reduce target pollutants (e.g., bacteria, litter, winter salt) that are identified in requirements the County is responsible for meeting (e.g., pet waste stations targeting reduced pet waste (bacteria)); and/or
- Formal site assessments which lead to small scale stormwater practice design(s) and installation to help slow or reduce runoff.

The above lists are not exhaustive of project types that might be applicable for funding. If you have a project idea that is not listed, but that you believe meets the goals of the Montgomery County Watershed Restoration and Outreach Grant Program, contact Jeffrey Popp, Senior Program Officer, to discuss your idea and/or to perform a site visit to refine your project idea and your application should you submit.
Support for project design-only projects may be requested and projects for which the design phase has not yet begun will be considered. Priority will be given to projects that are furthest along in the assessment and design phases.

Due to the high cost of permeable paver installation projects, proposals that include a permeable paver component will require a 20% match for the permeable paver costs.

Projects that will NOT be supported under Project Type 2 include:

- “Green Street” projects that control runoff from public roads or rights-of-way. For these types of projects, see the Trust’s Green Streets, Green Jobs, Green Towns Program co-funded with the U.S. Environmental Protection Agency Region 3 and Maryland Department of Natural Resources.
- Retrofit of existing stormwater practices, such as stream restoration, stream stabilization, stormwater pond, stormwater wetland, regenerative stormwater conveyance, or other existing stormwater practice retrofits. For these types of projects, see the Trust’s suite of restoration programs or other funding mechanisms.
- Projects that are required under an existing or pending regulatory process or permit, are required for mitigation, or are required by a regulatory authority for any other reason.

**Project Type 3 – Litter Reduction in the Anacostia River Watershed:** (request amount up to $50,000 or larger with prior approval)

New this year: A track to specifically broaden the people and groups involved in the solutions to reduce litter in the Anacostia River Watershed. Projects must have a defined goal and process that leads to the eventual successful implementation of efforts that reduce litter entering the Anacostia Watershed and/or innovative techniques to influence positive behavior change to reduce littering behavior. The best proposals will outline a project with measurable outcomes and proven strategies of litter and waste reduction techniques. Successful structural or removal/pick up projects will be able to report litter and/or waste reduction metrics at project end (e.g., total weight and volume of litter collected; number of bags of trash and recyclables collected; and counts of trash types) and will have a plan for future maintenance/sustainability of the effort. Priority will be given to projects which present data that can be reported on the Montgomery County MS4 report towards meeting the Anacostia trash Total Maximum Daily Load (TMDL) reduction goals. All projects must be done in the Anacostia River Watershed. See a map of this area at: https://www.montgomerycountymd.gov/water/streams/index.html. Coordination of litter and waste reduction projects should involve local organizations who already have a presence in a community in the Anacostia Watershed. This project type highly encourages engagement of BIPOC communities and/or partnering with BIPOC led businesses, organizations, HOAs and/or faith-based institutions and/or culturally relevant engagement within target audiences. For more details on the litter reduction efforts in the County that can support your idea for a project and can provide resources for your proposal, visit https://www.montgomerycountymd.gov/water/education/litter.html. For details about similar efforts to see what has worked well, visit the Chesapeake Outreach Campaign database: Chesapeake Bay Trust (chesapeakebehaviorchange.org).
Example Project Types:

- Litter and waste reduction focused volunteer education and engagement activities such as stream cleanups, storm drain marking, and litter prevention and/or litter reduction efforts such as recycling campaigns;
- Community leader education workshops to train volunteers to lead cleanups, including the use of "roll off" containers to collect large amounts and bulk trash from communities in need, and similar litter reduction efforts or educate neighborhood leaders on how to reach their community about litter issues;
- Environmental education events, campaigns, multimedia products, communication products, and outreach efforts specifically designed to promote and encourage litter and waste reduction action and/or community cleanups;
  - Coupling free and/or reduced cost products and services to a project that promotes and communicates litter and waste reduction (as described in the above bullet) is highly encouraged
- Creative and innovative litter and waste reduction programs and stewardship projects that result in a measurable litter reduction outcome in the Anacostia Watershed. Components of such programs can include the installation of more trash receptacles and/or instituting more frequent pickups of receptacles in public spaces;
- Behavior change efforts such as:
  - Campaigns which lead to measurable behavior change of litter and waste reduction in the Anacostia Watershed;
  - Projects focused on measurable behavior change strategies that teach target audiences to "Recycle Right," thereby reducing litter (for behavior change applications, see above resources provided under the “Public Outreach and Stewardship” projects and note that there is an entire body of research supporting best practices to use for behavior change efforts);
  - Community enhancement projects that also create litter and waste reduction, such as the installation of structural controls specifically to reduce trash (e.g., solar powered or trash and recycling receptacles that include messaging, increasing public access to waste receptacles by property owners willing to add new waste receptacles and pledge continued maintenance);
- Projects that answer the question “What types of litter are present in land uses and what is the source of the litter?” These projects will collect litter data in land uses and at the end of the project will address the question posed. Collected data must include, but is not limited to, pounds of litter removed. The program encourages data collection that can be used as a baseline study to inform future behavior change projects.
Evaluation Criteria

The following criteria will be used by external technical expert reviewers to evaluate applications under the Montgomery County Watershed Restoration and Outreach Grant Program. The Trust staff will serve as guidance through the review phase. Projects must abide by all County laws and regulations. Preference will be given to applications that meet multiple criteria.

Scoring criteria for all tracks

- **Justification (Project Need) (15 points):**
  - Does the applicant justify the project need and design elements proposed?
  - Are the line items budgeted justified in the project narrative?
  - Have all personnel costs been thoroughly justified or explained?
  - Is the project located in a priority restoration suitability or equity area? Does the project engage a BIPOC community and/or BIPOC led organization, business, HOA, or faith-based institution(s)?
  - Does the project assist in meeting requirements laid out in the County’s MS4 Permit, local TMDLs, watershed restoration plan, etc.?

- **Likelihood of Project Success (20 points):**
  - What is the likelihood of success if this project were to move forward? Success should be defined as the accomplishment of outcomes proposed.
  - Are methodologies and/or designs sound and consistent with best practices?
  - Has the applicant procured landowner permission, if necessary?
  - Does the timeline and scale of budget reflect the intended project scope?

- **Consistency with RFP (10 points):**
  - Is the project proposed consistent with the intent of the project type selected?
  - Are all required application components included that allow for sound evaluation of the application?

- **Demonstration Value and Transferability (10 points):**
  - Does the project have demonstration value and/or transferability?
  - Does the project educate and engage people in ways that promote positive attitudes and behaviors to benefit local watersheds of Montgomery County?
  - How can the project be used as a model or pilot for future efforts?

Help is available!

The Trust’s Program Officer is available to explain the application, review materials, conduct preliminary site visits, and to answer your other questions.

Also, see these appendices for guidance:

- **Appendix A:** Guidance for Applicants that are New to Water Quality Projects – provides basic steps for water quality projects for the beginner.

- **Appendix B:** Questions to Address in Your Application’s Response to the Proposal Narrative Question #7 for Project Types 1) Public Outreach and Stewardship or 2) Small-Scale Restoration or 3) Litter Reduction in the Anacostia River Watershed – contains specific narrative questions for each project type.

- **Appendix C:** Additional Resources – provides additional tools and resources to plan a successful project.
● **Sustainability (10 points):**
  o Has the applicant addressed future project sustainability (e.g., ongoing resources)?
  o If the application is a knowledge-building or behavior change project, will the impacts of the work be felt after the award period has ended?
  o For restoration projects, will the project be well-maintained and continue to function as designed to provide habitat and water quality benefits? Has a long-term maintenance plan (signed by the landowner) been submitted? Does the property owner agree to apply to the water quality protection credit program after project completion, if applicable?

● **Cost Effectiveness/Budget (20 points):**
  o Is the budget appropriate and cost effective? Are the line items budgeted (e.g., personnel costs) and justified in the narrative?
  o Requests for “soft costs” (such as project management, travel costs, and other administrative costs) associated with project development and implementation should not exceed 20%. However, applicants can use matching funds from other sources to pay for the project’s “soft costs.” All requests for “soft costs” should be accompanied by a clear and compelling justification. If there are “soft costs” requested, are they fully justified?
  o For work involving subcontractors, were estimates or bids from at least three consultants or contractors considered?
  o In-kind and cash match is not required but will be viewed favorably for all projects other than permeable paver installation. For permeable paver installation projects, the budget should include a 20% match from the property owner or entity receiving the permeable paver installation, which may or may not be the applicant organization; if the application requests funds for permeable pavers, do they include 20% matching funds?
  o The applicant should leverage resources as much as possible by connecting to other existing, complementary community or County led watershed stewardship efforts, such as water quality improvement or outreach projects on faith-based organization’s property, homeowner association (HOA), or private school-related projects, outreach projects, and volunteer projects. Are resources leveraged where possible/feasible?

● **Partnerships (10 points):**
  o Are the selected partnerships appropriate?
    ▪ Partnering with other organizations to leverage organizational strengths and enhance project outcomes are strongly encouraged.
    ▪ Identify and use of technical experts, if needed.
    ▪ If your organization does not possess the technical expertise to lead a project, qualified technical experts, agencies, or organizations must be identified as partners or consultants/contractors.
    ▪ Applicants are also encouraged to engage an organization or individual to serve as project manager and may use grant funds or matching funds to cover those costs, if needed and justified in the application.
  o Are any partners missing that should be included?
    ▪ Partnerships can be defined as stakeholders or representatives from the priority audience or organizations and people who have committed to a specific role or resource to the project.
  o If the lead applicant is not a member of the community impacted by the project (e.g., an external non-profit doing work on land owned by another entity), is a transfer of “ownership” to the community built into the project and the ability of the community to carry the work forward developed?
  o Does the applicant provide letter(s) of commitment from project partners?
    ▪ View the Trust’s [Letter of Commitment and Guidance Policy](#).
Requirements and priorities for all projects:

- **Priority Suitability and Equity Areas for Restoration**: Projects are preferred in areas that are high priorities for restoration, which can be found at [https://www.montgomerycountymd.gov/water/restoration/equity.html](https://www.montgomerycountymd.gov/water/restoration/equity.html). Projects should not only be located in these areas but also include and engage the full extent of the communities the project is intended to serve.

- **Signage and Outreach Plan**: All community-based implementation projects must include interpretive signage in their outreach plan and budget. Consider the community served by the project and include multilingual signage as appropriate. Interpretive signage must be compatible with and include the sign requirements for Montgomery County that will be detailed in the award agreement, should you receive funding, and signs must be approved prior to installation. Contact the Trust or visit the Trust’s additional resource page for ideas about signage.

- **Awardee Reporting**: Project progress reports are required at integral points in the process. Progress reports will be at a minimum of twice per year, but more frequent reporting may be required on a case-by-case basis. The progress reports aim to ensure successful progress, to acknowledge potential obstacles, to support the project team throughout the project, and ensure successful implementation and long-term maintenance.

- **Awardee Product Requirements**: All products (such as brochures, pamphlets, videos, maps, etc.) that were produced with funds through this grant program are the property of the awardee but must be shared with Montgomery County. All products including signage must account for multilingual and cultural translation if deemed appropriate for the area. These products must be made publicly available and not copyrighted by the grantee or any other entity. Finally, these products cannot be used for profit during the award period or in the future by the awardee or any other entity.

- **Consultants**: Has/will a consultant be hired and has a contractor been selected? In the project narrative, you will be asked to describe your consultant/contractor selection process, including justification and background of the selected consultant/contractor. The Trust strongly recommends that applicants get at least three competitive bids, estimates, or quotes.

- **All projects must demonstrate the ability to conduct the work and follow the latest COVID-19 safety precautions to ensure safety of the people involved in the project as the project’s primary priority.**

Eligible Applicants

Montgomery County and the Trust welcome requests from the following **501(c)(3) non-profit organizations**:

- Watershed organizations
- Faith-based organizations
- Service, youth, and civic groups
- Community associations
- Private schools (public school sustainable efforts are supported through the School Energy and Recycling Team Program)

This is not an exhaustive list of eligible applicants; however, applicants must have a current 501(c)(3) status. If your organization category is not listed above, contact the Trust to verify eligibility. Applications submitted from organizations outside of these categories may not be eligible for funding.
Projects must be implemented in Montgomery County, Maryland. At this time, the municipalities of Gaithersburg, Rockville, and Takoma Park are not covered under the County’s MS4 Permit and/or manage their stormwater program independently of the County; projects in these municipalities are not eligible for funding in this program. However, projects in the City of Gaithersburg, Rockville, and Takoma Park are eligible in the Outreach and Restoration Grant Program (where the City of Gaithersburg is a funding partner and seeks projects in the City through the Outreach and Restoration Grant Program) and Green Streets, Green Jobs, Green Towns Grant Program.

Applicants that are not based in Montgomery County must have a Montgomery-based partner, the role of whom should be clearly articulated in the application and in a Letter of Commitment from that partner. For projects involving construction, a Letter of Commitment must include approval from the property owner for installation and assure project maintenance if awarded.

Applicants are highly encouraged to contact the Trust to discuss their proposal or arrange for a site visit with the Trust and Montgomery County staff before applying for funding. We recommend that site visits are scheduled no later than October 21, 2021, to allow sufficient time to visit the site and receive feedback for submission. To schedule a site visit, contact Jeffrey Popp at jpopp@cbtrust.org and 410-974-2941 x103.

Funding Availability and Timeline

Funding Availability: The funding partners anticipate funds available in FY22 (this grant round) as follows:

Requests will generally not exceed $50,000 for Public Outreach and Stewardship (Type 1) projects, $100,000 for Community Based Restoration Implementation (Type 2) projects, and $50,000 for Litter Reduction Projects in the Anacostia River Watershed (Type 3) projects. However, requests may exceed these levels with additional justification and prior approval by the Trust. Implementation projects are not eligible for the RainScapes Rewards Program; subsequently, the RainScapes Rewards program cannot be used as match for the same grant project. Awardees in the Montgomery County Watershed Restoration and Outreach Award Program who have implemented restoration projects agree to maintain them and allow Montgomery County access to the site to assess and support the function of the restoration practice in perpetuity.

Neither the Trust nor Montgomery County can support projects that are required under an existing or pending regulatory process or permit, are required for mitigation, or are required by a regulatory authority for any other reason. It is the sole responsibility of the applicant to determine if any regulatory requirements or conditions exist prior to applying for the grant.
Project Timeline: Projects must be completed within 18 months upon receipt of the award. Requests to extend project completion period will be reviewed and considered on a case-by-case basis.

Deadline

Applicants must submit applications in the Chesapeake Bay Trust Online System by 4:00 PM EST on December 2, 2021. Late applications will not be accepted, and the online funding opportunity will close automatically and promptly at 4 PM EST. Applicants are strongly encouraged to submit at least a few days prior to the deadline given the potential for high website traffic on the due date. The Trust cannot guarantee availability of technical assistance for our online system on the deadline date.

Application Review Process

Each application is reviewed by a technical external peer review committee, called the Technical Review Committee (TRC), composed of individuals who are experts in the fields supported by this RFP and represent communities served by projects funded by this RFP. The TRC ranks and scores all applications based on the criteria listed in the “Evaluation Criteria” section above, then meets to discuss the application merits. The TRC then recommends a suite of applications to the Trust’s Board of Trustees.

This grant program reserves the right to approve funding for projects and budget items that advance progress to meet the County’s MS4 permit requirements, that meet specified funding priorities, and that meet the goals of Montgomery County.

Awards and Notifications

All applicants will receive a letter stating the funding partnership’s decision. An application may be declined, partially awarded, or fully awarded. If approved, the Trust will send an award agreement with award conditions (including for example a revised scope of work for adjusted award amounts and/or other items needed at the onset or during the award term to assess the project) and due dates of status, progress, and final reports. The Trust will mail the first award payment to the requesting organization following: satisfaction of any phase one payment award contingencies, including upload of the signed award agreement. Ten percent of the total award will be held until the final report is submitted and approved. In cases where the awardee fails to submit a status report, progress report, or final report by the due date, the Trust reserves the right to terminate the award agreement and require a refund of funds already transferred to the awardee.

When the project is complete, awardees are required to complete final reports that may include but are not limited to submission of all receipts for supplies, invoices for subcontractors/contractors, and copies of timesheets for personnel time used (timesheets must include date, name, time worked per day, and coding to tie the time worked to the award). All financial back-up documentation will be grouped and numbered to correspond to the budget line item reported as spent. Organizations with outstanding final, progress, or status reports will not be awarded additional grants.

The FY22 Montgomery County Watershed Restoration and Outreach Grant Program awards will be announced March 2022.
Narrative Questions

Upload a MS Word or PDF file not to exceed 5 (five) pages of text, excluding photos or supporting materials such as letters of commitment, addressing the following questions.

NOTE: To ensure that you address all of the following questions, we recommend that you copy and paste the questions and use them as an outline in your project narrative for submission. Additional file attachments may also be uploaded during this step, not to exceed four file attachments.

Based on Project Type provide the following:

1. **Track**: Identify the track to which you are you applying.
   a. Track 1 is Public Outreach and Stewardship
   b. Track 2 is Community Based Restoration
   c. Track 3 is Litter Reduction in the Anacostia River Watershed

2. **Project Goal(s)**: Identify the water quality or outreach goal(s) associated with the project.
   - For example, reduce stormwater runoff from paved areas by installing conservation landscape practice(s) or achieve 80% rate of homeowner’s association (HOA) residents who pick up after their pets.

3. **Background**: Describe the background of the project.
   a. Why is this project needed?
   b. How was the project identified?
   c. What was the impetus?

4. **Project context**: Indicate how this project supports the broader goals of your organization and the County.
   a. Do you have an outreach plan, a communication plan, or watershed plan for your organization on which your organization operates? If so, how does this project support the plan?
   b. If applicable, describe how this project complements other activities led by your organization in support of the same goals.
   c. Is the project specifically located in a County priority restoration area? Engage a BIPOC community and/or BIPOC led organization, business, HOA, or faith-based institution(s)? Projects are preferred in high priority restoration areas, which can be found at https://www.montgomerycountymd.gov/water/restoration/equity.html.
   d. Tell us how your project has demonstration value and transferability for others doing similar work.
   e. Tell us how your project will help efforts in the County to reduce pollutants entering local waters and/or meet the County’s Municipal Separate Storm Sewer System (MS4) permit requirements.

5. **Community context**: The best projects will connect to other existing community watershed stewardship efforts. Indicate how this project fits into other watershed stewardship activities occurring in the community.
● For example, are neighboring faith-based organizations or HOAs who may already be undertaking environmental activities going to be engaged in this project? If so, describe this connection and how your project builds on existing efforts.
● For a list of Trust-funded projects in the area, applicants are encouraged to reference the list of previously awarded Montgomery County projects at [https://cbtrust.org/grants/montgomery-county-watershed-restoration-outreach/](https://cbtrust.org/grants/montgomery-county-watershed-restoration-outreach/) and the Trust’s annual reports online at [https://cbtrust.org/annual-report/](https://cbtrust.org/annual-report/).

6. **Demographic Information:** In light of the Trust's commitment to the advancement of diversity in its award-making, provide demographic information about the community or population involved in or served by the project.
   a. Provide your organization’s experience working within the specific communities that you will be prioritizing.
   b. If you have not had significant experience within your prioritized demographic, explain how you intend to address this issue; the Trust encourages applicants to establish partnerships with local organizations that may have greater cultural competencies within the targeted demographic(s).

7. **Criteria:** Go to Appendix B, copy/paste the criteria/questions for your project type and address here:
   a. Provide the specific responses for your project type as outlined in Appendix B. We suggest copy/pasting the project type 1, 2, or 3 criteria/question from Appendix B and add your response to each item here. If you do not know one or more of these project type criteria/questions asked at this time, if awarded they will be required in reports to the Trust as the project proceeds. Describe how you will adhere to specific project design criteria and desired outcomes.
   b. See Appendices B and C for further details based on project type and provide the details for your project in your response.

8. **Evaluation:** Describe how you will assess the effectiveness of your project/program.
   a. Describe how you plan to measure and evaluate the project’s success to meet your goals, and how you will report the outcomes as project deliverables.
   b. How will you learn which specific project design elements worked?
   c. How will you collect information to refine and improve your program or project?
   d. How will you synthesize information collected in order to innovate and strengthen your project in the future?

The Trust encourages applicants to plan for and include evaluation in the project timeline and will consider requests for personnel time to conduct robust project evaluation.

9. **Experience:** Provide your experience implementing a similar project.
   a. Briefly describe your organization’s experience in completing projects of similar scope and scale.
   b. Describe your organization’s project management/leadership capacity to complete the project. If you do not possess the technical expertise to lead a project within your staff, qualified technical experts, agencies, or organizations must be identified as partners or/consultants/contractors.
   c. If you have implemented watershed restoration projects previously, include current photos of each project to demonstrate that they are still functioning as designed and are properly maintained.
10. **Contractors**: If hiring a contractor, applicants are encouraged to have either already obtained cost estimates or quotes from at least three service providers prior to completing the application, indicate in the proposal that at least three estimates or quotes will be obtained.

   a. Has/will a contractor been/be hired and has a contractor been selected?
   b. Describe your contractor selection process, including justification and background of the selected contractor. If using a bid process, describe the process.

11. **Sustainability**: The Trust aims to invest in projects that have the longest potential longevity, after the grant period is over. Several threats exist that may result in loss of project value: change in public interest in an effort, whether behavior change or restoration; changes in rainfall or sea level associated with climate change; change in land use; and more.

   a. Discuss the future you see for the work for which you are requesting funds. What factors may affect its long-term value and how will you ensure its long-term value is maximized?
   b. If the project or program will need ongoing financial resources in order to maintain its value, provide an abbreviated plan describing how the project will be sustained beyond the term of the proposed funding request.

12. **Regulatory Issues**: Projects or programs that are wholly required by a separate federal, state, or locally issued permit, decree, or enforcement action will not be funded. In some cases, funding will be considered for a portion of required projects that are in excess of regulatory requirements. In your application state:

   a. Whether any part of your project is required under any existing or pending permit, decree, and/or enforcement action; and
   b. If your project is required per (a), whether your application exceeds the regulatory requirements, and if so, how.

13. **Technical Information**: Include any additional technical information in this project narrative file (as opposed to attaching separate files), which can exceed the five-page limit for this Project Narrative response.

**Budget Instructions**

**Financial Management Spreadsheet – Application Budget Upload**

You will be asked to upload your budget using the “Application Budget” worksheet of the Chesapeake Bay Trust’s **Financial Management Spreadsheet** (FMS), an excel file template. The template can be found by visiting [https://cbtrust.org/forms-policies/](https://cbtrust.org/forms-policies/) where you can also watch a video with instructions on how to complete the FMS.

**Financial Management Spreadsheet – Application Budget Information**

This online application component will ask you to enter budget category and request totals. These totals will be automatically calculated in the FMS Application Budget, so you will only need to copy and paste the values from the FMS to the Online Application.
**Additional Budget Justification**

This online application component will ask you to provide a descriptive budget narrative to justify and explain costs. If the success of the work is contingent upon award of other funds, make this clear in your budget justification section.

**Online Application Submission Instructions**

The Trust uses an online system for the application process, and if awarded, project management. To apply for an award go to [https://cbtrust.org/grants/montgomery-county-watershed-restoration-outreach/](https://cbtrust.org/grants/montgomery-county-watershed-restoration-outreach/), click on “Get Started” to begin a new application. This will open a new window asking you to log in or create an account on our online system. If you have applied in the past, use your existing username and password (if you have forgotten either of these use the ‘forgot password’ feature). If you have not used our online system before, click on “New Applicant” and follow the instructions.

**Watch our video on how to apply for and submit an application using our online system** at [https://cbtrust.org/grants/](https://cbtrust.org/grants/).

Applicants must submit applications in the **Chesapeake Bay Trust Online System** by **4:00 pm EST on December 2, 2021**. Late applications will not be accepted, and the online funding opportunity will close promptly at 4:00 pm. Applicants are strongly encouraged to submit a few days prior to the deadline given the potential for high website traffic on the due date. The Trust cannot guarantee availability of online system technical assistance on the due date.

By submitting an application to this program, applicants acknowledge that: 1) they are compliant with federal employment and non-discrimination laws and 2) they have not been debarred, convicted, charged or had a civil judgment rendered against them for fraud or related offense by any government agency (federal, state or local) or been terminated for cause or default by any government agency (federal, state, or local). In addition, all final products will be provided to the funding partners for use and distribution at the sole discretion of the funding partners.

**Online Application Form**

You will be asked to provide the following information on the online application form. Some items are required in order to submit your application. Refer to the online application for details.

- **Eligibility Quiz**
  - This three-question quiz is meant to assist you in determining if your project meets the requirements of this award program and that your staff/organizational structure best supports a successful application.

- **Applicant Information Tab**
  - Provide the organization’s name, mailing address, phone number, organization type, mission, EIN number, and DUNS number.
  - Provide the Executive Officer and Project Leader’s name, title, address, phone, and email address.
    - Both an Executive Officer and a Project Leader, two separate individuals, must be identified for all applications.
    - The Executive Officer and Project Leader must both be able to make decisions on behalf of the organization either as a board member, an employee, or other approved position recognized by the organization but not a contractor of the application.
The Executive Officer is the individual that oversees the organization (e.g., Executive Director, Chief Executive Officer, Mayor, President or Vice President, Principal (for schools), etc.) and has the authority to sign/execute award agreements on behalf of the organization. The Executive Officer information is tied directly to all the organization’s applications and should not vary from application to application. If the Executive Officer could be listed as the Project Leader in a future proposal, we recommend listing a Board Member or other higher-ranking position of the organization as the Executive Officer in order to reduce the variation in the Executive Officer across applications.

The Project Leader will be responsible for all project coordination and correspondence with the Trust for the duration of the project. The email address entered here MUST be the same as the email address you used to log in to the online system. The Project Leader is the primary point of contact for the application, and the email address used to submit the application via the online system must be that of the Project Leader. Applications in which the email address associated with the Project Leader in the applicant information tab of the online opportunity does not match the email address used to submit the application will not be considered for funding. The Trust cannot conduct any official correspondence with contractors or other project partners. If at any time the Project Leader cannot continue in the position, the organization must contact the Trust and assign a new qualified Project Leader.

To avoid conflict of interest issues, individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

- **Project Information Tab**
  - Provide a project title; project type; project abstract; the watershed, county, and legislative district in which the project is located; and the latitude and longitude coordinates of the project location.
  - In which Montgomery County stream, river, or watershed will the project be located? Guidance can be found at: [https://www.montgomerycountymd.gov/water/streams/index.html](https://www.montgomerycountymd.gov/water/streams/index.html)
  - Property Tax ID#, if applicable and if known. Assistance can be found at: [https://www2.montgomerycountymd.gov/realpropertytax/default.aspx](https://www2.montgomerycountymd.gov/realpropertytax/default.aspx)

- **Timeline Tab**
  - Add project start and end dates. Provide a project timeline that includes major tasks and their associated start and end dates.

- **Deliverables Tab**
  - Provide estimated metrics for your proposed project such as project participants and outreach and restoration outcomes.

- **Volunteers Tab**
  - Provide a description of volunteer activities, the number of volunteers, and total number of volunteer hours.

- **Project Partnerships**
Provide a list of project partner organizations or contractors, individuals, their areas of expertise, and their role(s) in your project.

Provide the name, email, and phone number of the main contact for Community based Restoration (project type 2) projects.

Applicants are encouraged to upload a Letter of Commitment for the project from each partner describing in detail the partner’s role or contribution to the project. Applications including strong Letter(s) of Commitment often receive higher scores. If not submitted with the application, Letter(s) of Commitment may be required prior to the release of any awarded funding. To better understand the Trust’s definition of and policy on Letter(s) of Commitment, visit our Forms and Policies webpage: www.cbtrust.org/forms.

No letters from Montgomery County Executive Branch agencies, MS4 permit, or MS4 co-permittees will be considered during the review process.

- Narrative & Supporting Documents Tab
  - Upload a Microsoft Word or PDF file that contains your answers to the narrative questions found in the Narrative Questions section of this RFP. Upload additional supporting documents, if needed/required.

- Budget Tab
  - Upload your application budget, provide budget category and request totals, and provide additional budget justification. Use the Trust’s Financial Management Spreadsheet and fill out the “Application Budget” worksheet. Refer to the Budget Instructions of this RFP.
  - Requests for “soft costs” (such as project management, travel costs, and other administrative costs) associated with project development and implementation should not exceed 20%. All requests for “soft costs” should be accompanied by a clear and compelling justification.

- Terms and Conditions Tab
  - Agree to the specified terms and conditions for the program for which you are applying.
Appendix A: Guidance for Applicants New to Watershed Restoration Projects

This guidance outlines the steps needed to develop project ideas and grant applications for those who are new to water quality projects. Many steps are involved in developing a project. Some involve engaging partners or obtaining expert technical advice. For example, experts can help the applicant to select a proposed water quality project location, project type, and estimated costs to enable an applicant to develop an appropriate budget request.

The following steps are a general framework for a water quality project to submit in a grant application. Please note that applicants are welcome to contact the Trust during any of these steps in project development.

**Step 1: Develop a Water Quality Project Idea**

- The first step is to brainstorm on general project ideas.
- If you plan to be the applicant, this program requires a 501(c)(3) status and if you do not have that status, then find a partner that does and work with them to submit the application.
- Here is an example water quality project idea: When it rains, the parking lot floods and stormwater flows from our property. A water quality project to slow the flow of stormwater and allow it to soak into the ground could work at the site.
- Determine if the project is located in a County priority restoration area, engages or serves a priority demographic, or engages a BIPOC community and/or BIPOC led organization, business, HOA, or faith-based institution(s). Projects are preferred in high priority restoration areas, which can be found at https://www.montgomerycountymd.gov/water/restoration/equity.html.

**Step 2: Obtain Community and Landowner Input**

- The most successful project leads seek community input early and often (often after each of the steps below), and work with the landowner at the first step.
- Community meetings are a venue at which to exchange information and discuss the proposed project with the project stakeholders.
- Community input provides the history of the site and the buy-in needed for a successful project.
d. Build community input into your project idea.

Step 3: Perform a Site Assessment to Identify Opportunities

a. Generally, a grant application will require the proposer to have some degree of specifics about the project idea, such as project type and location. How you obtain more specific ideas depends on your own level of expertise in the topic area. Do you personally or does a close project partner have expertise to perform a site assessment that will identify water quality project opportunities, or do you intend to obtain this expertise? If yes, skip to #4. If not, continue in Step 3.
   i. If conducting your own site assessment to identify water quality project opportunities for this grant, see the Example Site Assessment Tool for On-Site Stormwater Management. An example completed form can be found here.

b. Identify one or more individuals or partners who do have expertise to visit the site and provide assistance. Identifying which experts to contact can be challenging. The Trust Project Manager can provide the first site visit to get you started and offer immediate next steps. Options to do this can include contacting local nonprofit environmental organizations who perform this work as part of their mission. Another option can be contacting two or more for-profit consulting firms or contractors familiar with stormwater projects to provide input, whom you might work with or provide an opportunity to bid on the project should the grant be funded. Contact the Trust to discuss best ways to obtain expert advice in this step.

Step 4: Determine/Obtain a Scope of Work and Estimated Costs

a. Determine the work necessary in order to complete the project and determine the associated costs for this work including timelines. Be as specific and detailed as possible. For implementation projects, you may need to utilize a firm familiar with stormwater management design and/or engineering services to develop the water quality project idea and to estimate the design and construction costs. This may be the same firm you engaged above, and this can be accomplished in Step 3.

b. Contact two or more firms that provide stormwater management engineering services, if necessary, and request a visit to your site to suggest what work should be done and how much this work might cost. Not all firms will conduct site visits for free; however, some will view you as a potential client if the award is made.
   i. Stormwater management design and engineer service firms can provide more detailed water quality project ideas and estimated costs to help you form your proposal.
   ii. In person site assessments are best but could be done remotely.
   iii. Join the site visit(s) with as many team members as possible.

c. Based on the site visit, request the firm’s scope of work and estimated costs
   i. See Appendix B to determine what minimal elements are needed from your potential consultant/contractor.
   ii. These minimal elements are the basic needs for a water quality project design that will then be implemented.
   iii. You can request these minimal elements from the engineering firms in their scope of work and estimated cost.

d. Compare the firm’s scopes of work and estimated costs
   i. Review the scopes of work and the budgets.
   ii. See if the firms recommend changes to your project idea or if there are other services needed to complete the project.
      1. Gather more information, if needed.
      2. Contact the firm with any questions.
Step 5: Prepare your Grant Proposal
   a. Select a scope of work and estimated budget that suits your needs from Step 3 or 4 above.
      i. Use this information to provide details in your grant application.
      ii. Use the firm’s scope of work and budget in your grant application in these areas:
          1. Proposal narrative, budget narrative, and budget spreadsheet.
          2. Add attachments that support your proposal, such as the firm’s scope of work and estimated cost.

For additional information and grant writing tips, contact the grant manager, Jeffrey Popp or visit the Trust’s website at: https://cbtrust.org/additional-resources/.
Appendix B: Questions to Address in Your Application’s Response to the Proposal Narrative Question #7 for Project Types 1) Public Outreach and Stewardship or 2) Small-Scale Restoration or 3) Litter Reduction in the Anacostia River Watershed

The purpose of this guidance is to identify for applicants the major criteria/questions to address in your application that correspond to the minimal elements needed for a successful project. Applicants are strongly encouraged to contact the Trust for assistance and further guidance when creating proposals, methodologies, and designs to qualify for the Montgomery County Watershed Restoration and Outreach Grant Program. Since this grant program funds many types of practices, specific requirements, methodologies and designs will vary by approach. If you are unsure on what to include in your application, contact the Trust for further assistance.

Provide responses for your application’s project type 1, 2, or 3 as provided below in your Proposal Narrative question #7.

Project Type 1: Public Outreach and Stewardship Projects

For consideration of funding, Public Outreach and Stewardship projects must include a detailed outreach plan.

Project Type 1 applications shall include answers to the following project criteria (copy/paste into Proposal Narrative question #7):

i. **Priority Audience**: Define your priority audience(s). Think about the types and groups of people most relevant to your goal. Who is most likely to benefit from your message and/or most likely to transfer the message to others?

ii. **Message**: Identify the intended message of the project. (e.g., We encourage you to plant a native red bud tree; Pick up your pet waste, bag it, and discard it appropriately). State the message in your own terms, as if you are writing it for your priority audience. Think about why this project matters to the audience and make sure that is in your message.

iii. **Methodology**: Explain and justify the method intended to deliver the message(s) and/or activity to the target audience. Provide examples of similar programs that have demonstrated success and reference your organization’s experience with these approaches. Justify how the outreach and engagement approach is appropriate for the target audience. Is the methodology part of a defined outreach plan?

iv. **Evaluation Process**: How do you plan to evaluate the success of the project?

v. **Outcome(s)**: Identify the specific program outcome(s), in particular, related to the Public Outreach and Stewardship Project. Identify strategies for achieving long term sustainability.

For publication requests:

- Include a detailed dissemination plan, to include estimated number of copies for each audience, content outline, and draft text or mockup of proposed publication;
- List and describe any previously developed publications similar to those proposed. Publication requests without an explanation of how the request compares to other similar publications or that conflict with County content will not be approved; and
- Provide evaluation criteria for impact/success.
For website and on-line media request provide:
- A plan to drive traffic to site;
- Site structure in context with larger site, if applicable;
- Sample wire frames, if available; and
- Social media strategy
- Evaluation criteria for impact/success.

For education event or workshop request provide:
- Recruitment strategy and promotion plans;
- Intended number of participants;
- Location;
- A sample agenda and/or topics to be addressed
- Outline of draft program or presentation;
- Approximate date(s); and
- Evaluation criteria for impact/success.

For Projects focused on documenting behavior change provide:
- Target audience selection or how you plan to determine the target audience;
- Specific behavior including justification of the selection (e.g., Why this behavior?) or how you will determine the appropriate behavior to address;
- Known or perceived barriers and benefits to behavior adoption or how you plan to determine and prioritize barriers, benefits, and competition to a specific behavior;
- Message to be communicated;
- Outreach strategy and methodology to deliver the message;
- Detailed pilot program strategy;
- Methodology for evaluation for impact/success; and/or
- Analysis and documentation of final program outcomes.

Project Type 2: Small Scale Restoration Projects (projects must be <5,000 square feet of area of disturbance)

All projects must include a site assessment and timeline for project design and installation. Since this grant program funds many types of watershed restoration practices, specific design requirements and the definition of “complete design” varies among project types. The Trust can provide guidance for small scale restoration practices. If known, provide the specifics outlined in this appendix based on your project type. If not known, indicate so with the understanding that specifics of each project type will be required to be reported to the Trust as the project proceeds and prior to receiving additional funding. Projects will follow DEP RainScapes guidance that are published in the RainScapes manual(s) and follow all applicable industry requirements and standards, as applicable to your project. Additional information can be found on the RainScapes website at www.rainscapes.org/resources.

Project Type 2 applications shall include answers to the following project criteria, if known (copy/paste into Proposal Narrative question #7):
i. Project location information, address, site property tax ID number, and latitude/longitude

ii. Site photo(s)

iii. A DEP Approved Site Assessment form. An example completed form can be found here.

iv. Description of existing conditions: including mapped utilities and roads, trees (species, diameter at breast height (DBH), and canopy/dripline location), structures, walkways, driveways, existing landscaping, downspouts, etc.

v. Completed drainage area calculations for each standard stormwater best management practice (BMP), including the BMP type and the size of the BMP; drainage area to practice, impervious cover within drainage area (in square feet); and volume of water captured (in cubic feet) is required.

vi. Perc test results (if available); project location must be able to perc. Directions for how to complete a perc test can be found here: https://www.montgomerycountymd.gov/DEP/Resources/Files/downloads/rainscapes/How-To-Do-a-Perc-Test.pdf

vii. Copy of soil survey mapping and field confirmation of soil drainage class – the NRCS web soil survey can be found at http://websoilsurvey.nrcs.usda.gov/app/HomePage.htm

viii. Proposed project design (Plan view) or site/concept plan if designs are not completed, including project location, property boundaries, project size, topography, map of roads and utilities, and drainage flow paths. Note: If awarded, a completed site plan must be submitted to the Trust for approval prior to any installation work. Once grantee receives approval to proceed, implementation may begin.

a. A complete site plan and map must include:
   1. 2 foot topographic data, available in GIS format from the Montgomery County map.
   2. Project boundary and drainage area boundary.
   3. Drainage area size (obtained from topographic maps described above) and percent impervious cover within the drainage area. Include a map outlining the drainage areas.
   4. Setbacks and right(s) of way locations.
   5. Survey information of the surface water intake (where runoff enters your project area) and project outfall (where you would like water to exit your project area). Include flow paths to the proposed project location(s) including any offsite drainage.
   6. Proposed grades and approximate earthwork volumes (existing soil to be removed, bioretention soil to be added, etc.) if earthwork is proposed. Landowner signature on the plan that indicates project endorsement and maintenance agreement.

ix. A planting plan, list of native plants used and a planting schedule, if applicable (funding is restricted to native species only; the Trust typically funds native perennial plants at $6 to $8 each and trees and shrubs at $25 to $35 each. If requests differ, please justify).


b. Guidance for proper spacing can be found at: https://www.montgomerycountymd.gov/water/Resources/Files/rainscapes/RSPaintingSpacingGuidance.pdf
c. Guidance for determining quantity of plants and materials needed can be found at:
https://www.montgomerycountymd.gov/water/Resources/Files/rainscapes/Blank%20Plan
t%20List%20and%20Plant%20Calculator.xlsx

x. Calculations showing amount of stormwater runoff treated by facility.

xi. An Outreach Workplan: For implementation projects that include a significant outreach component, explain the program message and justify the method intended to deliver the message to the target audience (e.g., workshop, training, innovative media, etc.). Justify how the outreach and engagement approach is appropriate for this target audience. Provide examples of similar programs that have demonstrated success and reference your organization’s experience with these approaches.

xii. Landowner permission, agreement, and maintenance. Supply a Property Owner Agreement/Right of Access Agreement and Letter of Commitment signed by the property owner(s).
   a. Land Ownership: For projects planned on properties other than your own, a letter stating that permission was granted from the entity owning the land on which the project will be completed is required. This letter must state that there is commitment to maintain the project.

xiii. Maintenance: For all applications, a description of long-term maintenance activities (i.e., maintenance plan for two years) must be included in the body of the proposal. A legal representative of the property owner and the party responsible for long-term maintenance must indicate, in writing, that they acknowledge and accept the maintenance plan. Projects will be ranked on the likelihood of success in implementation and maintenance of the project as designed. An example maintenance template can be found at
https://www.montgomerycountymd.gov/DEP/Resources/Files/downloads/rainscapes/fact-
sheets/Maintenance%20_Plan_Template.pdf.

Project Type 3 – Litter Reduction in the Anacostia River Watershed

For consideration of funding, these projects must include a detailed plan.

Project Type 3 applications shall include answers to the following project criteria (copy/paste into Proposal Narrative question #7):

   i. Is your project focused on removal/pick-up efforts or an outreach/behavior change effort?
      a. “Structural” or “on the ground” removal/pick-up efforts that result in removal metrics (such as total weight and volume of litter collected, number of bags of trash and recyclables collected, and counts of trash types)
         i. Structural litter/trash prevention/removal (e.g., solar powered recycling bins)
            1. Note that structural interventions should be informed by the priority audience to ensure their design and placement are desirable and will accomplish the desired impact. This is behavior change work, so if you have not done this step yet, consider applying for a grant to accomplish this (see below)
         ii. Catchment assessments (e.g., collecting and reporting data that will highlight what types of litter are present in land uses and identify/determine the source of the litter)
      b. Outreach or Behavior Change
         i. Outreach (e.g., community leader education workshops, development of communication products, educational events, etc.)
         ii. Behavior change campaign (that leads to a measurable change in target behavior)
ii. If your project is a removal/pickup effort using structural methods and/or catchment assessments, address the following:
   a. **Project outcomes:** What will the project accomplish? How will this be accomplished?
   b. **Location:** What area of the Anacostia Watershed will the project take place? A link to “hot spot” areas will be provided on this grant program website when it is available (was not ready at the time of the RFP release).
   c. **Methods:** How will the project be carried out and what are the steps involved? How will data be collected? On what research and/or past practices are these methods based? What obstacles might be encountered and how will you overcome them?
   d. **Maintenance plan:** For trash removal projects (if applicable): How will ongoing maintenance be handled to ensure litter continues to be removed over time?
   e. **Results:** Data collection and reporting is required (e.g., total weight and volume of litter collected; number of bags of trash and recyclables; and counts of trash types). What data will you collect? How will the information be synthesized/analyzed? How will results be reported during the project and at the project end (e.g., excel spreadsheet, Access database, map, etc.)?

iii. If your project is an Outreach or Behavior Change effort, address the following:
   a. Is this an outreach/education effort or a behavior change effort?
   b. **Target Audience:** Define your target audience(s). Think about the types and groups of people most relevant to your goal. Who is most likely to benefit from your message and/or most likely to transfer the message to others?
      ● If unknown, how will you plan to determine the target audience?
   c. **Action:** Identify the intended behavior change/action of the project. (e.g., order additional recycling bins if you need more capacity rather than overfilling; attend a community cleanup, etc.). State the message to be communicated in your own terms, as if you are writing it for your priority audience. Think about why this project matters to the audience and make sure that is in your message.
      ● If your project is a behavior change project, list the specific behavior including justification of the selection (e.g., Why this behavior?) or how you will determine the appropriate behavior to address;
   d. **Methodology:** Explain and justify the method intended to achieve the behavior change/action of the target audience. Provide examples of similar programs that have demonstrated success and reference your organization’s experience with these approaches. Justify how the outreach and engagement approach is appropriate for the target audience. Is the methodology part of a defined outreach plan?
      ● If your project is a behavior change project, include:
         i. Outreach strategy and methodology to deliver the message;
         ii. Known or perceived barriers and benefits to behavior adoption or how you plan to determine and prioritize barriers, benefits, and competition to a specific behavior;
         iii. Detailed pilot program strategy; and
         iv. Methodology for evaluation for impact/success
   e. **Evaluation Process:** How do you plan to report the success of the project?
   f. **Outcome(s):** Identify the specific program outcome(s). Identify strategies for achieving long term sustainability. Analysis and documentation of final program outcomes.
Appendix C: Additional Resources

- Stormwater BMP Implementation Guidance
- RainScapes program overview
- RainScapes Resources (also see RainScapes Criteria and Guidance below): https://www.montgomerycountymd.gov/water/rainscapes/resources.html
  i. Technical and Design Manuals
     1. Rain Gardens (more detailed)
     2. Planting Design Guidance for Rain Gardens
     3. Pervious Pavement (more detailed)
  ii. Site Assessment form. An example completed form can be found here.
  iii. How to Conduct a Perc Test
  iv. How to make a Planting plan
  v. Plant Calculator
  vi. Plant Spacing Guide
  vii. Suggested Plant lists
  viii. Maintenance Plan Template
  ix. Property Owner Agreement/Right of Access form
  x. List of native trees for Projects
- M-NCPPC Trees Approved Technical Manual for Montgomery County
- Montgomery Parks - Best Management Practices for Control of Non-Native Invasives
- Trust’s additional resources page on social marketing tools: https://cbtrust.org/additional-resources/ and for native plants, maintenance, etc. at: Resources - Chesapeake Bay Trust (cbtrust.org)