

Participating Cities:

Atherton
Belmont
Brisbane
Burlingame
Colma
Daly City
East Palo Alto
Foster City
Half Moon Bay
Hillsborough
Menlo Park
Millbrae
Pacifica
Portola Valley
Redwood City
San Bruno
San Carlos

San Mateo (City)
San Mateo County
South San Francisco
Woodside

Community Action Grant Program

2010-2011
Invitation for Proposals



SAN MATEO COUNTYWIDE
**Water Pollution
Prevention Program**

Clean Water. Healthy Community.

www.flowstobay.org

San Mateo Countywide Water Pollution Prevention Program (SMCWPPP)

A Program of the City/County Association of Governments (C/CAG)

Due November 19, 2010

BACKGROUND

The San Mateo Countywide Water Pollution Prevention Program (SMCWPPP), a federally mandated program, was established in 1993 to reduce the amount of pollution entering local storm drain systems. SMCWPPP's 20 cities and the County are working to prevent stormwater pollution and help restore the health of local watersheds, creeks, the San Francisco Bay and the Pacific Ocean.

GOAL

SMCWPPP encourages and facilitates grassroots community action that enhances and protects the health of local watersheds, creeks, the San Francisco Bay and the Pacific Ocean. The Community Action Grant Program was established for community groups, educators, environmentalists, nonprofit groups, and others to conduct projects to support these goals.

ELIGIBILITY

- Projects must be implemented in San Mateo County or within a San Mateo County watershed.
- Projects must have an evaluation component.
- If applicable, groups must have legal access to the project site (must have written support of property owner).
- Non-Profit groups, community organizations, agencies, teachers and student groups, service clubs, environmental groups, youth organizations, and homeowner associations are encouraged to apply.

For-profit organizations and city/county government agencies are not eligible.

WHAT TYPES OF PROJECTS WILL BE FUNDED?

The Community Action Grant Program provides funding for projects that promote stormwater pollution prevention and contain a community/public outreach element. We encourage employing social marketing approaches (identifying barriers and benefits, designing behavior change tools such as commitments, incentives, prompts, social norms, and evaluation of the program) to catalyze behavior change.

Sample projects could include (but are not limited to):

- Outreach and education projects with a stormwater pollution prevention message and a watershed, household hazardous waste, litter (especially plastics) or Integrated Pest Management component.
- Development and distribution of outreach materials (e.g., video, newsletter, web site, brochures, guidebook, and others).
- Creek-side restoration/revegetation projects (erosion control, planting, cleanup, non-native species removal, habitat enhancement and marsh restoration)
- Art projects with a stormwater pollution prevention message
- Creek studies/survey projects

Applicants are encouraged to use their imagination and be innovative!

APPLICATION SELECTION CRITERIA FOR PROJECT FUNDING*

1. Will this project educate an audience about stormwater pollution prevention?
2. Will the project achieve its stated goals in a cost-effective manner?
3. Does the organization seeking the grant demonstrate that it is capable of successfully completing the project?
4. Will new, innovative approaches to improving water quality be used?
5. Will large numbers of people or previously underserved groups be reached?
6. Will the project improve and protect fish and wildlife habitats and/or the watershed as a whole by reducing pollutants to local waterways or the storm drain system?
7. If ongoing, can the product or activity created be continued in the future without the aid of this grant program?
8. Will the project contain an outreach plan for a local community/neighborhood?
9. How will this plan be implemented?
10. How will this project be evaluated?

Projects that are a collaborative effort with other organizations, groups, or classrooms are given high priority!

*SMCWPPP reserves the right to disqualify a project application not meeting one or more of the selection criteria.

WHAT FUNDS ARE AVAILABLE?

A total of \$15,000 is available for this grant cycle for selected projects. This program is intended to provide funds to as many groups as possible. Therefore, financial support for an individual project is not to exceed \$3,000.

HOW WILL FUNDS BE DISTRIBUTED?

Applicants will receive notification by January 7, 2011 on the status of their grant proposal. Applicants approved for funding will be notified by the project manager and approved to begin work. Upon completion of the project applicant must provide SMCWPPP with a brief project report, including photos. This report shall include a cover letter requesting reimbursement, to whom the check shall be made payable, a detailed itemized list of expenses, and copies of receipts. Failure to include any of these items may delay payment. A final report checklist and reimbursement form will be available for download at www.flowstobay.org/grant. The invoice shall not exceed the original amount of approved funding. Final reports are due by December 31, 2011.

WHAT COSTS WILL THE GRANT COVER?

Covered

- Materials and supplies (not to exceed 10% of the grant request for give-away items)
- Equipment rentals
- Film and processing
- Print ads and media placement
- Commercial services, such as printing
- Postage
- Volunteer recruitment
- Meals for volunteers
- Purchase of native vegetation

Not Covered

- Wages or salaries for labor
- Planning and research
- Curriculum development
- EPA approved electronic portable testing instruments and analytical testing
- Travel (except bus rental)
- Large ticket items (e.g., video camera, printer, computer, monitoring equipment)
- Funds may not be used to implement best management practices or do other activities related to the National Pollutant Discharge Elimination System (NPDES) permits or other regulatory requirements on behalf of a business or government agency.
- Give-away items (promotions such as t-shirts, Frisbees, water bottles, etc) in excess of 10% of the grant amount requested.

STEPS BEFORE APPLYING FOR A GRANT

1. **Get support** for your idea from your group, other community organizations, teachers, students, and others. If you are an individual, join a group or start a new one centered on your watershed, creek, or wildlife habitat.
2. **Have a brainstorming session** with your group to develop your idea into a winning grant proposal. Keep the Program's criteria in mind. Make your project fun and capitalize on your group's specialized skills.
3. **Review the application and grant requirements. Applications must be typed.** Use separate sheets of paper as needed. Be brief, but provide enough information about your group and your proposal to convey the project scope and how you will achieve your goals.
4. **Submit THREE COPIES** of your proposal to: **Elizabeth Claycomb; City of Pacifica Planning Department; Community Action Grant Program; 170 Santa Maria Ave.; Pacifica, CA 94044.** Projects must be postmarked by Friday, November 19, 2010. Faxes and emails will not be accepted. Applicants selected for funding will be notified by January 7, 2010 and grants awarded January 2010.

ASSISTANCE

Groups with good ideas, but needing help with the application are encouraged to contact Elizabeth Claycomb, claycombe@ci.pacifica.ca.us, (650) 738-7361 prior to the deadline date.

IMPORTANT DATES TO REMEMBER

November 20, 2010 Project proposals are **DUE**

January 7, 2011 Applicants are notified and award notices are sent out.

December 31, 2011 Final Report due

Note: Grantees have 12 months from the date funding is awarded to complete the project.

REQUIREMENTS

If a grant is awarded, the group agrees to:

1. **Obtain the appropriate permissions and/or permits** for the project where applicable and provide a copy of these documents to SMCWPPP.
2. **All materials produced must include a credit statement reading, “This program/project was funded by a grant from San Mateo Countywide Water Pollution Prevention Program. (SMCWPPP)”** Credit statements should be included in publications, presentations, conferences, workshops, signs, public service announcements, and other publicity pieces (e.g., TV, radio, website, and newspaper).
3. **Provide SMCWPPP with a detailed final project report by December 31, 2011 which includes:**
 - Copy of all receipts
 - Copies of any outreach developed
 - Photo documentation of entire project
 - Final budget breakdown
 - Report that evaluates the success of the project

Final Project Report instructions, and reimbursement request excel spreadsheet will be available to download online at www.flowstobay.org/grant.

5. **Projects are required to be photo documented.** Applicants may choose type of documentation: slide, digital, or print.
6. **The grantee may be requested to present their project** at one of SMCWPPP’s meetings held on the second Tuesday of every other month.

**All required materials must be sent to the attention of
Elizabeth Claycomb
City of Pacifica Planning Department
Community Action Grant Program
170 Santa Maria Ave., Pacifica, CA 94044.**

A letter of notification will be sent after award decisions are made.

**San Mateo Countywide Water Pollution Prevention Program
COMMUNITY ACTION GRANT PROGRAM
PROJECT PROPOSAL**

Please complete the following proposal form. **Type the information** below or cut and paste the information on an electronic program. Use additional pages as needed. Be brief, but provide enough information about your group and your proposal so that we have a clear picture of what you plan to accomplish and how you plan to do so. If you are having difficulties completing this form, please contact Elizabeth Claycomb, claycombe@ci.pacifica.ca.us, (650) 738-7361
Incomplete proposals will not be considered.

PROJECT TITLE: _____

PROJECT DIRECTOR _____

PROJECT GROUP/SCHOOL _____

ADDRESS _____

CITY _____ **ZIP** _____

PHONE (Day) _____ **(Eve)** _____

EMAIL ADDRESS _____

1. DESCRIBE YOUR GROUP (if applicable):

- a. What is its purpose and why was it formed?

- b. How is it organized (formally/informally)? Please describe:

- c. How many active members? _____

- d. How long has the group been in existence?

- e. Past and current projects (environmental or other):

2. DESCRIBE YOUR SCHOOL (if applicable):

- a. Where is your school located?

- b. Describe your student body?

- c. How many students will be participating in this project?

- d. Past and current projects (environmental or other):

3. LOCATION OF PROJECT:

Name of creek or watershed _____

Nearest city _____

Attach a map indicating exact location (**applicants must include a map**).

4. TYPE OF PROJECT (all that apply):

Art _____	Education _____	Publication _____
Revegetation _____	Fish rearing _____	Survey _____
Enhancement _____	Restoration _____	Monitoring _____
Public Outreach _____	Website _____	Advertising/Media _____
Other _____		

5. PROJECT DATES:

Start Date _____

Completion Date _____

6. DESCRIBE YOUR PROJECT:

- a. Describe the problem or issue your project will address:

- b. Describe your target audience:

- c. Estimate the number of people that your project will reach:

- d. Write a brief project description (what you will do, where and how):

- e. What will be the product(s) or result(s) of your project (e.g., mural, publications, art projects, creek guides, interpretive signs, demonstration garden)?
- f. What are the short-term and long-term benefits of this project to stormwater pollution prevention, the watershed, water quality, and your community?
- g. Describe your outreach strategy to make your project known to the community/public (e.g., school functions, sharing with parent groups, fairs, newspaper, radio, television, web, presentations)?
- h. Do you need legal permission (easement rights from a landowner) to be on the project site? How do you plan to secure it? If applicable, please provide documentation.
- i. Will you need permits for this project (e.g., Dept. of Fish and Game, Army Corp of Engineers, Regional Board, or City/County permits)? If so, list the permits needed and provide documentation.
- j. How will the project be maintained in the long term? Do you have plans to continue this project after the grant period?
- k. How will your group benefit from this project.

7. DESCRIBE THE PEOPLE WHO WILL BE INVOLVED IN THE PROJECT:

- a. How many volunteers and/or students will be actively involved?
- b. What skills or specialized equipment can your volunteers provide (e.g., engineer, artist, biologist, heavy equipment operator)?
- c. Do you plan to work with other organizations/schools (e.g., scouts, church group, environmental organization)? If so, list them:
- d. Do you need to recruit other volunteers to help you complete this project? If so, please explain your recruitment plans:

8. WHAT TYPE OF OUTSIDE ASSISTANCE WILL YOU NEED (e.g., expertise or equipment)?

9. EVALUATION (during and after):

a. Who will be responsible to see that the project is being properly carried out?
(Please provide name & phone number if different from project director)

b. How will you evaluate the success of the project (e.g., pre & post survey, number of attendees)? Provide specific examples.

10. BUDGET:

a. Complete "Grant Budget and Milestones" excel spreadsheet, found online at http://www.flowstobay.org/documents/community/community-action/Budget%20and%20Milestones%208.5x11%20SMCWPPP_CAG.xls

b. Volunteer force:
Estimate the number of volunteer hours of work necessary to complete the project:_____.

c. Costs and in-kind contribution:
Itemize and estimate as best as you can the cost of your supplies, services, equipment purchases/rental:

Grant monies cannot be used to purchase big-ticket items, (e.g., video camera, printer, computer) and wages or salaries.

11. How did you hear about the Community Action Grant Program?

____ From your City/County

____ The Watershed Project (Kids in Creeks, etc.)

____ San Mateo County Recycleworks

____ Mailing List/Postcard

____ SMCWPPP Website: www.flowstobay.org

____Electronic distribution list

other?_____

Signature of Applicant

Date

**Please submit 3 copies of your completed application to:
Elizabeth Claycomb
City of Pacifica Planning Department
Community Action Grant Program
170 Santa Maria Ave.
Pacifica, CA 94044**

**Projects must be postmarked by Friday, November 19, 2010.
Faxes and emails will not be accepted.**