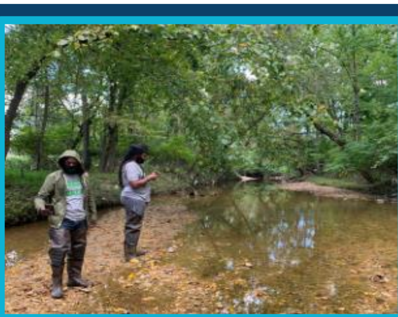




Outreach and Restoration Grant Program

FY22 Request for Proposals

Chesapeake Bay Trust

108 Severn Avenue, Annapolis, MD 21403

(410) 974 - 2941 ♦ www.cbtrust.org

FY22 Outreach and Restoration Grant Program

At A Glance

Program Summary

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

Deadline

August 11, 2021 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/Knowledge Building (up to $30,000)
- Track 2: Behavior Change (up to $50,000)
- Track 3: Restoration (up to $50,000)
- Track 4: Outreach and Restoration (up to $75,000)

Submit Your Application

Follow the instructions online at https://cbtrust.org/outreach-and-restoration/

Contact

- Bre'Anna Brooks
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- Nguyen Le
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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 Plat and partnerships with other regional funders, engages and empowers diverse groups to take actions that enrich natural resources and local communities of the Chesapeake Bay region. Since 1985, the Trust has awarded over $130 million in grants to municipalities, nonprofit organizations, schools, and public agencies throughout Maryland and the Chesapeake Bay watershed.

The Outreach and Restoration Grant Program is a partnership between the Trust and Charles County, the City of Annapolis, the City of Baltimore Department of Public Works, the City of Gaithersburg, the City of Salisbury, Harford County, Howard County, and the Maryland Department of Transportation Maryland Port Administration. Learn more about this partnership on our website.

Program Goals

This funding opportunity aims to engage a diverse range of organizations, both with community-related missions and environmental-focused 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 and -inspired 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.

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

a) Engage members of a specific audience in community and environmental issues through knowledge building or behavior change efforts at multiple stages of the project.
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.

In addition to the overall program goals, projects should also meet the specific goals for each project type as specified in the "Eligible Project Types and Project Goals" section.

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 and Diversity and Inclusion Statement.

Eligible Project Types and Project Goals

Applicants can request funds from one of the following tracks for projects in the state of Maryland. See Appendix D for additional information specific to the following partner jurisdictions: Charles County, the City of Annapolis, the City of Baltimore, the City of Gaithersburg, the City of Salisbury, Harford County, Howard County, and the Maryland Department of Transportation Maryland Port Administration.

If you have a project idea that is not listed but meets the broader goals of the Outreach and Restoration Grant Program, contact Trust staff to discuss your idea before applying.

Applicants interested in projects involving education for Pre-K-12 students or sole youth engagement should consider our Environmental Education Grant Program and Environmental Education Mini Grant Program. Details on other award programs through the Trust can be found here.

Track 1: Outreach/Knowledge Building Projects (up to $30,000)

Knowledge building projects must measurably increase public knowledge and engagement 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. Projects should seek to increase knowledge within a priority audience, which can be described as a specific population of focus that is a clearly defined sub-segment of the general public, 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;
- Community science programs that support the collection of air quality, water quality, or other natural resource data which will then be used to measurably increase knowledge among other audiences;
- Environmental knowledge-building events;
- "Train the trainer" programs;
- Programming that connects human-health benefits and natural resource engagement and education;
- 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 change in knowledge levels will be evaluated.

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

Track 2: Behavior Change Projects (up to $50,000)

Behavior change projects must measurably 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. Projects should target a specific desired change in behavior within a priority audience i.e., what do you want people to do differently?) and must be based on an understanding of audience knowledge, attitudes, and practices; this understanding should be derived from audience research and engagement of audience representatives in the design of the program. Example projects include, but are not limited to:

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

Track 3: Restoration Projects (up to $50,000)

Restoration projects must engage people in on-the-ground community-based projects that benefit both the community and the quality of one or more natural resources (e.g., water quality, tree canopy, and habitat). 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, living shorelines, and rain barrels*;
- Reclaiming vacant lots to install site appropriate stormwater BMPs;
- Wetland creation, restoration, and enhancement;
- Installation of agriculture best management practices, including wetlands, buffers, and excluding livestock from streams; 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.* We acknowledge 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 design plans completed and submitted or ready to be submitted for permitting (see Appendix C for definition of "complete"). If projects need larger investment dollars for professional design services (greater than $5,000), these projects should be submitted through an alternative program offered by the Trust called the Watershed Assistance Grant Program.

Track 4: Outreach and Restoration Projects (up to $75,000)

Outreach and restoration projects must combine elements from Track 1 and Track 3 above to achieve increased meaningful and measurable outcomes.

Evaluation Criteria

The following criteria will be used by external technical expert reviewers to evaluate applications. The Trust staff will serve as guidance through the review phase. We recommend having a colleague review your proposal against these criteria before submission to ensure that you have addressed all the relevant criteria. The strongest applications will meet multiple criteria, and clearly address each of the below in the application.

- Likelihood of Project Success (Scale of 1 to 20): What is the likelihood of success if this project is funded? 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?
- Cost Effectiveness / Budget (Scale of 1 to 20): Is the budget appropriate and cost effective? Are the line items budgeted (e.g., personnel costs) justified in the narrative? Are partners being resourced appropriately? In-kind and cash match is not required but will be viewed favorably.
- Sustainability (Scale of 1 to 15): Has the applicant addressed future project sustainability (e.g., ongoing resources)? If the application is for 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 be well-maintained and continue to function as designed to provide habitat and water quality benefits?
- Consistency with Request for Proposals (RFP) (Scale of 1 to 15): Is the project proposed consistent with the intent of the track selected (Outreach/Knowledge Building, Behavior Change, Restoration, or Outreach and Restoration)? Are all required application components included?
- 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?
- Demonstration Value and Transferability (Scale of 1 to 10): Does the project have demonstration value and/or transferability? Will the project further the understanding of topics supported by this grant program? How can the project be used as a model or pilot for future efforts?

- Partnerships (Scale of 1 to 10): Are the selected partnerships appropriate? Are any partners missing that should be included? Partnerships can be defined as stakeholders or representatives from the priority audience or organizations and people who have committed to a specific role or resource to the project. If the lead applicant is not a member of the community impacted by the project (e.g., an external non-profit doing work on land owned by another entity), is a transfer of "ownership" to the community built into the project and the ability of the community to carry the work forward developed? Does the applicant provide letter(s) of commitment from project partners? View the Trust's Letter of Commitment and Guidance Policy.

Project Requirements and Guidance

For Track 1: Outreach/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.
- To support a high likelihood of project success and sustainability, applicants are encouraged to utilize relational approaches rather than transactional approaches to building partnerships and engaging a priority audience. More information can be found in Appendix A.
- Applications must clearly explain and justify the methodology used to deliver the message(s) to the priority audience at outreach (e.g., trusted community member, listserv, attendance at community meetings, etc.) and engagement stages (e.g., workshop, training, art installation, innovative media, etc.).
- The most competitive 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 it is hoped through this project will be 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 (e.g., litter and pet waste).

For Track 2: Behavior Change Projects

- Projects must seek to affect measurable change in the priority audience's behavior(s) through one of two phases– social marketing (behavior change) plan development or social marketing plan implementation.
- The most competitive applications will demonstrate collaboration with the priority audience (even at the design stage as outlined in Appendix A) to better understand the audience's knowledge, attitudes, and practices; this should include a baseline measurement of behavior.
- Applicants must emphasize how their understanding of the priority audience's readiness to adopt a behavior, current 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 B).
- Projects must propose to either develop or implement a robust evaluation plan including follow-up after program implementation, depending on which phase (plan development or plan implementation) the applicant proposes.
- 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.

For Track 3: Restoration Projects

- This grant program supports restoration efforts that are described in the context of an area that drains to a particular receiving waterway and that engages and connects with the local community.
- Projects must be carefully planned and technically sound.
- Projects should contribute to the improvement of community, water quality, and/or natural resource.
- This grant program 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 (e.g., sites with extremely high restoration, engagement, or demonstration outcomes).
- 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 about new or untested practices.
- Water quality benefits can be measured in cost ($) of the project per impervious acre treated. For this grant program, the most competitive projects should request funding *at or below **$200,000** (grant funds requested, not overall cost)* ***per impervious acre treated***. Restoration projects that exceed $200,000 per impervious acre treated should include additional budget justification. Refer to the Maryland Department of the Environment Accounting for Stormwater Wasteload Allocations and Impervious Acres Treated document for guidance.

For Track 4: Outreach/Knowledge Building and Restoration Projects

- Refer to the information noted for the above Track 1 and Track 3.
- Projects should describe how the restoration components of the project will be leveraged for demonstration and education to measurably build knowledge within the community engaged (e.g., utilizing a rain garden restoration project as a tool for education to the priority audience).

For Track 1, 2, 3, or 4:

- Community engagement and partnerships: Authentic and inclusive involvement with the proposed priority audience is important. The highest ranked proposals will exercise participatory approaches by creating shared ownership and involving the priority audience in the design of the education, behavior change, or restoration project, or combination of the three. This grant program strongly encourages partnerships with local community groups (e.g., schools, faith-based organizations, and nonprofits) that will leverage impact, broaden the base of support, and lead to the extension, use, or knowledge of the project beyond the end of the project period.

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 type is not listed above, contact the Trust to verify eligibility prior to submitting your application.

The Trust seeks applications from organizations new to environmental work as well as organizations experienced in restoration, outreach/knowledge building, and/or behavior change projects. All applicants, but particularly new applicants, are encouraged to contact the Trust for application assistance.

Funding Availability, Request Amounts, and Timeline

Funding Availability

The Trust and funding partners anticipate a total of $1.2 million in available funds in FY22 for projects in this grant program. **The Trust estimates having $459,781 in funds that are eligible to support projects throughout the state of Maryland.** Funds provided by partners are only eligible to support projects in their jurisdictions. Funding partners estimate having the following in available funds:

- Charles County, $50,000
- City of Annapolis, $27,000
- City of Baltimore, $194,000
- City of Gaithersburg, $150,000
- City of Salisbury, $75,000
- Harford County, $95,000
- Howard County, $160,000
- Maryland Department of Transportation Maryland Port Administration, TBD

Request Amounts

- Track 1: Outreach/Knowledge Building Projects (up to $30,000)
- Track 2: Behavior Change Projects (up to $50,000)
- Track 3: Restoration Projects (up to $50,000)
- Track 4: Outreach and Restoration Projects (up to $75,000)

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 component of the application. Requests to extend project completion period will be reviewed and considered on a case-by-case basis.

Deadline

Applicants must submit applications in the **Chesapeake Bay Trust Online System** by **4:00 PM EDT on August 11, 2021**. Late applications will not be accepted, and the online funding opportunity will close automatically and promptly at 4:00 PM EDT. Applicants are strongly encouraged to submit at least a few days prior to the deadline given the potential for high website traffic on the due date. The Trust cannot guarantee availability of technical assistance for our online system on the deadline date.

Application Review Process

Each application is reviewed by a technical external peer review committee, called the Technical Review Committee (TRC), composed of individuals who are experts in the fields supported by this RFP and represent communities engaged by projects funded by this RFP. The TRC ranks and scores all applications based on the criteria listed in the “Evaluation Criteria” section above and 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 applying, 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 44%, including 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 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 FY22 Outreach and Restoration Grant Program awards will be announced in December 2021.

Contact

For technical assistance with:

- outreach/knowledge building, behavior change projects, and lead for the following partner jurisdictions (all project types) in City of Baltimore and Harford County, contact Bre'Anna Brooks at (410) 974-2941 x112 or bbrooks@cbtrust.org
- restoration projects and lead for the following partner jurisdictions (all project types) in Charles County, City of Annapolis, City of Gaithersburg, City of Salisbury, Howard County, and the Maryland Department of Transportation Maryland Port Administration, contact Nguyen Le at (410) 974-2941 x110 or nle@cbtrust.org

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 site visits or project development assistance within two weeks of the deadline.

Narrative Questions and Supporting Documents

You will be required to upload a Microsoft Word or PDF file, not to exceed six pages addressing the following points: the page limit excludes supporting documents such as photos or letter(s) of commitment. We strongly recommend you copy and paste the questions to use as an outline in your narrative to ensure you address all questions.

Project Narrative Questions:

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

c. Track 3: Restoration Project
d. Track 4: Outreach and Restoration Project

2. 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 (e.g., 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 because 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).

3. Goal: Describe how the proposed project outputs (as defined and described in 2.a.) will lead to proposed outcomes (as defined and described in 2.b.). 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. Answer the following questions for the track of your proposed project:

   a. **Track 1: 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 and make sure that is in your message.
      iii. Methodology: Clearly explain and justify the methodology/tactics chosen to conduct: 1) outreach (i.e., how you will deliver the message *to* the priority audience(s)) and 2) engagement (i.e., how you will involve and interact *with* 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.

   b. **Track 2: 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 B).
      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 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 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. Identify what type of statistical analysis you are proposing to use and what is the size of the data set needed to do this?
d. What will your anticipated final product look like?

ii. Option 2: Behavior Change Project Planning. Describe steps 1, 2, and 3 (below) which should be completed prior to proposal 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 paragraphs); and
3. Behavior Objectives – Identify the specific behavior objective; discuss impact of behavior adoption (e.g., 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).

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

4. Barriers, Benefits, and Competition – Describe how an audience assessment will be conducted 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). Evaluation plans should include pre- and post- intervention measurements.
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 ; Phase II is project implementation, described further in Appendix B. (1 to 2 paragraphs).

iii. Option 3: Behavior Change Project Implementation. Applicants should only request costs for implementation if a social marketing plan (Behavior Change Plan) is complete; the completed social marketing plan should be submitted as the basis for a Phase II request and should describe the following:

1. Pilot Program –how you will test your program on a small-scale
2. Broad Implementation of Program
3. Evaluation – based on audience response

c. **Track 3: Restoration Projects Only**

i. Watershed/Community Plan Status: Describe how your project fits into the local community plan, watershed study, Watershed Implementation Plan (WIP), 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. 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?

iii. Experience: Describe your organization's experience in completing similar projects. If you do not have experience with a similar project, explain your organization's qualifications or plans to ensure the project has a high likelihood of success.

iv. See Appendix C to determine if your project is a category 1, 2, or 3, then gather as much of the information provided for that category and submit them as part of your narrative document or as separate additional supporting documents.

d. **Track 4: Outreach and Restoration Projects**

i. Provide information as noted above for Track 1 and Track 3.

6. 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 (e.g., 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 audience, 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).
            1. 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.

7. Community Context: Describe how the proposed project fits into other watershed stewardship activities occurring in the community. The most competitive projects will connect to other existing community watershed stewardship efforts or broader community, county, or city goals or are specifically identified in or based on a local Watershed Implementation Plan (WIP).

    Guiding questions/comments to support your response: Are neighboring community groups who may already be undertaking environmental activities going to be engaged in this project? For a list of Trust-funded projects in the area see the Trust's annual reports.

8. 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 qualifications of the selected contractor, and if the budget was based on contractor bids or other source. If using a bid process (e.g., RFP for services), describe the process.
    b. The Trust strongly recommends that applicants obtain at least three competitive bids, estimates, or quotes or using a bid process.

9. 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.

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.

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

10. Demonstration Value and Transferability: Describe the demonstration value and transferability of your project.
    a. For demonstration value, describe how your project can be used as a resource and example for others. E.g., how will the project further the understanding of topics supported by this RFP in the community?
    b. For transferability, describe how your project might be transferred or scaled and any lessons learned that will be useful elsewhere. E.g., how will others be able to take lessons from the project and perhaps replicate a similar project elsewhere or can the project be used as a model or pilot for future efforts?

11. Evaluation: Describe how you will assess the effectiveness and impact of your project/program.
    a. For Track 1: Outreach/Knowledge Building projects, should include an evaluation of the priority audience. An evaluation will typically occur prior to and after knowledge building activities and be both quantitative and qualitative. Evaluation methods should be designed to be effective for the priority audience; thus, varying methods are welcome with justification.
    b. For Track 2: Behavior Change projects, the evaluation should be either proposed or addressed in step eight (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 Track 3: Restoration projects, how will your project stand the test of time and continue to be effective after the project is complete? Cost-effectiveness and stormwater best management practice effectiveness (e.g., impervious acres treated, nitrogen, phosphorus, and total suspended sediment loads reduced per year) are criteria reviewers use to assess your project; therefore, detail the cost-effectiveness and stormwater best management practice effectiveness of the project. Use the information you have compiled in Appendix C to support your response.
    d. For Track 4: Outreach/Knowledge Building and Restoration projects, provide information as noted above for Track 1 and Track 3.

12. 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) if so, whether your application exceeds the regulatory requirements, and how the project goes "above and beyond" what is required (this grant program will consider funding the "above and beyond" portion of projects that are required.

Budget Instructions

Financial Management Spreadsheet – Application Budget Upload

You will be required to upload a project budget using the "Application Budget" worksheet of the Chesapeake Bay Trust's **Financial Management Spreadsheet** (FMS), an excel file template that includes detailed instruction worksheets to guide your data entry. Download the template and watch a video with instructions on how to complete the FMS.

Additional Budget Justification

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

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, sign in with your email address and password. If you have forgotten your password, click on "Forgot Password" to reset your password.
- If you have not used our online system before, click on "New Applicant" and follow the instructions.

By submitting an application, 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.

For guidance on how to apply for and submit an application, watch our video.

Online Application Form

You will be asked to provide the following information in 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; project track; project abstract (use the same abstract you crafted earlier in narrative question #2); 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. For guidance on this, see the Trust's Letter of Commitment and Guidance Policy.

- Narrative & Supporting Documents Tab
    - Upload a Microsoft Word or PDF file that contains your answers to the "Narrative Questions" and upload additional supporting documents as specified in the "Narrative Questions and Supporting Documents" section of this RFP.

- 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 for additional guidance.
    - 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: Outreach and Behavior Change Project Guidance for Community Outreach and Engagement

The common starting place of project development includes defining an issue and selecting a priority audience impacted by that issue. Most importantly, the audience selected should be considered a key partner in the development and/or refinement of solutions and program offerings. While different forms of community research and engagement models exist, and each have varying levels of transactional (short term exchange) or relational approaches (relationship building for long-term work), the Trust encourages applicants to maximize audience input into program design. Community-based participatory research (CBPR) is an example of a relational model that "… equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community with the aim of combining knowledge and action for social change" (Kellogg Health Scholars, 2014). CBPR involves a co-creative approach and mutual ownership of research and program design by communities affected by the issue of focus.

Outreach and Behavior Change projects should strive to integrate as many principles of CBPR as possible and are encouraged to incorporate at least 3 of the following principles and should be present into your responses to the narrative questions (i.e., a separate document is not necessary to address these principles).

<u>Principles for Community-Based Participatory Research - Effective, authentic CBPR aspires to the following qualities:</u>

1. Recognizes community as a unit of identity: An emphasis is placed on the importance of using the community's identity, as a starting point.
2. Builds on strengths and resources within the community.
3. Facilitates a collaborative, equitable partnership in all phases of research and program design, involving an empowering and power-sharing process that considers social inequalities.
4. Fosters co-learning and capacity building (a process by which participants improve and obtain knowledge, skills, and resources) among all partners.
5. Integrates and achieves a balance between partners. for the mutual benefit of all involved.
6. Focuses on the local relevance of public and environmental health problems.
7. Involves a cyclical and iterative process for each stage of the program, as necessary to ensure that all voices are captured, and that program execution is based on partner feedback.
8. Disseminates results to all partners and involves them in the wider dissemination of results.
9. Involves a long-term process through adequate investment of time and resources and commitment to sustainability.
10. Openly addresses issues of race, ethnicity, racism, social class, and other relevant community and partner identities, and embodies "cultural humility." Cultural humility is a practice of self-reflection on how one's own background and expectations impact interactions.

Sources: 1-9, Israel et al., 1998 and 2005; 10-11, Minkler and Wallerstein, 2008.

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 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 2: 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) and the importance of that social issue to the intended priority audience, 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 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. Barriers, Benefits, and the Competition
   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. Positioning Statement
   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 (Priority Audience) to see (Desired Behavior) as (Descriptive Phrase) 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. <u>Pilot Program</u>
   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. <u>Broad Implementation</u>
   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. <u>Evaluation</u>
   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 C: Restoration Project Design Guidelines and Information to Gather and Submit with Your Application

Applicants submitting proposals for Track 3: Restoration and Track 4: Outreach and Restoration should submit as much information as you can to demonstrate to reviewers what you plan to do, how far you are in the process, and how likely it is that your project will succeed. This Appendix provides the elements of project design associated with successful projects.

This grant program funds many types of watershed implementation practices and therefore the specific design requirements vary among project types. For this RFP, restoration practices are broadly grouped into the following three categories:

- Category 1: Projects with Minimal Ground Disturbance
- 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 3: Complex Restoration Projects (more than 5,000 square feet disturbed and/or more than 100 cubic yards of soil excavated)

Identify if your project is a category 1, 2, or 3, then gather as much of the information provided below for that category and submit this in response to the narrative question #5.c.iii.

Note that for Category 2 and 3 projects, design plans will be most competitive if they are prepared to the level of detail required for permitting (Category 2) or have been submitted for review and are ready for permitting (Category 3). Developing plans to this level may require professional design services. If projects need larger investment dollars for professional design services (greater than $5,000), these projects should be submitted through an alternative program offered by the Trust called the Watershed Assistance Grant Program.

Category 1: Projects with Minimal Ground Disturbance

Example Project Types

- Reforestation, afforestation, and street tree projects
- Rain barrel and rain storage projects
- Reclaiming vacant lots to install site appropriate stormwater BMPs
- Invasive species removals
- Wetland plantings and buffer plantings
- Conservation landscaping

Design Requirements

- BMP type and size
- Site map showing project boundary (this could be a snip on Google Maps with locations drawn in using editing tool) and the site's address and/or latitude and longitude coordinates
- Site photos
- Planting plan and native plant list. Funding is restricted to native species only. Cultivars of native plants are not preferred if straight native plant species are available. View the Trust's native plant resources.
- A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different). The maintenance plan must detail maintenance activities in the short-term (1 to 5 years) and in the long-term (5 to 10 years). For guidance on this, see the Trust's maintenance plan template and resources.
- A landowner letter of commitment for projects planned on properties other than your own. The letter must state that permission has been granted from the entity owning the land on which the

project will be completed and commits to preserve and maintain the project. For guidance on this, see the Trust's Letter of Commitment and Guidance Policy.

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)

Example 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

Design Requirements

- BMP type and size
- Site map showing:
    - Property boundaries and the site's address and/or latitude and longitude coordinates
    - Mapped utilities and roads
    - Proposed design (grade changes, drainage structures, rock placement, piping, and underdrains, etc.)
    - 2-foot topographic data. This is available in GIS format from Maryland's Environmental Resources and Land Information Network (MERLIN) or alternately from some county GIS and planning offices and/or the Water Resources Registry
    - 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)
- Site photos
- Planting plan and native plant list. Funding is restricted to native species only. Cultivars of native plants are not preferred if straight native plant species are available. View the Trust's native plant resources.
- A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different). The maintenance plan must detail maintenance activities in the short-term (1 to 5 years) and in the long-term (5 to 10 years). For guidance on this, see the Trust's maintenance plan template and resources.
- A landowner letter of commitment for projects planned on properties other than your own. The letter must state that permission has been granted from the entity owning the land on which the project will be completed and commits to preserve and maintain the project. For guidance on this, see the Trust's Letter of Commitment and Guidance Policy.
- Copy of soil survey mapping and field confirmation of soil drainage class. Use the USDA Natural Resources Conservation Service Web Soil Survey and/or the Watershed Resources Registry.
- Soil borings/results for proposed infiltration practices
- Detailed 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)

Example Project Types

- Projects in this category will likely be subject to permitting requirements; refer to local planning and zoning and/or public works regulations for details
- Stormwater retrofit projects (conversions and structural changes)
- Bioretention and rain garden projects over 5,000 square feet of disturbance and/or affecting surface flow from/to adjacent properties
- 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
- Living shorelines
- Wetland and marsh enhancement/restoration/creation projects

Design Requirements

- BMP type and size
- Site map showing:
    - Property boundaries and the site's address and/or latitude and longitude coordinates
    - Mapped utilities and roads
    - Proposed design (grade changes, drainage structures, rock placement, piping, and underdrains, etc.)
    - Field-run topographic survey of existing conditions
    - 2-foot topographic data. This is available in GIS format from Maryland's Environmental Resources and Land Information Network (MERLIN) or alternately from some county GIS and planning offices and/or the Water Resources Registry
    - 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 to the project type)
- Site photos
- Planting plan and native plant list. Funding is restricted to native species only. Cultivars of native plants are not preferred if straight native plant species are available. View the Trust's native plant resources.
- A detailed maintenance plan signed by the entity responsible for maintenance and the landowner (if different). The maintenance plan must detail maintenance activities in the short-term (1 to 5 years) and in the long-term (5 to 10 years). For guidance on this, see the Trust's maintenance plan template and resources.
- A landowner letter of commitment for projects planned on properties other than your own. The letter must state that permission has been granted from the entity owning the land on which the project will be completed and commits to preserve and maintain the project. For guidance on this, see the Trust's Letter of Commitment and Guidance Policy.
- Copy of soil survey mapping and field confirmation of soil drainage class. Use the USDA Natural Resources Conservation Service Web Soil Survey and/or the Watershed Resources Registry.
- Soil borings/results for proposed infiltration practices
- Detailed earthwork volumes (cut, fill, stockpiled, etc.)

Summary: The most successful applications will provide detailed information for projects that are furthest along in the design, engineering, and/or permitting process. If you do not have some of the information listed for the category your project falls under, then state why you do not have it and if integral to the project's success should it be funded, state how you will attain the required information. However, if you are just getting started with restoration efforts or with your project, we will consider your restoration project with the following minimum requirements. Contact the Trust for assistance.

Minimum requirements for restoration projects:

- Provide an overview of your restoration project including any details that will help reviewers see what you plan to do, where your project is located, the scope/size of your project, and the output(s)
- For stormwater best management practices (e.g., rain gardens) provide the practice type, size of the practice, contributing drainage area, and amount of the contributing drainage area that is impervious surface.

Appendix D: Partner Jurisdiction-Specific Information

As part of this grant program, the Trust partners with Charles County, the City of Annapolis, the City of Baltimore Department of Public Works, the City of Gaithersburg, the City of Salisbury, Harford County, Howard County, and the Maryland Department of Transportation Maryland Port Administration to support projects that increase knowledge and stewardship of natural resources and on-the-ground restoration activities that involve residents to improve water quality within their jurisdiction. This Appendix provides project types, priorities, and project examples that are of particular interest to funding partners. See the contact section to identify the staff member who is the point of contact for each partner area and who can assist you to align your project idea with partner priorities.

Charles County

Charles County is looking for projects that include, but are not limited to:

- Programs that educate commercial businesses about dumpster maintenance and best practices
- Installation of stormwater best management practices and restoration projects such as tree plantings, rain gardens, meadow plantings, and other low impact development techniques
- Programs that educate residents about the negative impacts of litter and engages residents in litter and stream clean-ups

Projects outside the Town limits of the Towns of Indian Head and La Plata will be prioritized. These Towns operate under a separate MS4 (Municipal Separate Storm Sewer System) permit and pay a separate stormwater fee.

City of Annapolis

The most competitive projects will be <u>implementation-ready</u> (i.e., construction phase) and will achieve <u>reductions of storm flow and pollutants</u> to the City of Annapolis waterways. The City of Annapolis requests applications for following projects:

- Bioretention cells, bioswales, rain gardens, and additional stormwater best management practices (BMPs) as well as stormwater retrofits
- Stormwater wetland and marsh creation and enhancement
- Stream and wetland restoration
- Regenerative conveyance systems (coastal plain outfalls, step pool storm conveyance, etc.)
- Living shorelines (on community or public property)
- Green roofs

City of Baltimore Department of Public Works

The City of Baltimore is looking for projects that include, but are not limited to:

- Installation of stormwater best management practices and restoration projects, such as bioretention cells, bioswales, rain gardens, rain barrels, and other low impact development techniques
- Urban tree canopy expansion
- Outreach and education programs to assist residents in installing stormwater practices at their homes such rain gardens, downspout disconnect, rain barrels, and tree plantings
- Stormwater management education and knowledge-building programs that focus on specific audiences, including faith-based communities, Spanish-speaking communities, and communities identified in Baltimore City’s MS4 Watershed Implementation Plan; and Green workforce development

For stormwater restoration projects, the City of Baltimore DPW requires that projects in Category 3 receive stormwater management and erosion and sediment control approval. It is recommended that projects have received, at a minimum, approval at the 60% review phase.

If a Category 2 project is funded by Baltimore City DPW, the applicant will be required to submit plans for a cursory stormwater management review to ensure that projects installed in communities are designed to a standard of quality where they will function safely and effectively.

City of Gaithersburg

The City of Gaithersburg is looking for projects that include, but are not limited to:

- Installation of stormwater best management practices and restoration projects on Homeowner Association, Condominium Association, and faith-based organization property such as impervious surface removal and replacement with permeable surfaces
- Programs that educate residents about the negative impacts of:
    - litter and engages residents in litter and stream clean-ups
    - road salt and appropriate road salt use
- Promoting environmentally responsible communities through behavior change program development

If awarded, the City requires awardees to:

- Provide frequent communication regarding public events related to your project so that the City can help promote the event and perhaps attend or support the event in other ways.
- Create either a one-page flyer or fact sheet or a short (< 2 minute) video that showcases your project. These items do not need to be professionally produced but should be a final product that can be shared through social media and other platforms. <u>Be sure to incorporate this component into your project and budget</u>. These products help the City promote the important work supported by this grant program.

  Example ideas include:
    - A flyer for an event or activity related to the project
    - A fact sheet that provides a summary of the project
    - A video recording in-the-field where you describe the project and show what is happening (e.g., a workshop, a planting event, a stream cleanup, etc.)
    - A video recording of a slideshow presentation with text/photos

City of Salisbury

The City of Salisbury is looking for projects that include, but are not limited to:

- Installation of stormwater best management practices and restoration projects
- Tree plantings on public and private property as recommended in the City's Tree Canopy Study. Example sites include:
    - Lower Northside City Park, Riverwalk (Southside), and Waterside Park and Playground. See Appendix E of the Study for more information and concept plans for these sites
    - Neighborhoods with low tree canopy such as River Place, Williams Landing, and Peninsula Regional Medical Center Hospital (see Figure 4 and Table 4 of the Study for more information)
- Programs that educate residents about:
    - Bay friendly and sustainable landscaping practices including meadow landscaping and the associated benefits
    - The negative impacts of invasive species and engage residents in the management of invasive species

Harford County

Harford County is looking for projects that include, but are not limited to:

- Installing restoration projects such as rain gardens, rain barrels, and bio-retention cells
- Implementing meadow plantings that encourage pollinator activity
- Educating community residents about natural resources and stormwater improvement practices, like down spout disconnection or rain barrels, proper pet waste management, rain gardens, tree planting, pervious pavement, etc. through demonstration projects or knowledge building activities
- Communicating environmental messages that promote water quality improvement efforts
- Conducting tree plantings to include forest plantings, large lot plantings, or similar
- Promoting environmentally responsible communities through behavior change program development
- Supporting the formation or capacity-building of organizations who want to promote watershed health

Howard County

Howard County is looking for projects that include, but are not limited to:

- Installing restoration projects such as rain gardens, rain barrels, and bio-retention cells
- Planting trees and removing invasive plants particularly in or adjacent to the Green Infrastructure Network (GIN)
- Implementing meadow and/or other turf alternatives plantings that encourage native plants and/or pollinator activity
- Educating community residents about natural resources and stormwater improvement practices, like rain barrels, proper pet waste management, rain gardens, tree planting, pervious pavement, etc. through demonstration projects or knowledge building activities
- Educating community residents about reducing the use of pesticides and winter salt
- Providing education and outreach to residents about the GIN
- Implementing educational stream cleanup projects

If awarded, the County requires awardees to:

- Provide frequent communication regarding public events related to your project so that the County can help promote the event and perhaps attend or support the event in other ways.
- Produce a short (< 2 minute) video that showcases your project. The video does not need to be professionally produced but should be a final product that can be shared through social media and other platforms. Be sure to incorporate this component into your project and budget. These videos help the County promote the important work supported by this grant program.

  For example, watch this video that provides a year-in-review for the Patapsco Heritage Greenway's Patapsco Clean Stream project in Elkridge, Maryland. This video was created using Adobe Spark, a free online and mobile design app with user-friendly templates and tools to create graphics, videos, and more.

  Other example video ideas include:

  - In-the-field footage where you describe the project and show what is happening (e.g., a workshop, a planting event, a stream cleanup, etc.)
  - A recorded slideshow presentation with text/photos

Maryland Department of Transportation (MDOT) Maryland Port Administration (MPA)

In order to satisfy MDOT MPA's Critical Area mitigation requirements arising from MDOT MPA's development activities in the Critical Area, MDOT MPA is looking for projects that include, but are not limited to:

- Restoration projects such as rain gardens, conservation landscaping, and tree planting
- Community gardens
- Pollinator gardens
- Protecting open space
- Converting vacant lots to green space
- Outreach and engagement with hands-on habitat and/or water quality components

Generally, MDOT MPA will be able to support projects located in Baltimore City, southeast and southwest Baltimore County, or Anne Arundel County north of Route 100.