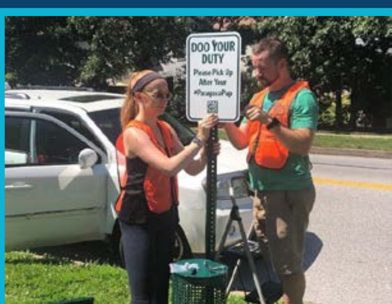

Outreach and Restoration Grant Program

FY 21 Request for Proposals

Chesapeake Bay Trust

108 Severn Avenue, Annapolis, MD 21403

(410) 974 - 2941 ♦ www.cbtrust.org

FY21 Outreach and Restoration Grant Program

At A Glance

Program Summary
The Outreach and Restoration Grant Program encourages outreach and community engagement activities that increase knowledge and stewardship of natural resources and on-the-ground restoration activities that involve residents in restoring local green spaces, waterways, and natural resources.

Deadline
August 4, 2020 at 4:00 pm EDT

Eligible Project Locations
This grant program welcomes applications for projects in the state of Maryland.

Request Amounts
Applicants can request funds from one of the following tracks:

- Track 1: Outreach
    - Up to $30,000 for projects focused on increasing knowledge
    - Up to $50,000 for behavior change projects
- Track 2: Restoration
  Up to $50,000 for implementing (constructing) restoration projects
- Track 3: Outreach and Restoration
  Up to $75,000 for projects that combine outreach projects with restoration projects to achieve meaningful and measurable outcomes

Submit Your Application
Follow the instructions online at
www.cbtrust.org/outreach-and-restoration

Contact

- Bre'Anna Brooks
  (410) 974-2941 x112 or bbrooks@cbtrust.org
- Nguyen Le
  (410) 974-2941 x110 or nle@cbtrust.org
- Sarah Koser
  (410) 974-2941 x106 or skoser@cbtrust.org

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Introduction

The Chesapeake Bay Trust (Trust) is a nonprofit, grant-making organization dedicated to improving the bays, streams, rivers, forests, parks, and other natural resources of all 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, 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 $120 million in grants to municipalities, nonprofit organizations, schools, and public agencies throughout Maryland and the Chesapeake Bay watershed.

The Outreach and Restoration Grant Program is a partnership between the Trust and the City of Baltimore Department of Public Works, Charles County, the City of Gaithersburg, Harford County, Howard County, and the City of Salisbury.

Program Goals

This funding opportunity 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 and solutions; 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.

Track 1: Outreach projects should increase public knowledge and engagement or promote behavior change as it relates to the challenges and solutions to restore Maryland's natural resources: local green spaces from urban to rural, parks, streams, rivers, and bays.

Track 2: Restoration projects should engage people in on-the-ground community-based projects that benefit both the community and the quality of one or more natural resources (examples: water quality, tree canopy, and habitat). These projects should be ready for implementation (construction).

Track 3: Outreach and Restoration projects should combine the goals for both tracks above in order to achieve increased meaningful and measurable outcomes.

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 knowledge building or behavior change efforts.
b) Accomplish on-the-ground restoration that will result in improvements in the health of a Maryland natural resource, either through water quality improvement or habitat enhancement.

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 2020-2025 Strategic Plan at https://cbtrust.org/strategic-plan/ and https://cbtrust.org/diversity-inclusion/.

Eligible Project Types

TRACK 1: Outreach Projects. There are two types of outreach projects: a) Knowledge Building (up to $30,000) and b) Behavior Change (up to $50,000).

a) Knowledge Building Projects should: seek to increase knowledge within either a new priority audience or on a topic in which a basic level of knowledge has not yet been established. Example projects include but are not limited to:
   - Workforce development and jobs training programs;
   - Workshops promoting best practices for restoration and protection of natural resources;
   - Environmental knowledge-building events;
   - "Train the trainer" programs;
   - Activities such as stream clean ups and storm drain stenciling coupled with education efforts; and/or
   - Environmental art installations designed to increase awareness of environmental, especially water-related, issues.

   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 increased knowledge will be evaluated.

b) Behavior Change Projects should: target a specific desired change in behavior within a specific priority audience (what do you want people to do differently?) and should be based on an understanding of audience knowledge, attitudes, and practices; this understanding should be derived from formal audience research and engagement of audience representatives in the design of the program. Example projects include:
   - Social marketing plan development including barrier and benefit research, positioning statement, marketing mix, and 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.

TRACK 2: Restoration Projects (up to $50,000 for implementation of restoration projects).

Restoration projects should: have designs and permits ready for implementation, i.e., shovel-ready projects that accomplish on-the-ground restoration activities. Example projects include but are not limited to:

- Tree planting projects for urban, suburban, or rural areas;
- Streamside forest buffers;
- Stormwater best management practices (BMPs) such rain gardens, bioretention, and rain barrels, *;
- Greening and reclaiming vacant lots;
- Wetland creation, restoration, and enhancement;
- Living shorelines;
- Installation of agriculture best management practices, including fencing, buffers, wetlands, and more; and
- Small-scale stream restoration and fish passage projects.

**Stormwater Management projects on school property that restore habitat, improve water quality, and establish outdoor classrooms on school grounds 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 some design modifications, permitting, and/or pre-construction management support may be required as part of Restoration Track projects and that amount should be less than $5,000 of total request. **The most competitive applications will have designs completed and submitted or ready to submit for permitting (see Appendix B for definition of "complete").** If projects need larger investment dollars for design (greater than $5,000), these projects should be submitted through an alternative program offered by the Trust called the Watershed Assistance Grant Program and details are at https://cbtrust.org/grants/watershed-assistance/.

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).

Outreach and Restoration projects should combine elements from both project lists above for Outreach (Track 1 (a) or (b)) and Restoration (Track 2).

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 Grant Program, contact Trust staff to discuss your idea before applying.

Evaluation Criteria

The following criteria will be used by external technical expert reviewers to evaluate applications under the Outreach and Restoration Grant Program. The Trust staff will serve as guidance through the review phase, but we recommend reviewing your proposal or having a colleague review your proposal against these criteria before submission to ensure that you have addressed all the relevant criteria. Preference will be given to applications that meet multiple criteria.

Scoring Criteria for all Tracks

- General Quality of Application (Scale of 1 to 5): What is the level of completeness and attention to detail? Are all required application components included for sound evaluation of the application?
- Consistency with Request for Proposals (RFP) (Scale of 1 to 15): Is the project proposed consistent with the intent of the track selected (Outreach, Restoration, or Outreach and Restoration)?
- Justification (Project Need) (Scale of 1 to 10): Does the applicant justify the need for the project and the practices proposed? Does the proposed project support broader goals of the organization and/or other existing community efforts?
- Partnerships (Scale of 1 to 5): Are the selected partnerships appropriate? Are any partners missing that should have been engaged?
- Likelihood of Project Success (Scale of 1 to 20): What is the likelihood of success if this project were to be selected for funding? Success should be defined as the accomplishment of outcomes proposed. Has the applicant procured landowner permission (if necessary)? Are methodologies and/or designs sound and consistent with best practices?
- Demonstration Value (Scale of 1 to 10): Does the project have demonstration value and/or transferability?
- Sustainability (Scale of 1 to 15): Has the applicant addressed future project sustainability? If the project is a knowledge-building or behavior change project, will the impacts of the work be felt after the grant period has ended? For restoration projects, will the project persist and be well-maintained and not threatened by various types of disturbance? Has the applicant proposed a relevant and robust evaluation plan that will be used to improve project sustainability in the future? Has the applicant addressed the need for ongoing resources in order to maintain the value of the project?

- Cost Effectiveness / Budget (Scale of 1 to 20): Is the budget appropriate and cost effective? Are the line items budgeted (for example, personnel costs) justified in the project narrative? Are project partners being resourced appropriately? In-kind and cash match is not required but will be viewed favorably.

Guidelines

Budget and Match

- Cash and in-kind match are not required but will be viewed favorably. Projects showing matching contributions of funds or in-kind services from project partners and other sources (see "Budget Instructions" section) will receive higher scores in this criterion where appropriate. Describe if match is "pending" or "in-hand." 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 application. Volunteer hours should not be shown as match in the budget but should instead be reflected in the "Volunteers" tab in the online application.
- 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. Reviewers look at proposed personnel time carefully.

Community engagement and partnerships

- The highest ranked projects will involve priority audience members or community residents in the design of the education, behavior change, or restoration project, or combination of the three.
- Qualified technical expertise must be identified either on staff, as partners, and/or as contractors.
- Engagement with the community served is important. Partnerships with agencies, schools, religious institutions, nonprofits, and other community groups that leverage impact, broaden the base of support, and lead to extension of the project, use of the project, or knowledge 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 contractor selected. Qualifications of the contractor should be uploaded to the online application as supporting documentation. If the applicant is seeking support for contractual services for a behavior change project, the applicant should procure the services of a firm with specific experience in social marketing. For a list of behavior change service providers contact the Trust.

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

- Applications proposing projects that connect to broader community or county goals or are specifically identified in or based on a local watershed implementation plan (WIP) will be prioritized.
- 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.
- Applications should describe how the project's impact will be evaluated or assessed; outreach project evaluation should involve the priority audience and be both quantitative and qualitative.

Track 1: Outreach Project Criteria

a) Knowledge Building Projects

- Projects must measurably increase 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.
- Applications must clearly explain and justify the methodology used to deliver the message(s) to the priority audience (example: workshop, training, art installation, innovative media, etc.).
- The best applications will place the project in the context of a larger initiative that will eventually seek to influence behavior. Consider what behavior the audience, who has been made more knowledgeable, will ultimately change in the future.
- 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 knowledge (example: litter, pet waste).

<u>b) Behavior Change Projects</u>

- Projects should seek to affect measurable change in the priority 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 priority audience to better understand the audience's knowledge, attitudes, and practices; this should include a baseline measurement of behavior.
- Applicants should emphasize how their understanding of the priority audience's knowledge and practices will inform strategies that will increase behavior adoption.
- Social marketing plan development or implementation of an existing plan must follow the nine-step process (outlined in Appendix A).
- Projects should propose to either develop or implement a robust evaluation plan, depending on which phase (plan development or implementation) the applicant proposes.

Track 2: Restoration Project Criteria

- Projects should contribute to the improvement of community, water quality, and/or natural resource. The Trust supports restoration efforts that are described in the context of an area that drains to a particular river and that engage and connect to the local community.
- Within the Restoration Track, the Trust encourages projects that have engaged the community served by involving community representatives in project planning through public meetings, planning groups, or other processes.
- The Trust prefers to fund projects on public property, property owned by nonprofit organizations, community-owned property, and property with conservation easements. Projects on private property may be considered under certain conditions (for example, sites with extremely high restoration, engagement, or demonstration outcomes). Projects proposed on land not owned by the applicant must have landowner support and assurance of long-term sustainability in a detailed letter of commitment. To better understand the Trust's definition of letter of commitment, visit our Forms and Policies webpage: https://cbtrust.org/forms-policies/.
- Applicants are encouraged to rely on widely accepted and successful best management and restoration practices. For practices that are relatively new, the background of and justification for use of the practice must be provided. Contact Trust staff for guidance in new or untested practices.
- Projects must be carefully planned and technically sound.
- Applications for implementation funding must include site photos, a site plan, and complete design. For details on what qualifies as a complete design for different types of projects, see Appendix B or contact the Trust for assistance.
- Provide the size of the project and any quantifiable estimates, such as size of the rain garden or bioretention (in square feet), number of trees planted, or area of native vegetation planted (in square feet).
- Include an estimate of the total drainage area and percent of impervious cover within the drainage area. Using the drainage area estimates and the project size, provide an estimate for the total area of impervious surface treated (in square feet) by the project.

- Applicants are encouraged to solicit estimates or bids from more than one contractor.
- Projects will be ranked on the likelihood of success and longevity of the project. A description of maintenance activities (maintenance plan) in the short-term (1 to 5 years) and in the long-term (5 to 10 years) must be included in the application package. A legal representative of the property owner and the party responsible for long-term maintenance must indicate, in writing, that they have seen, understand, and agree to the restoration plan.

Track 3: Outreach and Restoration Project Criteria

- Projects must consider all criteria and guidelines listed under Track 1: Outreach (a or b) and Track 2: Restoration 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 engaged.

Eligible Applicants

Funding partners welcome requests from the following organizations:

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

If your organization category is not listed above, 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 Trust seeks applications from organizations new to environmental grant-making as well as organizations experienced in restoration or behavior change projects. All applicants, but particularly new applicants, are welcome to contact the Trust for assistance in applying.

Funding Availability and Timeline

Funding Availability

The Trust and funding partners anticipate funds available in FY21 for projects in the state of Maryland as follows:

- Track 1: Outreach Projects: Applicants may request up to $30,000 for projects that aim to measurably increase resident knowledge of issues and challenges in the restoration of the Chesapeake Bay and its resources. Applicants may request up to $50,000 for projects that aim to change resident behaviors or answer key questions that will inform the development of more effective behavior change initiatives to improve personal stewardship of the Chesapeake Bay and its resources.
- Track 2: Restoration Projects: Applicants may request up to $50,000 for restoration projects that aim to improve the community, water quality, and natural resources.
- Track 3: Outreach and Restoration Projects: Applicants may request up to $75,000 for projects that combine outreach and restoration elements to measurably build knowledge within the community engaged.

Applicants are strongly encouraged to contact Trust staff to discuss applications at least two weeks prior to the deadline. The Trust cannot guarantee availability of in-person site visits or project development assistance within two weeks of the deadline.

Applicants interested in projects involving Pre-K-12 students or education, should consider our Environmental Education Grant Programs (https://cbtrust.org/grants/environmental-education-mini/ and https://cbtrust.org/grants/environmental-education/) or contact Trust staff for more information. Details on other award programs through the Trust can be found can be found at http://cbtrust.org/grants.

Project Timeline

Projects must be completed within one to two years upon receipt of the award. Project timelines that exceed 18 months must be justified in the project narrative document component of the application. Requests to extend project completion period will be reviewed and considered on a case-by-case basis.

Deadlines

Applicants must submit applications in the **Chesapeake Bay Trust Online System** by **4:00 PM EDT on August 4, 2020**. Late applications will not be accepted, and the online funding opportunity will close automatically and promptly at 4 PM EDT. Applicants are strongly encouraged to submit at least a few days prior to the deadline given 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.

The funding partners reserve the right to fund projects and budget items that advance their missions and meet specific funding priorities and criteria.

To allow applicants to set expectations prior to investing time in application, the Trust provides historical application approval rates for the same or similar programs: The average approval rate from the last three rounds in this grant program is 41%, this includes both fully and partially-funded applications.

Awards and Notifications

All applicants will receive a letter via email stating the funding decision. An application may be declined, partially awarded, or fully awarded. If approved, the Trust will send an award agreement with award conditions 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 award contingencies, including upload of the signed award agreement. Ten percent (10%) 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 from the awardee must 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 FY21 Outreach and Restoration Grant Program awards will be announced in December 2020.

Contact

For technical assistance with:

- outreach and behavior change projects, contact Bre'Anna Brooks at (410) 974-2941 x112 or bbrooks@cbtrust.org (also lead for Harford County and City of Baltimore projects)
- small/medium-scale restoration projects, contact Nguyen Le at (410) 974-2941 x110 or nle@cbtrust.org (also lead for Charles County, City of Gaithersburg, and City of Salisbury projects)
- medium/large-scale restoration projects, contact Sarah Koser at (410) 974-2941 x106 or skoser@cbtrust.org (also lead for Howard County projects)

Narrative Questions

You will be asked to upload an MS Word or PDF file not to exceed six (6) pages of text, excluding photos or materials such as letter(s) of commitment, 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. Project Abstract: Provide a brief (three to four sentences or 100 words maximum) summary of the project, including details such as type of project, location, and main objectives. The project abstract should be succinct and provide a clear idea of the project description outputs based on intended outcomes. For the purposes of this RFP, we define these terms in the follow ways:
    a. Output: the immediate results of the work which is being completed (example: how many people do you propose will attend a workshop that will teach them the importance of litter reduction OR how many street trees do you propose to plant and maintain?).
    b. Outcome: the change that is prompted as a result of the output listed above (example: litter reduction workshop attendees will mobilize their community to hold trash clean-up dates OR there will be less stormwater entering the stormwater inlets because you plan to install new, well-maintained street trees that will absorb stormwater and there will be more tree canopy habitat for urban-dwelling birds).

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

3. Goal: Describe how the proposed project outputs (as defined and described in the project abstract question above) will lead to proposed outcomes (also defined in the project abstract question above). Provide a detailed explanation about what your project will do to meet the goals of this RFP and engage

Maryland communities in the improvement of water quality and natural resources.

4. Background and History: Describe the background of the project.
   Guiding questions/comments to support your response: Why is this project needed? How was it identified? What was the impetus? 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?

5. Demographic Information: In light of the Trust's commitment to the advancement of diversity in its grant-making, provide demographic information about the community or population involved in or served by the project.
   a. Describe how the population and/or the community are involved in the planning, development, and implementation of the proposed project, and in the development of this application.
   b. The Trust encourages applications directly from under engaged communities; however, if your organization is not a member of the community served by the grant (for example, an external non-profit doing work on land owned by another entity, such as a faith-based organization), describe how "ownership" will be transferred to the community and how the ability of the community to carry the work forward will be developed and resourced.
   c. Provide your organization's experience working within the specific communities that you will be prioritizing/engaging. If you have not had significant experience working with or as part of your prioritized demographic, explain how you intend to address this issue.
      i. The Trust encourages applicants to establish partnerships with local organizations that may have greater cultural competencies within the prioritized demographic(s).
      ii. Cultural competence involves understanding and appropriately responding to the unique combination of cultural variables which entails the integrated patterns of human behavior such as language, thoughts, actions, customs, beliefs and institutions of racial, ethnic, social or religious groups that the community or population bring to interactions.

6. Project Context: Describe how this project supports the broader goals of your organization.
   Guiding questions/comments to support your response: Do you have an outreach plan, a communications plan, or watershed plan for your organization or based on the geographical region in which your organization operates? If so, how does this project support the plan?

7. Community Context: Describe how the proposed project fits into other watershed stewardship activities occurring in the community. The best projects will connect to other existing community watershed stewardship efforts.
   Guiding questions/comments to support your response: forms and, 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 Trust's annual reports online at https://cbtrust.org/annual-report/.

8. Experience: Describe your organization's experience in completing similar projects.

9. Contractors: Explain if a contractor will be hired and if yes, indicate if a contractor has been selected.
   a. Describe your contractor selection process, including justification and background of the selected contractor. If using a bid process, describe the process. The Trust strongly recommends that applicants obtain at least three competitive bids, estimates, or quotes or uses a bid process (for example, RFP for services).

10. Sustainability: The Trust aims to invest in projects that have the longest potential longevity, after the grant period has ended. Several threats exist that may result in loss of project value: change in public interest in an effort, 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? 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.

11. Transferability: Describe how your project might be transferred and describe any lessons learned from your project that will be useful elsewhere.

12. Evaluation: Describe how you will assess the effectiveness of your project/program.
    a. Track 1a: Outreach/Knowledge Building - For knowledge building, projects' evaluation should include the number of people who have increased their knowledge.
    b. Track 1b: Outreach/Behavior Change - For behavior change, projects' evaluation should be either proposed or addressed in step eight (8) of the planning process (see Appendix A) and should (in Phase II - Implementation) include an evaluation of the number of people who changed their behavior as compared to baseline data.
    c. Track 2: Restoration - For a restoration project, provide the size of the project and any quantifiable estimates, such as size of the rain garden or bioretention (in square feet), number of trees planted, or area of native vegetation planted (in square feet). Include an estimate of the total drainage area and percent of impervious cover within the drainage area. Using the drainage area estimates and the project size, provide an estimate for the total area of impervious surface treated (in square feet) by the project.
    d. Track 3: Outreach and Restoration - For the combined outreach and restoration projects, evaluation should include information as noted above for Tracks 1 and 2.

13. Mitigation projects and projects required for 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; therefore, state: a) whether your project is required under any existing or pending permit, decree, or enforcement action and b) whether your application exceeds the regulatory requirements, and if so, how.

14. Answer the following below depending on the track of the proposed project:

    a. **Track 1a: Outreach/Knowledge Building Projects Only**
        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.
        iii. Methodology: Clearly explain and justify the methodology/tactics chosen to deliver the message to the priority audience(s). Explain why the tactics are an effective way to reach your priority 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.

    b. **Track 1b: Outreach/Behavior Change Projects Only**
    Have any of the following steps been completed? If so, describe how and detail the results of each (for additional descriptions of steps and specific points that must be addressed see Appendix A).

i. Option 1: Behavior Change Research. Applicants may propose to answer key questions that will inform the development of more effective behavior change initiatives.
   1. Describe specifically what you are proposing to test.
   2. Describe what type of literature review has been done and/or what type of brief literature review will be completed before the research begins.
   3. Describe clearly the nature of your experimental design. Specifically describe:
      a. The list of factors being tested and how many factors will be tested?
      b. The anticipated design (what factors will be shown on an X and Y axis?).
      c. What will your anticipated final product look like?
      d. Identify what type of statistical analysis you are proposing to use and what is the size of the data set needed to do this?

ii. Option 2: Behavior Change Project Planning. Describe steps 1 to 3 which should be completed prior to submittal and fully addressed in the narrative:
   1. Background, Purpose, and Focus (1 paragraph);
   2. Priority Audience - Identify sub-groups and select a priority audience (2 to 3 paragraphs); and
   3. Goals and Objectives – Identify the behavior objective; discuss impact of behavior adoption (example: relevance to major issues in your watershed) and likelihood of priority audience adoption of the behavior. Is the practice or behavior that you are promoting new or experimental? 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 to 2 pages).

   The applicant may request costs for steps 4 to 9 (we recognize that work on each previous step will drive work on each successive step and therefore exact methodology cannot be outlined; therefore, provide (for reviewers) a brief conceptual plan for each of the following steps contingent upon completion of step 4).

   4. Barriers, Benefits, and Competition – Describe how an audience assessment will be conducted in order to identify audience(s) barriers, benefits, and any existing competitive behaviors (1 to 2 paragraphs).
   5. Positioning Statement – Create the guiding statement for your campaign based on priority audience assessment (1 sentence).
   6. Strategic Marketing Mix (4 P's) – Design project addressing Product, Price, Place, and Promotion based on priority audience assessment (include social science tools where appropriate) (1 to 2 pages).
   7. Evaluation Plan – Outline what will be measured, how, and when (1 to 2 paragraphs).
   8. and 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 to 2 paragraphs).

iii. Option 3: Behavior Change Project Implementation. 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

c. **Track 2: Restoration Projects Only**

i. Watershed/Community Plan Status: Describe how your project fits into the local Watershed Implementation Plan (WIP), community plan, watershed study, or larger strategy.
    1. Describe the plan, including the history of its creation and use.
    2. Describe how the proposed project is identified in and/or consistent with the plan.
    3. If applying for a project not based on a plan, indicate "N/A."

ii. Project Location: Provide the site's address, a map, and picture(s).

iii. A landowner letter of permission for projects planned on properties other than your own, stating that permission has been granted from the entity owning the land on which the project will be completed and committing to preserve and maintain the project. Letters may be uploaded separately as a supporting document in the online application.

iv. A completed site plan and project design to include all items listed in Appendix B (based on if the project falls into category 1, 2, or 3; provide any additional items required for your type of project).

v. Permit Status: Will this project require any type of permit to authorize construction? If so, what permits are required and where are you in the permit process?

vi. A list of native plants to be planted (funding is restricted to native species only; the Trust typically funds native perennial plants at $6 to $8 each and funds trees and shrubs at $25 to $35 each. If requests differ from those amounts, then justify). Cultivars of native plants are not preferred if straight native plant species are available.

vii. A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different).

d. **Track 3: Combined Outreach and Restoration Projects**

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 (example: 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. *The strongest applications in this combined track will leverage restoration components of the project to increase knowledge about personal stewardship actions that individuals can take in their own lives and/or own their own properties.*

iii. Methodology: Clearly explain and justify the methodology/tactics chosen to deliver the message to the priority audience(s). Explain why the tactics are an effective way to reach your priority 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.

iv. Watershed/Community Plan Status: Describe how your project fits into the local WIP, community plan, watershed study, or larger strategy.
    1. Describe the plan, including the history of its creation and use.
    2. Describe how the proposed project is identified in and/or consistent with the plan.
    3. If applying for a project not based on a plan, indicate "N/A."

v. A landowner letter of permission for projects planned on properties other than your own, stating that permission has been granted from the entity owning the land on which the project will be completed and committing to preserve and maintain the project. Letters may be uploaded separately as a supporting document in the online application.

vi. A completed site plan and project design to include all items listed in Appendix B (based on if the project falls into category 1, 2, or 3; provide any additional items required for your type of project).

vii. Permit Status: Will this project require any type of permit to authorize construction? If so, what permits are required and where are you in the permit process?
viii. A list of native plants to be planted (funding is restricted to native species only; the Trust typically funds native perennial plants at $6 to $8 each and funds trees and shrubs at $25 to $35 each. If requests differ from those amounts, then justify). Cultivars of native plants are not preferred if straight native plant species are available.
ix. A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different). Plans may be uploaded separate from this file containing the answers to the narrative questions as a supporting document in the online application.

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/ where you can also watch a video with instructions on how to complete the FMS.

For your budget request consider the following:

- Budgets that are detailed, justified, and itemized are ideal;
- For any staff cost requests, list the percentage of overall time devoted to the project by each staff member in the budget item column. It is expected that all personnel included in budgets will be directly involved in the work conducted under this program. Requests that do not include full justification for personnel involved may not be fully funded; and
- Matching/leveraged resources are encouraged. Indicate whether each match entry is applied for, pledged, or in-hand. Indicate in the narrative whether your organization has requested financial support from any other sources for the project not listed as match in the budget submitted.

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; therefore, you only need to copy and paste the values from the FMS into the online application.

Additional Budget Justification

This online application component will ask you to provide a descriptive budget narrative to justify and explain costs such as: 1) if you requested staff costs (personnel/staff that are in your organization) you must provide a detailed justification for those staff costs that includes a scope of work for the staff costs requested, tasks for the scope of work, and hours associated with those tasks and 2) the source of any contractor cost estimates. Staff cost requests that are not fully justified will not be funded. If awarded, you will be required to provide timesheets for all staff time used during the project and may use the Trust's timesheet template at https://cbtrust.org/forms-policies/.

The body of work described in your proposal should be able to be accomplished with the resources requested in your budget and as supported through cash and in-kind match, where applicable. If the success of the work is contingent upon award of other funds, make this clear in your budget justification.

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/outreach-and-restoration and 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 on-screen instructions.

Applicants must submit applications in the **Chesapeake Bay Trust Online System** by **4:00 pm EDT on August 4, 2020.** Late applications will not be accepted, and the online funding opportunity will close promptly at 4:00 pm EDT. 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.

Watch our video on how to apply for and submit an application at https://cbtrust.org/grants/.

Online Application Form

You will be asked to provide the following information on the online application form. 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. (You must list the exact organization name and mailing address to which the check will be issued if funding is approved. Confirm the organization name and mailing address with your finance office before submitting this application.)
  - 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 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 (identify the track number in your title); project abstract (use the same abstract you crafted earlier in narrative question #1); project start and end dates; the watershed, county, and legislative district in which the project is located; and the latitude and longitude coordinates of the project location.

- Timeline Tab
  - 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 Tab
  - Provide a list of project partner organizations or contractors, individuals, their areas of expertise, and their role(s) in your project.
  - 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: http://cbtrust.org/forms.

- 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 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.
  - Provide the total amount of funding requested and amount of funding requested for each budget category and for cash and in-kind match totals. These values should match your "Application Budget" of the Financial Management Spreadsheet.

- Terms and Conditions Tab
  - Agree to the specified terms and conditions for the program for which you are applying.

Appendix A: Behavior Change Project Design Guidelines and Information

The ***Planning process*** for Behavior Change Campaign development (a.k.a. Social Marketing) can be completed in 9 steps. Steps should be completed in order; steps 1 through 3 (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. Priority Audience
3. Marketing Goals and Objectives

Requests under **Track 1b: Outreach/Behavior Change** 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

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

Phase II – Piloting and Implementation

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

PHASE I - NINE STEPS OF PROJECT PLANNING

1. <u>Background, Purpose, and Focus</u>
   Applications 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. <u>Priority Audience Identification</u>
   Applications should identify the priority audience and should demonstrate that the priority 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 priority 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 priority audience. Consider the size of your priority audience. Provide an estimate of the number of households, individuals, etc. In particular, consider why you have chosen your priority audience.

3. <u>Marketing Goals and Objectives</u>
   Applications 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; consider why you selected this behavior rather than others given the geographic area targeted. Consider if the behavior selected is "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. Consider if the behavior has 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 apply for a Knowledge Building project instead).

Additionally, in order to know if your project has changed behavior within your priority 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 applications 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 priority audience who are currently engaged in the behavior you are looking to encourage and the estimated number of people within your priority 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 at http://baysurvey.org/.

4. <u>Barriers, Benefits, and the Competition</u>
   Applications must demonstrate that a formal assessment of the priority audience has been conducted or that a formal assessment of the priority audience is intended in the initial phase of the project in order to assess the priority audience's knowledge, attitudes, and behaviors relative to the goal of the project. Audience assessment should function to influence project design (step 6 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 prioritized audience in a co-creative process and will use some combination of past or proposed observations, interviews, focus groups, and surveys to determine the priority audience's perceived barriers and benefits to adopting the behavior. Seek to identify the key benefits your priority audience will be motivated by. Seek also to identify the reasons your audience cannot (easily) or does not want to adopt the behavior you are promoting. Consider also the major competing alternative behaviors.

   This step is imperative for Behavior Change campaigns; if you are not ready to complete this task then apply for a Knowledge Building project instead.

5. <u>Positioning Statement</u>
   Applicants should demonstrate intent to create a positioning statement after step 5 has been completed. A positioning statement will guide your organization through the development of the campaign but is not an external campaign slogan. The positioning statement typically takes the following form, "We want (<u>Priority Audience</u>) to see (<u>Desired Behavior</u>) as (<u>Descriptive Phrase</u>) and as

more beneficial than (Competition)."

6. 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. Applications 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 priority audience wants from performing the behavior that you will promote? What, if any, goods or services will you be offering (example: rain garden installation service)? Are there any additional tangible goods or services that would assist your priority audience in performing the behavior (example: technical assistance on selecting native plants)? If step 5 has not yet been completed, 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 priority 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. Describe any disincentives (example: fines, taxes, embarrassment) that could be developed to discourage the competing behavior. If step 5 has not yet been completed, provide a conceptual plan of a potential cost that may be refined based on audience assessment work.

The **Place** is when and where the priority audience will perform the desired behavior or receive associated services/goods. In thinking about Place, applicants should seek to make logistics appealing. Identify where you will encourage and support your priority 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, 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 priority audience. The message should seek to increase perceived benefits and decrease perceived barriers. Applications must clearly explain and justify the promotional methods used to deliver the message(s) to the priority 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 priority 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, provide a conceptual plan of a potential promotion tools that may be refined based on audience assessment work.

7. 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, identify a behavior goal; specifically, the percentage of the priority audience you expect to change behavior from the baseline measurement and a plan with which to conduct this measurement.

8. and 9. 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. Consider if there will be phases to the campaign. When complete, steps one through nine (described in this appendix) may serve as the basis for a second application to the Trust to request support for Project Implementation. The Trust's Financial Management spreadsheet and online timeline and task list can be useful tools when developing a task list and budget for phase II.

PHASE II - PROJECT IMPLEMENTATION

(If the applicant is only requesting costs for Phase I, omit this section)

1. Pilot Program
   The ideal behavior change project involves a test run of your campaign on a small scale within your priority audience or within a group with similar characteristics to your priority 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 application steps 1 through 9 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 application timeline and budget.

Appendix B: Restoration Project Design Guidelines and Information

This Appendix describes our requirements for project design submitted as part of applications to Track 2: Restoration and Track 3: Outreach and Restoration. The purpose of this Appendix 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 an application. Applicants are strongly encouraged to contact the Trust for assistance and further guidance when creating applications and designs to qualify for this grant program.

Since this 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 application, restoration practices have been broadly grouped into three categories. 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, contact Sarah Koser (skoser@cbtrust.org) for further assistance.

Category 1: Projects with Minimal Ground Disturbance

Category 1 Project Types

- 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 have minimal ground disturbance

Category 1 Design Requirements

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

- 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)

Category 2: Small-Scale Restoration Projects with Minor Ground Disturbance (less than 5,000 square feet disturbed and/or less than 100 cubic yards of soil excavated)

Category 2 Project Types

- 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 and/or less than 100 cubic yards of soil
- Impervious surface removal with replanting/stabilization of area in which the total site disturbance is less than 5,000 square feet and/or less than 100 cubic yards of soil

Category 2 Design Requirements

Category 2 projects will not be funded without a completed design, which includes:

- Site map showing:
    - 2 foot topographic data, available in GIS format from Maryland DNR at: https://gisapps.dnr.state.md.us/MERLIN/index.html, or alternately from some county GIS and planning offices and/or the Water Resources Registry at: https://watershedresourcesregistry.org/.
    - Drainage area boundary, including drainage area size (obtained from topographic maps described above), percent of impervious cover within the drainage area, and size of the

proposed project. Estimate the total area of impervious surface treated (in square feet) by the project.
    - 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)
    - Planting plan
    - Site photos
    - Landowner signature on the plan that indicates project endorsement
- Soil borings/results for proposed infiltration practices
- 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 and on the Water Resources Registry at https://watershedresourcesregistry.org/.
- Approximate earthwork volumes (existing soil to be removed, bioretention soil to be added, etc.)

Category 3: Complex Restoration Projects (more than 5,000 square feet disturbed and/or more than 100 cubic yards of soil excavated)

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
- Living shorelines
- Impervious surface removal with replanting/stabilization of area in which the total site disturbance is over 5,000 square feet, more than 100 cubic yards of soil, and/or affecting surface flow from/to adjacent properties

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
    - Drainage area boundary, including drainage area size (from topographic maps), percent of impervious cover within the drainage area, and size of the proposed project. Estimate the total area of impervious surface treated (in square feet) by the project.
    - Mean high water, full pool elevation, bankfull (as applicable)
    - Proposed design (grade changes, drainage structures, rock placement, etc.)
    - Landowner signature on the plan, which indicates project endorsement
    - Mapped utilities and roads
    - Property boundaries
    - Planting plan
    - Site photos
- Soil borings/results for proposed infiltration practices
- 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 and on the Water Resources Registry at https://watershedresourcesregistry.org/.
- Detailed earthwork volumes (cut, fill, stockpiled, etc.)