2017 Outreach and Restoration Grant Program Application Package

AT A GLANCE

The 2017 Outreach and Restoration Grant Program encourages outreach and community engagement activities that increase stewardship ethic of natural resources and on-the-ground restoration activities that engage Maryland citizens in the restoration and protection of the local green spaces, streams, rivers, and bays.

In this Application Package:

Program Overview and Application Instructions
Appendix A: Restoration Project Design Requirements
Appendix B: Behavior Change Project Requirements

Deadline:
5:00 p.m., September 28, 2016

Application Tracks *- Applicants can request funds from one of the following tracks:*

Track 1: Outreach: $5,001 - $30,000 for projects focused on education and awareness as project outcomes and $5,001 - $50,000 for behavior change projects.

Track 2: Restoration: $5,001 - $50,000 for restoration implementation projects.

Track 3: Outreach and Restoration: $5,001 - $75,000 for projects that combine outreach projects with restoration projects to achieve meaningful and measurable outcomes.

Submit Your Application by following instructions at:
www.cbtrust.org/grants/out-rest

Goals of the Grant Program

This funding opportunity through the Chesapeake Bay Trust and in new partnership with the City of Baltimore, Charles County, the City of Gaithersburg, and Howard County aims to engage a diverse range of organizations, both with community-related missions and focused environmental missions, to facilitate projects that enhance communities, involve residents, and improve natural resources.

This Program was established to provide accessible funds to organizations and agencies to implement community-led stewardship efforts that increase public understanding of environmental challenges; implement demonstration-scale, community-based, on-the-ground restoration projects; and expand the base of public support necessary to advance the restoration of Maryland's bays, tributaries, and other natural resources.

<u>Track 1: Outreach projects should:</u> Raise public awareness and engagement in the challenges and solutions to restoring Maryland's natural resources: local green spaces from urban to rural, parks, streams, rivers, and bays.

<u>Track 2: Restoration projects should:</u> Engage people in on-the-ground community-based projects that both benefit the community and benefit the quality of one or more natural resources (example: native plants, trees, water).

<u>Track 3: Outreach and Restoration projects should:</u> Combine the goals for both tracks above in order to achieve increased meaningful and measurable outcomes.

The Trust seeks applications from organizations new to environmental grant-making as well as organizations experienced in restoration or behavior change projects. New applicants are welcome to contact the Trust for assistance in applying.

All projects should meet one or both of the following goals:

a) Significantly engage members of a specific audience in community and environmental issues through awareness or behavior change efforts.
b) Accomplish on-the-ground restoration that will result in improvements in health of a Maryland natural resource, either through habitat enhancement or water quality improvement.

As part of an effort to more fully engage underrepresented groups in its grant-making, the Trust strongly encourages projects that increase awareness and participation of communities of color and/or that improve watershed health in communities of color.

Project Types

TRACK 1: Outreach Projects (Up to $30,000 for awareness projects and up to $50,000 for behavior change projects),

Awareness Projects should: Seek to increase knowledge within either a new target audience or on a new topic, in which a basic level of awareness has not yet been established. Example projects include but are not limited to:

- Workforce development and jobs training programs;
- Workshops promoting restoration and protection best practices;
- Environmental knowledge building events;
- “Train the trainer” sessions;
- Awareness activities such as stream clean ups and storm drain stenciling;
- Environmental art installations designed to increase awareness of environmental, especially water-related, issues.

Applicants should include an estimate of how they expect the project to improve awareness, and how they will know awareness of the target issue has occurred. Proposals requesting funding for stand-alone passive signage, flyer, and other print material projects will not be considered for funding. These types of projects must accompany a project from the list above.

Behavior Change Projects should: Target a specific change in behavior within a specific audience and should be based on a formal assessment of audience knowledge, attitudes, and practices. Example projects include:

- Social Marketing Plan development (including barrier and benefit research, positioning statement, marketing mix development, evaluation plan development, and project implementation planning);
- Piloting and Implementation of previously developed social marketing plans.

Applicants interested in behavior change projects are strongly encouraged to contact the Trust during idea development prior to applying.

TRACK 2: Implementation Requests for Restoration Projects (Up to $50,000 for implementation-only requests).

Restoration Projects include:

- Tree planting projects - urban, suburban, or rural;
- Streamside forest buffers;
- Vacant lot greening projects;
- Bioretention cells, bioswales, rain gardens, rain barrels, and other low impact development techniques;
- Wetland creation, restoration and enhancement;
- Living shoreline;
- Small-scale stream restoration and fish passage projects; and
- Installation of agriculture best management practices, including fencing, buffers, wetlands, and more.
- Stormwater Management projects on large scale school property projects that restore habitat, improve water quality, and establish outdoor classrooms on school grounds. (School-based projects should contribute to Maryland Green School certification efforts, should be integrated into classroom curriculum, and must have a plan for continued use of the project area as an outdoor classroom beyond the term of the grant.)

The Trust acknowledges that minor design and pre-construction management support may be required as part of Restoration Track projects. **Proposals submitted to the Outreach and Restoration Grant Program should have design documentation completed and ready for permitting (see Appendix A for definition of “complete”) or be able to finalize or modify designs in order to obtain any permits) for under $5,000**. Projects requiring larger investments for design (greater than $5,000) should be submitted through an alternative program, Watershed Assistance Grant Program in partnership between the Trust, the Maryland Departments of Natural Resources, and Environment for design-only funding. If you think your project can be completed within the Restoration Track with assistance of design funds, please speak to the Trust about justification.

TRACK 3: Outreach and Restoration Projects (up to $75,000 for projects that combine outreach and restoration elements to measurably build knowledge within the community served).

Combines elements from the 'Awareness and Knowledge Building' (Track 1) and 'Restoration' (Track 2) project lists above.

The above lists are not exhaustive. If you have a project idea that is not listed above, but meets the broad goals of the Outreach and Restoration Grants Programs, please contact Trust staff to discuss your idea before applying. **For applicants interested in K-12 education-related grants, please see our Environmental Education Grants Program or contact Trust staff for more information.**

Criteria and Guidelines

The following criteria will be used by the Trust to evaluate proposals. Preference will be given to proposals that meet multiple criteria.

Criteria for all tracks

Budget and Match

- Cash and in-kind match are not required, but match is a criterion on which the project will be evaluated. Projects showing matching contributions of funds or in-kind services from project partners and other sources (See budget section on 'Proposal Instructions' below) will receive higher scores in this criterion. Certain kinds of projects, such as tree planting projects or restoration projects on agricultural lands, are commonly supported by various cost share programs. If your project falls into one of these categories and these sources of match are not used, the reason should be explained in the proposal.
- Appropriateness and scale of budget will be evaluated. Requests for staff time to accomplish specific goals are appropriate; however, be sure to clearly justify the amount of staff time required for the project and the tasks (and hours per task) associated with staff time requested.

Community engagement and partnerships

- The highest ranked projects will involve community residents in the design of the education, behavior change, or restoration project, or combination thereof.
- Qualified technical expertise must be identified on staff, as partners or as contractors.
- Engagement with the community served is paramount. Partnerships with agencies, schools, religious institutions, nonprofits, and other community groups that leverage impact and broaden the base of support, and lead to extension of the project, use of the project, or awareness of the project beyond the end of the project period are strongly encouraged.

Justification of Contractual Services

- If contractual costs are requested, you must provide qualifications of the consultant selected. Qualifications of the consultant should be uploaded to the online application as supporting documentation. If the applicant is seeking support for consultant services for a behavior change project, the applicant should procure the services of a firm with specific experience in social marketing.

Mitigation Projects and Projects Required in Permits

- The Trust is unable to fund projects or programs that are required by a separate Federal, state, or locally issued permit, decree, or enforcement action. In some cases, the Trust may elect to fund optional portions of required projects that are in excess of regulatory requirements.

Sustainability and Evaluation

- Projects will be ranked on the likelihood that the proposed project has the potential for lasting impact, can serve as a model that could be replicated elsewhere, and outlines a plan to be sustained or have an impact beyond the term of the grant.

- Proposals should describe how the project's impact will be evaluated or assessed; outreach project evaluation should involve the target audience and be both quantitative and qualitative.

Track 1: Outreach Project Criteria

Awareness Projects

- Projects must measurably increase awareness or knowledge within a group of people about environmental challenges and issues as well as instill pride in ownership of local natural resources such as green spaces, trees, forests, streams, rivers, and bays. Example - Workforce development and training programs
- Proposals must clearly explain and justify the methodology used to deliver the message(s) to the target audience (example: workshop, training, art installation, innovative media, etc.).
- The best proposals will place the project in the context of a larger initiative that will eventually seek to influence behavior. (In the future what behavior will the audience who has been made more aware ultimately change?)
- Practices for which behavior change tools are relatively well established will be strongly encouraged to apply for a behavior change project rather than a project that simply seeks to increase awareness (example: litter, pet waste).

Behavior Change Projects

- Projects should seek to affect measureable change in the target audience's behavior(s) through one of two phases – social marketing plan development or social marketing plan implementation.
- Applicants should try to work collaboratively with the target audience to better understand the audience's knowledge, attitudes, and practices.
- Applicants should emphasize how their understanding of the target audience's awareness and perceptions will inform marketing plan strategies that will increase behavior adoption.
- Marketing plan development or implementation of an existing marketing plan must follow the ten step process (outlined in Appendix B).
- Projects should include a baseline measurement of behavior and will propose to either develop or implement a robust evaluation plan (depending on which phase – plan development, or implementation the applicant is proposing).

Track 2: Restoration Project Criteria

- Projects should contribute to the improvement of community, habitat, and/or water quality. The Trust supports restoration efforts that are described in the context of an area that drains to a particular river (watershed) and that engage and connect to the local community. The advantage of considering an area that drains to a river as a geographic approach is that relevance, cost-effectiveness, and prioritization of a specific project or project site can be compared to that of others. Therefore, applicants proposing projects that connect to broader community of county goals, or are specifically identified in or based on a local MS4 watershed implementation plan (WIP) will receive higher scores.
- Applicants are encouraged to rely on widely-accepted restoration best practices. For practices that are relatively new, the background of and justification for use of the practice must be provided. If a practice is untested, the Trust can recommend other grant programs to support your work. Please contact Trust staff for guidance in these situations.
- Proposals must include an estimate of the total drainage area and total area of impervious surface treated by the project. In addition, other quantifiable outcomes, such as nutrient and sediment reduction calculations, square feet of bioretention created, number of trees planted, and square feet of buffer planted must be provided.
  - Guidance on calculating nutrient and sediment reductions can be found on the Maryland Department of Natural Resources website: http://dnr2.maryland.gov/ccs/Pages/funding/trust-fund_grants.aspx
- Projects must be carefully planned and technically sound.
- Applicants are encouraged to solicit estimates or bids from more than one consultant or contractor.
- Proposals for implementation funding must include site photos, a site plan, a complete design, and drainage area. For details on what qualifies as a complete design for different types of projects, please see

Appendix A below. The Trust is available to provide assistance on elements of design, including drainage area calculation.

- Projects will be ranked on the likelihood of success and longevity of the project. For all requests, a description of long-term maintenance activities (maintenance plan) 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 have seen and understand the restoration plan.**
- The Trust prefers to fund projects on public property, property owned by nonprofit organizations, community-owned property, and property with conservation easements. Projects on other private property may be considered under certain conditions. (Example: extremely high restoration, engagement, or demonstration outcomes.) Projects proposed on land not owned by the applicant must have landowner support and assurance of sustainability in a detailed letter of support.
- Within the Restoration Track, the Trust encourages projects that have engaged the community served by involving community representatives in project planning through Green Teams, community charrettes, or other process.

Track 3: Outreach and Restoration Project Criteria

- Projects must consider all criteria and guidelines listed under Track 1: Awareness Projects and Track 2: Restoration projects. Projects do not have to consider criteria and guidelines listed under Track 1: Behavior Change Projects.
- Projects should describe how the restoration components of the project will be leveraged for demonstration and education in order to measurably build knowledge within the community served.

Eligible Applicants

The Trust welcomes requests from the following organizations:

- 501(c)3 Private Nonprofit Organizations
- Faith-based organizations
- Community Associations
- Service, Youth, and Civic Groups
- Municipal, County, Regional, State, Federal Public Agencies
- Soil/Water Conservation Districts & Resource Conservation and Development Councils
- Forestry Boards & Tributary Teams
- Public and Independent Higher Educational Institutions

If your organization category is not listed above, please contact the Trust to verify eligibility prior to submitting your application. Applications submitted from organization outside of these categories may not be eligible for funding.

The strongest proposals will show committed partnerships that provide funding, technical assistance, or other in-kind services to support the successful implementation of the project. An Executive Officer and Project Officer, two separate individuals, must be identified for all proposals. The Executive Officer and Project Officer must be able to make decisions on behalf of the organization either as a board member, an employee, or other approved position. The project officer will be responsible for all project coordination and correspondence with the Trust for the duration of the project. The Trust cannot conduct any official correspondence with contractors, consultants, or other project partners. If at any time the project officer cannot continue in the position, the organization must contact the Trust and assign a new qualified project officer. To avoid conflict of interest issues, individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

Funding Availability and Restrictions

Track 1: Outreach Projects: Applicants may request from **$5,001 - $30,000** for projects that aim to measurably increase citizen awareness and knowledge of issues and challenges in restoration of the Chesapeake Bay and its resources. Applicants may request from **$5,001 - $50,000** for projects that aim to change citizen behaviors in an effort to improve citizen stewardship of the Chesapeake Bay and its resources.

Track 2: Restoration Projects: Applicants may request from **$5,001 - $50,000** for restoration projects that aim to improve water quality,

Track 3: Outreach and Restoration Projects: Applicants may request from **$5,001 - $75,000** for projects that combine outreach and restoration elements to measurably build knowledge within the community served.

Applicants are strongly encouraged to contact Trust staff to discuss proposals at least two weeks prior to the deadline.

*For requests under $5,000, please consider applying to the Trust's Mini Community Engagement and Restoration Grant Program.
*For projects intended solely to educate K-12 students, which relies on a specific series of best practices, consider applying to either the Mini Grant Program for K-12 Environmental Education Requests or the Environmental Education Grant. Details can be found can be found at www.cbtrust.org under "Grants."

The following cannot be funded in this program:

- Endowments, deficit financing, individuals, building campaigns, annual giving, research, fund raising or venture capital;
- Mitigation or other projects required by an existing or pending regulatory permit or action.
- Political lobbying;
- Reimbursement for a project that has been completed or materials that have been purchased;
- Projects and programs located outside of Maryland;
- Budget items that are considered secondary to the project's central objective.
- Traditional marketing efforts that serve to generally promote the applicant organization.

The Trust evaluates each proposal on a case by case basis. The Trust reserves the right to fund projects and budget items that advance its mission and meet its specific funding priorities and criteria.

Project Timeline

Projects should be completed within approximately two years upon receipt of the grant award. Project timelines that exceed two years may be requested but must be justified.

When the project is complete, grantees are required to complete final reports, including submission of all invoices/receipts for grants larger than $25,000. Organizations with outstanding final reports will not be awarded additional grants.

Contact

For technical assistance with projects, please contact either:
Kacey Wetzel at (410) 974-2941 ext. 104; kwetzel@cbtrust.org or
Abbi Huntzinger at (410) 974-2941 ext. 106; ahuntzinger@cbtrust.org

Application Submission Instructions and Deadlines

To apply for a grant, follow instructions at www.cbtrust.org/grants/out-rest.
Click on "New Applicant" and follow the on-screen instructions if you have not yet registered to use the system.

Applicants must submit proposals using our Online Grants System by **5:00 pm on September 28, 2016**. Late applications will not be accepted, and the online funding opportunity will close promptly at 5:00 pm. **Applicants**

<u>are strongly encouraged to submit at least a few days prior to the deadline</u> given the potential for high website traffic on the due date. The Trust cannot guarantee availability of Online Grant System technical assistance on the deadline date.

Grant awards will be announced in December 2016.

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 a grant agreement letter with grant conditions and due dates of status and final reports. The Trust will mail grant payments to the requesting organization following (a) the Trust's receipt of the signed grant agreement and (b) satisfaction of any award contingencies. In cases where the grantee fails to submit a status report or final report by the due date, the Trust reserves the right to terminate the grant agreement and require a refund of funds already transferred to the grantee.

Proposal Instructions

When completing the online application process, you will be asked for the following information:

Project Title: List the title of your project

Organization Information
1) Organization name (You must list the exact organization name to which the check will be issued if funding is approved. Please check with your finance office before submitting.)
2) Address & Phone Number
3) Mission of Organization
4) Organization Type
5) EIN Number

An Executive Officer and Project Officer, two separate individuals, must be identified for all proposals. The Executive Officer and Project Officer must be able to make decisions on behalf of the organization either as a board member, an employee, or other approved position. The project officer will be responsible for all project coordination and correspondence with the Trust for the duration of the project. The Trust cannot conduct any official correspondence with contractors, consultants, or other project partners. If at any time the project officer cannot continue in the position, the organization must contact the Trust and assign a new qualified project officer. To avoid conflict of interest issues, individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

Executive Officer of Requesting Organization: You will need to provide: name, title, address, phone, e-mail.

Project Officer: You will need to provide: name, title, address, phone, e-mail.

Grant Information:
1) Amount of Trust funding requested
2) Grant Period: enter project start and end dates
3) In which stream, river or watershed will the project be located?
4) In which county will the project be located?
5) Latitude & Longitude (decimal format) of project site

Project Abstract
In a text box, you will be asked to provide a brief (3-4 sentences) summary of the project, including details such as type of project, location, and main objectives.

Project Timeline
You will be asked to enter major tasks into a table, with start and end dates.

Project Deliverables
You will be asked to fill in estimated deliverables for a variety of metrics such as number of trees planted and number of workshops held.

Volunteer Involvement
Indicate the number of volunteers that will be involved, the total number of volunteer hours, and a description of volunteer activities.

Project Partnerships and Qualifications
You will be asked to enter project partner organizations, individuals, their areas of expertise, and their role(s) in your project. Applicants are strongly encouraged to upload a letter of support and commitment for the project from each partner describing in detail the partner's role in or contribution to the project. Applications including strong letters of support and commitment often receive higher scores. If not submitted with application, letters of support and commitment may be required prior to the release of any awarded funding.

Project Narrative Upload
You will be asked to upload an MS Word or PDF file not to exceed 6 pages of text, excluding photos or materials such as letters of support, addressing the following points. We recommend that you copy and paste the questions to use as an outline in your narrative to ensure that you address all questions. Additional file attachments may also be uploaded through this component; additional files should not exceed four files in total.

1) Track: Identify the track to which you are applying:
    a) Track 1: Outreach/Awareness Project
    b) Track 1: Outreach/Behavior Change Project
    c) Track 2: Restoration Project
    d) Track 3: Outreach and Restoration Project

2) Goal: Define the specific objectives of the proposed project.

3) Background: Describe the background of the project. Why is this project needed? How was it identified? What was the impetus?

4) Demographic Information: In light of the Trust's commitment to the advancement of diversity in its grant-making, please provide demographic information about the community or population involved in or served by the project. Please provide your organization's experience working within the specific communities that you will be targeting. If you have not had significant experience within your targeted demographic, please 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).

5) <u>Project context:</u> Indicate how this project supports the broader goals of your organization. Do you have an outreach plan, a communications plan, or watershed plan for your organization or based on which your organization operates? If so, how does this project support the plan? If applicable, describe how this project complements other activities led by your organization in support of the same goals.

6) <u>Community Context</u>: The best projects will connect to other existing community watershed stewardship efforts. Please indicate how this project fits into other watershed stewardship activities occurring in the community. For example, are neighboring faith-based organizations or homeowner's associations who may already be undertaking environmental activities going to be engaged in this project? For a list of Trust-funded projects in the area, applicants are encouraged to reference the recently funded projects map on the Trust website or check out the Trust's annual report online.

7) Experience: Briefly describe your organization's experience in completing similar projects.

8) History: Have you applied for this project or program in the past? If yes, what has changed about your project or program since the last time that you applied?

9) Consultants: Has/will a consultant be hired? For implementation projects, has a contractor been selected? Please describe your consultant/contractor selection process, including justification and background of the selected consultant/contractor. If using a bid process, please describe the process. The Trust strongly recommends that applicants obtain at least two competitive bids, estimates or quotes.

10) Sustainability: Do you have a sustainability plan for your project or program? Example: When funding for this project is over, what will happen to the project or program you led or initiated through this funding? How will the project continue to be funded or supported in future years? If the project will be replicated in future years or is a reoccurring program, please provide an abbreviated plan for the project to be sustained beyond the term of the grant.

11) Evaluation: Describe how you will assess the effectiveness of your project/program. How will you learn which specific project design elements worked? How will you collect information to refine and improve your program or project? 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.
   a) For Awareness, projects' evaluation should include the number of people who have increased their knowledge
   b) For Behavior change, projects' evaluation should be either proposed or addressed in step 8 of the planning process (see Appendix B) and should (in Phase II - Implementation) include an evaluation of the number of people who changed their behavior as compared to baseline data
   c) For a restoration project, evaluation should include an estimate of the total drainage area and total area of impervious surface treated by the project, and other quantifiable outcomes such as nutrient and sediment reduction calculations, square feet of bioretention created, number of trees planted, and square feet of buffer planted (as appropriate to project description).
      - Guidance on calculating nutrient and sediment reductions can be found on the Maryland Department of Natural Resources website: http://dnr2.maryland.gov/ccs/Pages/funding/trust-fund_grants.aspx
   d) For the combined restoration and outreach projects, evaluation should include information as noted above in 11a and 11c

12) Mitigation projects and projects required in permits: The Trust is unable to fund projects or programs that are required by a separate Federal, state, or locally issued permit, decree, or enforcement action. Please state: a) whether your project is required under any existing or pending permit, decree, or enforcement action, and b) whether your proposal exceeds the regulatory requirements, and if so, how.

13) Please answer 13a, 13b, 13c, and/or 13d below depending on the track of the proposed project. Applicants requesting funds up to $75,000 should answer both 13b and 13c questions.

- 13a) Behavior Change Projects **Only**: Have any of the following steps been completed? If so, please describe how and detail the results of each **(for additional descriptions of steps and specific points that must be addressed see Appendix B.)**:

  Project Planning Phase I *(Please describe steps 1-4 which should be completed prior to submittal and fully addressed in the narrative)*
  1. Background, Purpose, and Focus (1-2 paragraphs)

2. Situation Analysis – List strengths and weaknesses of your organization and describe external forces such as opportunities and challenges (1-2 paragraphs or list with brief discussion)
3. Target Audience - Identify sub-groups and select a target audience segment (2-3 paragraphs)
4. Marketing Goals and Objectives – Identify the behavior objective; discuss return on investment; impact of behavior (example: relevance to major issues in your watershed), and likelihood of target audience adoption of the behavior. Is the practice or behavior that you are promoting new or experimental? Please briefly discuss what is known about the behavior selected. For projects targeting technical behaviors, the description may be longer. For projects targeting well understood behaviors, such as trash clean-up, this section may be brief. (1-2 pages)

   The applicant may request costs for the steps 5-9 *(We recognize that work on each previous steps will drive work on each successive step and therefore exact methodology cannot be outlined; therefore, please provide (for reviewers) a brief conceptual plan for each of the following steps contingent upon completion of step 5).*
5. Barriers, Benefits, and Competition – Identify audience barriers, benefits, and the competition through a formal target audience assessment (1-2 paragraphs)
6. Positioning Statement – Create the message to be communicated based on target audience assessment (1 sentence)
7. Strategic Marketing Mix (4 P's) –Design project addressing Product, Price, Place, and Promotion based on target audience assessment (include social science tools where appropriate) (1-2 pages)
8. Evaluation Plan – Outline what will be measured, how, and when (1-2 paragraphs)
9. Project Planning and Implementation Summary – Identify project costs for pilot, implementation, and evaluation stages and create a concise working document summarizing planned efforts for Phase II (1-2 paragraphs)

Project Implementation Phase II (*Applicants should only request costs for implementation if a social marketing plan is complete; the completed social marketing plan should be submitted as the basis for a Phase II request.)*

1. Pilot Program – Test your program on a small scale
2. Broad Implementation of Program
3. Evaluation – based on audience response

- 13b) <u>Awareness Projects **Only**</u>**:** Address the following points:
  1. <u>Target Audience</u>: 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?
  2. <u>Message</u>: Identify the intended message of the project. (i.e., plant a native red bud tree). State the message in your own terms, as if you are writing it for your target audience. Think about why this project matters to the audience.
  3. <u>Methodology</u>: Clearly explain and justify the methodology/tactics chosen to deliver the message to the target audience(s). Explain why the tactics are an effective way to reach your target audience(s). You are encouraged to rely on known outreach, engagement, and media best practices. Provide examples of similar programs that have demonstrated success and reference your organization's experience with these tactics. Examples include but are not limited to: workshops, innovative media, individual outreach, demonstration planting projects, etc.).

- 13c) <u>Restoration Projects **Only**:</u> Address the following Points:

  Technical information -Please include within the same uploaded file (as opposed to attaching separate files):

1. Watershed/Community Plan Status: Please describe how your project fits into the local WIP, community plan, watershed study, or larger strategy. Describe the plan, including the history of its creation and use. Describe how the proposed project is identified in and/or consistent with the plan. If applying for a project not based on a plan, indicate "N/A."
2. A completed site plan and project design to include all items listed in Appendix A (based on if the project falls into category 1, 2, or 3; provide any additional items required for your type of project)
3. A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different), a list of any native plants used (funding is restricted to native species only; the Trust typically fund native perennial plants $6-8 and trees and shrubs at $25-35 each. If requests differ from those amounts please justify)
4. For projects planned on properties other than your own, a letter stating that permission has been granted from the entity owning the land on which the project will be completed and that there is commitment to preserve and maintain the project. Letters may be uploaded separately by clicking "add" above.

- 13d) Outreach and Restoration Projects: Address the following:

Awareness information:

1. <u>Target Audience</u>: 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?
2. <u>Message</u>: Identify the intended message of the project. (i.e., plant a native red bud tree). State the message in your own terms, as if you are writing it for your target audience. Think about why this project matters to the audience.
3. <u>Methodology</u>: Clearly explain and justify the methodology/tactics chosen to deliver the message to the target audience(s). Explain why the tactics are an effective way to reach your target audience(s). You are encouraged to rely on known outreach, engagement, and media best practices. Provide examples of similar programs that have demonstrated success and reference your organization's experience with these tactics. Examples include but are not limited to: workshops, innovative media, individual outreach, demonstration planting projects, etc.).

Technical information -Please include within the same uploaded file (as opposed to attaching separate files):

1. Watershed/Community Plan Status: Please describe how your project fits into the local WIP, community plan, watershed study, or larger strategy. Describe the plan, including the history of its creation and use. Describe how the proposed project is identified in and/or consistent with the plan. If applying for a project not based on a plan, indicate "N/A."
2. A completed site plan and project design to include all items listed in Appendix A (based on if the project falls into category 1, 2, or 3; provide any additional items required for your type of project)
3. A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different), a list of any native plants used (funding is restricted to native species only; the Trust typically fund native perennial plants $6-8 and trees and shrubs at $25-35 each. If requests differ from those amounts please justify)
4. For projects planned on properties other than your own, a letter stating that permission has been granted from the entity owning the land on which the project will be completed and that there is commitment to preserve and maintain the project. Letters may be uploaded separately by clicking "add" above.

Budget

The Budget tab of the online form includes four components.

1) <u>The Budget upload component</u> -you will be asked to upload your budget using the Chesapeake Bay Trust Budget Form, an excel file template. Copies of the form can be obtained in two ways:
   a. from the "Budget" section of the Online Funding Opportunity

    b. by clicking here and then clicking on ‘Application Budget Form’

2) Please be as detailed as possible. For example, elements of planting requests (example: plant material, planting preparation costs, planting labor) must be listed separately
3) For any staff cost requests, please list the percentage of overall time devoted to the project by each staff member in the budget item column. Salary costs must match payroll costs and may include no other costs. Benefits may not be combined with salary and must be listed separately
4) Be sure to see “Funding Availability and Restrictions” section of Application Instructions above.
5) Matching resources are not required but encouraged. Explain your efforts to seek matching resources for your project. Do not evaluate volunteer hours in terms of dollars. Please indicate whether each match entry is applied for, pledged, or in-hand
6) Budget Category Information - you will be asked to enter budget category totals. These totals will have been automatically calculated in the Chesapeake Bay Trust Budget Form
7) Personnel/ Consultant Request Description – If personnel and/or contractual costs are requested, please use this component of the budget tab to provide detailed scopes of work. Err on the side of providing too much information
8) Additional Budget Justification - Use the budget justification section to provide a budget narrative. The narrative should include, in addition to general budget justification information, (a) detailed justification for staff cost requests, if requested, including a specific scope of work, specific tasks, and hours associated with those tasks and (b) the source of any construction cost estimates. If you will contract with a consultant and have a proposed scope of work please attach it to your application

<u>Appendix A:</u> Restoration Design Guidelines and Information

The Trust has clarified our requirements for project design submitted as part of proposals to the Restoration Track. The purpose of this clarification is to identify for applicants and grantees the minimal elements of project design associated with successful projects, while keeping in mind constraints and scale of community-based, voluntary projects. As always, the Trust requires a complete project design to consider funding a proposal under the Restoration Track. Applicants are strongly encouraged to contact the Trust for assistance and further guidance when creating proposals and designs to qualify for the Outreach and Restoration Grant Program.

Since the Outreach and Restoration Grant Program funds many types of watershed implementation practices, specific design requirements and the definition of “complete design” varies among project types. To help guide you in determining what is required for the design component of your proposal, restoration practices have been broadly grouped into three categories. Please read the list below and identify in which category your proposed project falls. Then read the design requirements below that section. If you are unsure of which category your project fits into, please contact the Trust for further assistance.

<u>Category 1: Projects requiring minimal ground disturbance and no earthwork</u>

<u>Category 1 Project Types</u>

- Greening and cleaning projects on Vacant Lots
- Reforestation, afforestation, and street tree (with or without tree pit creation) projects (in street right-of-way or in open spaces)
- Rain barrel and rain storage projects
- Invasive species removals
- Wetland plantings and buffer plantings
- Other projects that do not require earthwork

<u>Category 1 Design Requirements:</u>

<u>Category I projects will not be funded without a completed design, which includes:</u>

- Site map showing project boundary
- Site photos
- Invasive species management plan for site (if applicable), and
- Planting plan (for planting projects only; can be overlaid on site map)

<u>Category 2: Small-scale restoration projects with projected pollution reduction benefits</u>

<u>Category 2Project Types</u>

- Bioretention and rain garden projects, in which surface water is not collected by, or distributed to, adjacent properties and in which the total site disturbance is less than 5,000 square feet
- Impervious surface removal with replanting/stabilization of area in which the total site disturbance is less than 5,000 square feet

<u>Category 2 Design Requirements:</u>

<u>Category 2 projects will not be funded without a completed design, which includes:</u>

- Site map showing:
    - 2’ topographic data, available in GIS format from Maryland DNR at: http://dnrweb.dnr.state.md.us/gis/data/data.asp , or alternately from some county GIS and planning offices
    - Project boundary and drainage area boundary including drainage area size (obtained from topographic maps described above) and percent of impervious cover within the drainage area

- Survey information, marked on site map, of the surface water intake (where runoff enters your project area) and project outfall (where you would like water to exit your project area)
- Proposed design - plan view (this should show the approximate existing and proposed elevations of the project area)
- Landowner signature on the plan that indicates project endorsement

- 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
- Approximate earthwork volumes (existing soil to be removed, bioretention soil to be added, etc.)
- Calculations to determine amount of stormwater runoff which will be treated by facility including pounds of nitrogen and phosphorus removed as well as tons of sediment removed. (Note: for impervious surface removal only projects, calculation s only need to include pounds of nitrogen and phosphorus removed as well as tons of sediment removed)
- Planting plan
- Site photos

Category 3: Complex Restoration Projects

Category 3 Project Types

- Bioretention and rain garden projects over 5,000 square feet of disturbance and/or affecting surface flow from/to adjacent properties
- Projects in this category will likely be subject to permitting requirements; refer to local planning and zoning and/or public works regulations for details
- Wetland and marsh enhancement/restoration/creation projects
- Stream restoration projects
- Coastal plain outfall, stormwater conveyance, or floodplain restoration projects
- Stormwater retrofit projects (conversions and structural changes)
- Bank/slope stabilization projects
- Impervious surface removal with replanting/stabilization of area in which the total site disturbance is over 5,000 square feet

Category 3 Design Requirements

Category 3 projects will not be funded without a completed design, which includes:

- Site map showing:
  - Field-run topographic survey of existing conditions
  - Project boundary and drainage area boundary
  - (As applicable) mean high water, full pool elevation, bankfull/benchfull
  - Proposed design (grade changes, drainage structures, rock placement, etc.)
  - Landowner signature on the plan, which indicates project endorsement
  - Mapped utilities and roads
  - Property boundaries
- 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
- Detailed earthwork volumes (cut, fill, stockpiled, etc.)
- Drainage area size (obtained from topographic maps described above) and percent impervious cover within the drainage area.
- Calculations to determine amount of stormwater runoff which will be treated by facility including pounds of nitrogen and phosphorus removed as well as tons of sediment removed. (Note: for impervious surface removal only projects, calculation s only need to include pounds of nitrogen and phosphorus removed as well as tons of sediment removed)
- Planting plan
- Site photos

Appendix B: Behavior Change Project Design Guidelines and Information

The ***Planning process*** for Behavior Change Campaign development (a.k.a. Social Marketing) can be completed in 10 steps. Steps should be completed in order; steps 1 through 4 (described in more detail below) must be completed prior to applying and addressed fully within the initial grant application:

1) Background, Purpose, and Focus
2) Situation Analysis
3) Target Audience
4) Marketing Goals and Objectives

Requests under the Behavior Change Track of the Outreach and Restoration Grant Program can be made to support any of the six remaining planning steps or any of the three Phase II steps (described in more detail below):

Phase I – The Planning Process

5) Barriers, Benefits, Competition
6) Positioning Statement
7) Strategic Marketing Mix (4 P's)
8) Evaluation Plan
9) & 10) Project Planning and Implementation Summary

Phase II – Piloting and Implementation

1) Pilot the Program
2) Broad Implementation
3) Evaluation

10 Steps of Project Planning - Phase I

1) **Background, Purpose, and Focus**:
Proposals should provide a brief background statement that notes the social issue the plan will be addressing (example: water quality), including a summary of factors within the watershed that led to the development of the plan (major pollutants?). The applicant should also develop a statement of purpose that reflects the outcome of a successful campaign (example: reduced nitrogen) and a focus that will be the subject of the campaign (example: fertilizer use).

2) **Situation Analysis**:
Proposals should include a situation analysis that looks both internally and externally at factors that may affect your behavior change efforts. Please describe strengths and weaknesses of your organization (example: resources, management support, expertise), as well as any opportunities or challenges that may exist outside of your organization (example: new revenue stream, political will, community apathy). Additionally, the Trust encourages the applicant to investigate findings from prior and similar efforts.

3) **Target Audience Identification**:
Proposals should identify the target audience and should demonstrate that the target audience has been segmented where appropriate. Different segments of populations have different barriers and benefits to a given behavior (therefore requiring different interventions). Audience segmentation is a process of dividing your target audience into subgroups based on similar needs, interests, and/or behavioral patterns. Examples might include, depending on the selected behavior, year-round residents vs. part-time residents, or homeowners vs. renters. This process allows for a more effective and efficient project design, tailored to distinct subgroups of the target audience. What is the size of your target audience? Please provide an estimate of the number of households, individuals, etc. Why have you chosen this audience segment?

4) **Marketing Goals and Objectives:**
Proposals must identify the specific change in an individual behavior and/or organizational practice that is projected to result from project activities (this is a behavior objective). Applicants should consider return on investment; why did you select this behavior rather than others given the geographic area targeted? Is the behavior selected considered "high impact," i.e., the behavior has a high likelihood of improving water quality or habitat issues in the watershed? In order to assess if your behavior is high impact, you may find it helpful to refer to documents such as watershed implementation plans. Does the behavior have a high probability of being adopted? You would not want to focus on a behavior that either would not solve a major issue in the watershed (example: working on farmer best management practices in an urban watershed) or that would not have a high probability of being adopted (example: homeowners installing green roofs).

When selecting a behavior, it is also important to identify an "end-state behavior." For example, the principal interest is not in having people purchase rain barrels, but rather in having them installed and used. When choosing a behavior, identifying the "competing behaviors" (the behaviors you are looking to discourage, such as using a hose or sprinkler to water a garden) will help you to analyze the likelihood of adoption. Knowledge (facts) and belief (feelings and attitudes) objectives may also be identified; these objectives should make the audience more likely to perform the desired behavior but should not be the primary objective within the campaign (if you do have a singular goal of increasing knowledge or changing beliefs please apply for an Awareness project instead).

Additionally, In order to know if your project has changed behavior within your target audience, it is important to know what the current level of action or existing trends are with the particular behavior you are seeking to change. This process is called establishing a baseline. The strongest proposals will provide data on the baseline condition; however, estimates of the baseline will be accepted. Baseline measurements should be directly related to the behavior you are seeking to change and might include: the estimated number of people within your target audience who are currently engaged in the behavior you are looking to encourage and the estimated number of people within your target audience currently engaged in the behavior you are looking to discourage. The baseline (otherwise known as penetration rate) is the standard against which you will measure any behavior changes that result from your project implementation phase. Baseline measurements can be calculated based on observations or survey work. An online survey tool exists to support baseline research for 7 common water quality related behaviors (and will likely be expanded in the future): pet waste, vegetated buffers, impervious surface removal, rain gardens, fertilizer use, rain barrels, and cover crops. The survey tool can be found here: baysurvey.org.

5) **Barriers, Benefits, and the Competition:**
Proposals must demonstrate that a formal assessment of the target audience has been conducted or that a formal assessment of the target audience is intended in the initial phase of the project in order to assess the target audience's knowledge, attitudes, and behaviors relative to the goal of the project. Audience assessment should function to influence project design (step7 the marketing mix) and implementation by identifying the audience's perceived barriers and benefits to adopting the desired behavior and/or practice. The best audience assessments will engage the audience targeted in a co-creative process, and will use some combination of past or proposed observations, interviews, focus groups, and surveys to determine the target audience's perceived barriers and benefits to adopting the behavior. What are the key benefits your target audience will be motivated by? What are the reasons your audience cannot (easily) or does not want to adopt the behavior you are promoting? What are the major competing alternative behaviors?
This step is imperative for Behavior Change campaigns; if you are not ready to complete this task then please apply for an Awareness project instead.

6) **Positioning Statement:**
Applicants should demonstrate intent to create a positioning statement after step 5 has been completed. A positioning statement will define your organization's actual and perceived offering and will guide your organization through the development of the campaign. The positioning statement typically takes the following form, "We want (Target Audience) to see (Desired Behavior) as (Descriptive Phrase) and as more beneficial than (Competition)."

7) **Strategic Marketing Mix (the 4 P's):**
This is the stage at which you develop your strategies and decide how you will influence your audience to accept the desired behavior. Proposals must address (based on formal assessment) or intend to address **the 4 P's of Marketing: Product, Price, Place and Promotion (in this order)**.

The **Product** is anything that can be offered to your audience to satisfy a want or need. What is the major perceived benefit your target audience wants from performing the behavior that you will promote? What, if any, goods or services will you be offering (example: native plants)? Are there any additional tangible goods or services that would assist your target audience in performing the behavior (example: technical assistance on designing a native plant garden)? If step 5 has not yet been completed, please provide a conceptual plan of a potential Product that may be refined based on audience assessment work.

The **Price** is the cost that the audience associates with adopting the desired behavior, which should be minimized. If you will provide goods or services in your campaign, what, if anything, will the target audience have to pay for them? Describe any monetary (example: rebates, loans) or non-monetary (example: recognition, rewards) incentives you or others may provide to alleviate cost. Please describe any disincentives (example: fines, taxes, embarrassment) that could be developed to discourage the competing behavior. If step 5 has not yet been completed, please provide a conceptual plan of a potential cost that may be refined based on audience assessment work.

The **Place** is when and where the target audience will perform the desired behavior or receive associated services/goods. In addressing Place, applicants should seek to make logistics appealing. Identify where you will encourage and support your target audience to perform the desired behavior (example: homes for a water audit) and when and where the audience will acquire any related tangible objects (example: plant nursery). If step 5 has not yet been completed, please provide a conceptual plan of a potential Place that may be refined based on audience assessment work.

Promotion includes messages and communication strategies. The message of the project should be designed based on assessment of the target audience. The message should seek to increase perceived benefits and decrease perceived barriers. The message should be specific. For example, the message "plant a tree" would not be as effective as a message such as "plant a native eastern redbud tree which can be purchased from X nursery." Proposals must clearly explain and justify the promotional methods used to deliver the message(s) to the target audience (example: workshop, training, volunteer planting event, innovative media, etc.) and the channel should be chosen based on the audience's "media diet" (the primary ways that the target audience prefers to receive information). Projects should promote the behavior with creativity and through tactics and media types that maximize the desired response. Applicants are *strongly* encouraged to incorporate social marketing tools where appropriate. Some examples of these tools include commitments, social diffusion, prompts, norms, and incentives. If step 5 has not yet been completed, please provide a conceptual plan of a potential promotion tools that may be refined based on audience assessment work. For more information on social marketing tools please visit the Trust's additional resources page at:
http://www.cbtrust.org/site/c.miJPKXPCJnH/b.5457571/k.50A7/Additional_Resources.htm

8) **Evaluation Plan:**
In order to develop the evaluation plan the applicant should identify what goals from planning step 4 will be measured, what techniques will be used to conduct these measurements, when the measurements will be taken, and the estimated costs related to evaluation tasks. The Trust encourages evaluation plans that focus primarily on outcomes of the campaign (example: audience response to campaign activities). As part of the evaluation plan, please identify a behavior goal; specifically the percentage of the target audience you expect to change behavior from the baseline measurement and a plan with which to conduct this measurement.

9) and 10) **Project Planning and Implementation Summary:**
Project planning and implementation should include both a budget and task list that will direct and track Phase II. The budget should include costs for Product, Price, Place, and Promotion related-strategies identified in the social marketing plan. The implementation plan should list tasks, who will conduct those tasks, when the activities are projected to be conducted, and the estimated costs. Will there be phases to the campaign? When complete, steps

one through ten (described here) may serve as the basis for a second proposal to the Trust to request support for Phase II – Project Implementation.

Project Implementation Phase II - *(If the applicant is only requesting costs for Phase I, please omit this section)*

1) Pilot Program:
The ideal behavior change project involves a test run of your communications program on a very small scale within your target audience or within a group with similar characteristics to your target audience. The pilot should be an exact replica of what you intend to do broadly. Due to the high cost of implementing many programs on a broad scale, it is important to know that a method will work before scaling up. Conducting a test run / pilot allows a program to be refined before incurring the costs of large-scale implementation.

2) Broad Implementation:
You may only request funds for broad scale implementation of a behavior-change program if you have already completed or will complete as part of this proposal steps 1-10 of the planning process, and pilot testing (described above).

3) Evaluation:
Summative evaluation is required and the implementation of the developed evaluation plan (planning step 8) should be included in the *Phase II* proposal timeline and budget.