Information Session for the Montgomery County Watershed Restoration and Outreach Grant Program

Wednesday, October 6, 2021
6:00 pm to 7:30 pm
Virtual via Zoom Meeting
AGENDA

Introduction- 6:00 pm
Ryan Zerbe – Watershed Outreach Planner, Montgomery County DEP
Jeffrey Popp- Senior Program Officer, Chesapeake Bay Trust

Setting the Stage: Background and County Goals- 6:05 pm
Ryan Zerbe – Watershed outreach Planner, Montgomery County DEP

Grant Program Overview- 6:35 pm
Jeffrey Popp, Senior Program Officer, Chesapeake Bay Trust

Questions, Project Ideas, and Discussion- 7:00 pm
Participants

Wrap up and Adjourn- 7:30 pm
All
Montgomery County Watershed Restoration and Outreach Grant Program

Jeffrey Popp
Senior Program Officer
Chesapeake Bay Trust
Where the Money Comes From:

- Maryland’s Treasure: the Chesapeake license plate
- Federal, state, local, and other private partnerships
- Corporate, individual, and private donations
- Chesapeake Bay Fund Tax Check-off

Where the Money Goes:

- Education: Ensuring that children are environmentally literate through classroom learning, outdoor experiences, and green school development.
- Restoration: Advancing science and restoration best management practices to improve water quality in urban, agricultural, and other settings.
- Community Outreach: Engaging communities to improve the health of their neighborhoods and local waterways through community cleanups, tree plantings and other stewardship practices.
- Chesapeake Conservation Corps: Providing leadership and training opportunities for young adults pursuing environmental and conservation careers.
Grant Programs Overview

**Outreach / Restoration / Engagement**

- Outreach & Restoration Grant
- Non-Tidal Wetland
- Green Street, Green Jobs, Green Towns
- Watershed Assistance Grant

**Education (K-12)**

- Mini-grants

**County Specific**

- Prince George’s County Rain Check Rebate
- Prince George’s County Stormwater Stewardship
- Montgomery County Watershed Restoration and Outreach
- Anne Arundel County Watershed Restoration
- Anne Arundel County Forestry and Land Protection (Mini and Max)
- Charles County Forestry and Stormwater
- More coming soon!

**Chesapeake Conservation Corps** – youth job training program

**Capacity Building Initiative** – 3yr support to increase capacity of local orgs.
Montgomery County Watershed Restoration and Outreach Grant Program

**Deadline:** December 2, 2021 at 4:00 PM

**Grant Requests:** Up to $100,000. Larger requests possible with prior approval.

**Eligible Applicants:** Registered 501 (c)(3) nonprofit organizations such as watershed groups, service and civic groups, faith-based organizations, community associations, and more.
Montgomery County Watershed Restoration and Outreach Grant Program

Eligible Project Types:

- **Public outreach and Stewardship** - up to $30,000 for public outreach and stewardship projects; up to $50,000 for behavior change projects.
- **Community Based Restoration** - up to $100,000 for community-based restoration projects (under 5,000 sq. ft.)
- **NEW! Litter Reduction Projects in the Anacostia River Watershed** - up to $50,000 for implementation of efforts that reduce litter entering the Anacostia Watershed and/or innovative techniques to influence positive behavior change to reduce littering behavior.
Lifecycle of a Grant

- Advertisement – 3 months
- Grant application – online with **firm** deadline
- Review by Technical Committee
- Awards announced ~2 months after deadline
- No reimbursement funding**
- Signed award letter and contingencies trigger the award check (large grants phased, but most up front)
- Final Report
Tips and Hints for Success!

- Contact Trust staff early
- Check deadlines & eligibility criteria
- Follow the online instructions
- TMI is good
  - Especially for budget items
- Letters of Commitment are important
  - Demonstrate success
  - Landowner permission and readiness to proceed
Montgomery County Watershed Restoration and Outreach Grant Program

The Montgomery County Government and the Chesapeake Bay Trust announce a grant program to support watershed restoration and outreach projects throughout Montgomery County. This program aims to promote initiatives and projects which will improve water quality in Montgomery County’s local streams and waterways through public engagement, education, and on-the-ground restoration.

Program Status: OPEN

Deadline: December 2, 2021 at 4PM EST

Start a New Application

Get Started

Manage an Existing Award

Continue an application or manage an existing award.

Manage

Awarded Projects

Since 2015, 62 projects have been awarded for a total of $2.8 million in approved awards.

Contact

Jeffrey Fopp

What this funds: The Montgomery County Watershed Restoration and Outreach Grant Program funds public outreach and stewardship projects, community-based restoration water quality implementation projects, and litter reduction projects in the Anacostia River Watershed. Projects should educate and engage residents in watershed improvement while achieving measurable impacts and sustainable behavior change. Creative and innovative proposals are encouraged. Together, these efforts will restore and protect the local rivers and streams of Montgomery County.

Who can apply: Any 501(c)(3) nonprofit organization such as local watershed groups, faith-based organizations, service and civic groups, and more.

How much can be awarded: Up to $50,000 for Public Outreach and Stewardship projects (Track 1) and up to $100,000 for Community-Based Restoration (Track 2) projects.

At A Glance

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Submit Your Application

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

Contact:

Jeffrey Fopp, Senior Program Officer at 410-974 2941, ext. 501 and jfopp@cbtrust.org
Key Questions

- **Who**
  applicant must be 501c3 nonprofit

- **Where**
  Implementation must be in Montgomery County, excluding Gaithersburg, Rockville, and Tacoma Park

- **When**
  Detailed timeline, deadlines, pre-approved meetings, or site visits

- **Funding Timeline**
  When will you need funds? Match?

- **Funding Restrictions**
  No fundraising, mitigation, lobbying/political advocacy, reimbursements, promotional items, food, etc.
Consider the Reviewers

Reviewers are:
- Informed strangers - technical experts, professionals, watershed organizations, grant partners, etc.

Make their job easier:
- Well organized, clearly written application

Avoid things that confuse reviewers:
- Not following instructions (exceeding the page limits, putting information in the wrong section, spelling, grammar, and math errors, etc.)
- Unclear goals
- Missing pieces or details
- Confusing budget (e.g., Items not mentioned in the narrative, different request amount)
Winning Factors

What are the factors that contribute to winning proposals?

- Alignment with funder priorities
- Clear focus
- Community buy-in and support
- Sufficient justification of methodology
- Qualified and appropriate partners
- Reasonable and accurate budget
- Project idea that meets high evaluation standards
- Sustainability / transferability
- Project readiness to proceed!
Application Sections

Most *Important* Sections

- **Narrative**
  - Uploaded Word Document
  - Questions in RFP
  - Be Clear!

- **Budget** (Financial Management Spreadsheet)
  - Uploaded Excel Spreadsheet (use CBT form)
  - On Website & Application
  - Be Detailed!

- **Submittal**
  - Double-Check!
Start an Application

Please Sign In

Welcome To The Chesapeake Bay Trust Online System.

If you are a first time user of our system:
- Click the "New Applicants, click here" button.
- Follow the onscreen prompts to create an account.
- Please note: The Trust’s online system works best in Internet Explorer, especially when uploading documents.

If you have an established account on this system:
- Enter your e-mail address
- Enter your Password
- Click "Log in" to continue.

E-mail
Password
New Applicants, click here
Forgot Password?
Log in
Start an Application

Applicant Instructions

An Executive Officer and Project Officer, two separate individuals, must be identified for all proposals. Both individuals must be staff or board members of the applicant organization. To avoid conflict of interest issues, individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

You may spell check an entry by clicking the red check mark to the right of a field.

Project Title

Project Title


Details, Details, Details!
We fund only those proposals we can understand...

- Demonstrate a need
- Be clear and concise.
- Remember reviewers are your audience. Do not assume prior knowledge.
- Use bullets, headers, text boxes and other tools to visually organize and emphasize key points.
- Answer each applicable question
- Add background but focus on project requesting funds for in-app.
- Use easily readable font size.
- No one sentence answers.
Financial Management Spreadsheet (FMS)

As part of the award application process, you will be asked to complete a budget. Complete the Application Budget worksheet of the Financial Management Spreadsheet (FMS) and submit the entire spreadsheet document with the application.

Download the FMS just one time. If you are awarded funding, the same FMS submitted with your application will be used throughout the entirety of the award.

We strongly encourage all applicants, grantees, and contractors to view the webinar explaining how to best utilize the FMS. The FMS will be used when:

- Providing an updated budget based on award agreement instructions
- Reporting expenses in an ongoing award as part of status reports
- Requesting changes to your budget during an award
- Reporting expenses as part of a final report

Examples of completed forms:

- For a simple (one-phase) award
- For a more complex (three-phase) award

https://cbtrust.org/forms-policies/
## Budget Categories

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### Chesapeake Bay Trust - Expenses Worksheet

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**REMAINING ON AWARD:**

*For any deviations >10% or addition of a new high level budget category line - you must submit a Budget Revision Request.*
### Scoring Criteria

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

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

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

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

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

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

#### Partnerships (10 points):
- Are the selected partnerships appropriate?
  - Partnering with other organizations to leverage organizational strengths and enhance project outcomes are strongly encouraged.
  - Identify and use of technical experts, if needed.
  - If your organization does not possess the technical expertise to lead a project, qualified technical experts, agencies, or organizations must be identified as partners or consultants/contractors.
  - Applicants are also encouraged to engage an organization or individual to serve as project manager and may use grant funds or matching funds to cover those costs, if needed and justified in the application.
- 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.
ATTEND THE POST AWARD WORKSHOP 😊

- If a grant is obtained, what are the essential factors to effective grant management?
- Read your entire award letter – Every Single Word!
- Add status and final report due dates to your calendar
- Make sure your accounting system captures revenues and expenses for your grant
- Establish a system to record your time and maintain relevant receipts
- Stay connected with your funder - involve them when possible
- Take photos before, during, and after project is completed.
- Don’t wait until the last minute (signage, reporting, etc.)
- Report on time.
LDS Earth Stewardship - Before
LDS Earth Stewardship - 
During

Pleasant View Church Proposal

- River Birch
- Magnolia
- Sugar Maple
- Dogwood
- Redbud
- Path
- Bench

Garden Bed Outlines

Outlined trees are sponsored by Trees for Sacred Spaces

- Sweet Bay Magnolia
- Eastern Red Cedar
- White Oak
- Pagoda Dogwood
- Redbud

Revised landscape beds marked in bright yellow – reduced in size. Blue arrows indicate rain flow. Black lines around church approximate 10’ perimeter without plants. Rectangle beds at school are now optional.
LDS Earth Stewardship - After - May 2017
LDS Earth Stewardship -
After - August 2017

See more photos and information at eartheast.org
Anacostia Riverkeeper - Before
Anacostia Riverkeeper - During
Anacostia Riverkeeper-After- May 2017

See the project yourself at
Silver Spring United Methodist Church
8900 Georgia Avenue, Silver Spring, MD
Bannockburn Community Club

Before

During

After

Video
Beth Sholom

Before

During
Beth Sholom
Outreach Educational Videos

- **Interfaith Partners for the Chesapeake (IPC)**
  - [https://www.youtube.com/watch?v=93grhHyv-II](https://www.youtube.com/watch?v=93grhHyv-II)

- **Friends of Sligo Creek and Carolyn Condominiums**
  - [https://www.youtube.com/watch?v=IbA9b0NzGuE](https://www.youtube.com/watch?v=IbA9b0NzGuE)

- **University of Maryland Environmental, Finance Center**
  - [https://www.dropbox.com/s/8zx0ix2gwuxu54d/DerwoodStation2_FINALREV5_13_19_Grant%2015559.mp4?dl=0](https://www.dropbox.com/s/8zx0ix2gwuxu54d/DerwoodStation2_FINALREV5_13_19_Grant%2015559.mp4?dl=0)
Questions?

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