



Chesapeake Bay Small Watershed Grants Program: 2009 Request for Proposals

Proposals Due: Friday, May 1, 2009

- I. **Applicant Eligibility.** Eligible applicants are either non-profit 501 (c) organizations (e.g., watershed organizations, homeowners associations, environmental organizations, private schools, etc.) or local governments (e.g., counties, townships, cities, boroughs, conservation districts, planning districts, utility districts, public schools, etc.) from the Virginia, Maryland, Pennsylvania, District of Columbia, New York, West Virginia, and Delaware portions of the Chesapeake Bay watershed. Applicants located outside the Chesapeake Bay watershed may apply only if their projects will be conducted within the watershed. Individuals, state and federal government agencies, and private for-profit firms are not eligible for grants under this program.
- II. **Project Eligibility.** To be eligible for consideration, a project must address at least one of the following program goals and objectives listed below. Projects that seek funding for land or easement acquisition, political advocacy, lobbying or litigation are not eligible.

A. Watershed Restoration. Grants for watershed restoration projects must improve water quality and/or directly restore vital habitats and key living resources within the Chesapeake Bay watershed.

- Restore habitat and/or natural resources in the Chesapeake Bay and/or its tributaries, including aquatic habitat that directly benefits fisheries.
- Improve the water quality of the Chesapeake Bay and/or its tributaries through the adoption of Best Management Practices and other innovative approaches.

Priorities: Watershed restoration proposals that address one or more of the following priorities will be ranked highest for funding, all other things being equal:

- Restoring wetlands or forests (e.g., riparian buffers, floodplain forests, marshes, shellfish habitat) that will contribute significant improvements in habitat or water quality.
- Restoring fish passage in streams where unimpeded flow will establish significant gains in aquatic habitat for anadromous/diadromous fish.
- Reducing significant sources of nutrient and sediment loads to the Chesapeake Bay and its tributaries, especially through developing integrated management strategies to address agricultural sources of nutrients and sediment.
- Restoring shoreline habitat through projects that replace existing hardened (e.g., bulkheads and riprap revetments) or eroding shorelines with tidal marsh, natural bank stabilization materials, and buffer plantings.

B. Watershed Conservation. Grants for watershed conservation projects must protect water quality and vital habitats within the Chesapeake Bay watershed through habitat conservation, prevention of new pollutant sources, and/or increasing individual conservation actions.

Priorities: Watershed conservation proposals that address one or more of the following priorities will be ranked highest for funding, all other things being equal:

- Implementing a locally supported land conservation strategy to permanently protect land from development, especially forests, wetlands and lands supporting Best Management Practices such as stream buffers.
- Implementing low impact development practices and other innovative stormwater management practices to offset the potential water quality impacts of new development.
- Implementing social marketing campaigns focused on motivating specific conservation action(s) by a targeted audience within a particular watershed.

- Demonstrating the economic incentives associated with conservation and pollution prevention practices to increase their rate of adoption.

C. Watershed Planning. Grants for watershed planning projects must develop plans and other mechanisms to improve protection and/or restoration of water quality and natural resources within the Chesapeake Bay watershed. Planning activities include, but are not limited to, developing or revising a comprehensive plan, watershed plan, land use plan, land use ordinance or other related codes, land conservation plan or strategy, or local tributary strategy implementation plan.

Priorities: Watershed planning proposals that address one or more of the following priorities will be ranked highest for funding, all other things being equal:

- Developing a locally supported management plan for one or multiple watersheds currently not covered by a watershed management plan.
- Developing a locally supported land conservation strategy setting out objectives and mechanisms for permanently protecting land from development, especially forests or wetlands.
- Developing or revising local codes and ordinances that implement land conservation, stormwater management, low impact development, or water resource protection measures.

III. Grant Categories. Funding will be awarded through a competitive grant process to projects in the following two categories. Refer to the Grant Guidelines, below, for more information about these two categories.

Project Planning and Design – Grants ranging from \$10,000 to \$30,000 will be awarded to support project planning and design activities that set the stage for the successful implementation of watershed restoration and conservation projects, and that establish local capacity to ensure project investments can be sustained.

Implementation – Grants ranging from \$20,000 to \$200,000 will be awarded to support projects that directly lead to measurable improvements in the health of the Chesapeake Bay and its watershed. Implementation grants may support watershed restoration, watershed conservation and watershed planning projects. Implementation grants will vary in size, duration and scale. In general, smaller-scale demonstration projects will be eligible for grants in the \$20,000 to \$50,000 range. Multi-year and/or larger-scale projects will be eligible for grants in the \$50,000 to \$200,000 range.

IV. Grant Guidelines. The following guidelines will be used by an advisory team of experts from the Chesapeake Bay region to evaluate proposals. Please refer to the Application Form, which provides an outline for addressing these guidelines.

Projects will be evaluated on how well they support the program goals listed above, and match the following guidelines. In making award decisions, the Foundation seeks to represent the geographic diversity and the variety of communities and organizations in the Chesapeake Bay watershed.

A. General Guidelines for all Proposals

- Proposals should demonstrate that an appropriate partnership exists to implement the project. The partnership should include stakeholders who have the potential to hinder or help the successful completion and maintenance of the project. In most cases, this partnership should include participation by appropriate local government staff. If an appropriate local partnership does not already exist, projects should include a strategy to identify and engage essential partners. Letters documenting the support/contributions of project partners are strongly encouraged.
- Proposals should demonstrate that the projects will engage appropriate technical expertise and assistance throughout project planning, design and implementation to ensure projects are technically sound and feasible. Refer to the [Technical Assistance](#) page for more information about assistance available to grantees.
- Proposals should demonstrate that progress will be continually monitored to identify and address new challenges and opportunities as they arise. All citizen monitoring activities must follow protocols established by the Chesapeake Bay Program and must submit data to the Chesapeake Bay Program's database at the completion of the project. If projects involve significant environmental monitoring or data collection/generation,

applicants will be asked to develop Quality Assurance Project Plans (QAPPs) as part of their grant. Applicants should budget time and resources to complete this task if appropriate. Refer to <http://www.epa.gov/quality/qapps.html> for additional information about QAPPs.

- If applicable, successful applicants will be required to provide sufficient documentation that the project expects to receive or has received all necessary permits and clearances to comply with the National Environmental Policy Act (NEPA), Endangered Species Act (ESA), and any other Federal, state or local ordinances. Federal agencies must analyze the potential environmental impacts, as required by NEPA, for applicant projects that receive federal funding. More information about NEPA can be found at www.nepa.noaa.gov. Representatives of federal funding agencies may contact applicants to gather more information about the project, and applicants may also be requested to assist the agency in drafting an environmental assessment, if the agency determines an assessment is required.

B. Guidelines for “Project Planning and Design” Proposals

- Proposals should demonstrate that by completion of the grant, the following objectives will be met:
 - ✓ Establish realistic goals and objectives for a restoration and/or conservation project;
 - ✓ Form a local partnership to implement and maintain the project;
 - ✓ Develop a technically sound and feasible project design;
 - ✓ Develop a plan for project implementation, including a funding strategy, a timeline, and a monitoring and maintenance plan;
 - ✓ Develop a set of project indicators to continually monitor project success and to facilitate mid-course corrections during implementation; and,
 - ✓ Garner local community support for the project.
- While Project Planning and Design grants are not expected to achieve environmental outputs and outcomes, proposals should demonstrate that the resulting project plan, when implemented, will address program goals related watershed restoration and/or conservation. Note: Project Planning and Design grants will not be awarded for watershed planning.
- Proposals should explain how key stakeholders will be involved in the planning and design process. While Matching Funds are not required of Project Planning and Design grants, they are strongly encouraged.

C. Guidelines for “Implementation” Proposals

- Proposals should demonstrate significant, measurable project outputs and outcomes that will help to achieve the commitments of the *Chesapeake 2000 Agreement*, *Tributary Strategies* and/or *State Wildlife Action Plans*. As appropriate, these outputs should include scientifically credible estimates of both short-term and long-term nutrient and/or sediment reductions expected as a result of the project.

For more information about these policy and strategy documents, visit

<http://www.chesapeakebay.net/c2k.htm>,
<http://www.chesapeakebay.net/tributarystrategies.aspx?menuitem=19917> and
<http://www.wildlifeactionplans.org/>.

For guidance on how to estimate nutrient and sediment reductions visit

<http://www.chesapeakebay.net/tribtools.htm>.

- Restoration and conservation projects should include project designs and maps, and should have plans for long-term maintenance and monitoring.
- Watershed planning proposals should demonstrate a strong commitment to implementation. The resulting plan should include financing strategies, priorities, responsible parties, an implementation schedule and a means for monitoring progress.
- Larger grants for multi-year and/or larger-scale projects (in the \$50,000 to \$200,000 range) will be awarded to projects that can demonstrate significant improvements in water quality (especially reductions in nutrient and sediment loads) and/or result in significant, measurable progress toward commitments of the *Chesapeake 2000 Agreement* (e.g., wetlands and stream corridor restoration, local watershed planning, environmentally sensitive development practices or planning).

- Smaller-scale demonstration projects (in the \$20,000 to \$50,000 range) may have a more narrowly-defined geographic focus or demonstrate at a small scale a particular Best Management Practice or conservation practice in order to promote its more wide-scale adoption.
- **Projects must include a minimum 25% non-federal match.** Preference will be given to projects whose matching contributions (both cash and in-kind) exceed the 25% non-federal cost-share requirement. Applicants are encouraged to show federal partner contributions as well, although these contributions may not count toward the 25% match. Match should be calculated as 25% of the total project costs, where the grant request plus the non-federal match equals the total project costs.

V. Technical Assistance. Technical assistance is available for project planning, design, and implementation, and will be available to grantees from the Foundation, Chesapeake NEMO as well as other state and federal partners. Applicants are encouraged to review the [Technical Assistance](#) page and plan to incorporate technical assistance into projects as appropriate.

VI. Assistance with Applications

The Foundation will host a online webinar on **March 16, 2009** to provide supplemental information regarding the grants program and to respond to questions. Applicants are strongly encouraged to participate, and should follow the [registration instructions](#) listed in the news and events section of www.nfwf.org/chesapeake.

NFWF has adopted a new online application system so even if you have prepared proposals for NFWF in the past, you should consider participating in the webinar to learn how to use the new system. You also may access other useful information for applicants, including videos that demonstrate the Easy Grants online system by visiting www.nfwf.org/applicantinfo

Submission

When you are ready to begin the application process, go to www.nfwf.org/EasyGrants to register in our new Easygrants online system. Enter your applicant information and then select *Chesapeake Small Watershed Grants* from the list of programs and follow the instructions. Once you get started, you may save your application in progress and return another time to complete and submit it. For consideration, you must submit your online application using NFWF's new Easygrants system on or before **Friday, May 1, 2009**.

Timeline and Review Process

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| - Monday, March 16, 2009 | Webinar for Potential Applicants |
| - Friday, May 1, 2009 | Proposals due via Easygrants |
| - May 4 – June 12, 2009 | Proposals reviewed by advisory teams |
| - July | Congressional notification of intent to award grants |
| - Mid-August 2009 | Anticipated announcement of awards* |
| - Mid-August 2009 | Issue grant agreements to successful applicants |

Tips for Completing Your Proposal in Easygrants

(Refers sequentially to specific sections and fields in Easygrants)

PROJECT INFORMATION

- **Grant Amount Being Requested from NFWF:** Project Planning and Design requests must be between \$10,000 and \$30,000. Implementation Requests must be between \$20,000 and \$200,000.
- **Matching Contributions Proposed:** There is a 25% non-federal matching requirement for Implementation Grants. Therefore, the *Matching Contributions Proposed* must be a least one-quarter of the total project costs. The minimum match should be calculated as follows: $25\% \times (X + Y)$, where $X = \text{Grant Amount Being Requested from NFWF}$ and $Y = \text{Matching Contributions Proposed}$.
- **Projected Grant Start Date:** Projects generally should begin between August and December 2009 and should be completed within a two-year period.
- **Projected Grant End Date:** Projects should be completed within two years of the start date.

- **Project Title/Name:** Please don't call your project "Small Watershed Grant Proposal". Give it a short, descriptive name that will distinguish it from the competition. (60 character limit)
- **Project Description:** Use the first sentence to describe what your project will achieve and the second sentence to describe what is innovative about your project. (200 character limit)
- **Project Abstract:** Provide a more detailed description of your project, including proposed activities, outcomes and partners. (1500 character limit)
- **Keyword(s):** You are encouraged to use the "Help" feature in Easygrants to identify Keywords. Most applicants' Keywords will include: Conservation Action, Conservation Threat, and Major Habitat Type.
- **Sub-keyword(s):** You are encouraged to use the "Help" feature in Easygrants to identify Sub-keywords. The definitions of these categories may not be apparent from their titles.

PROJECT LOCATION

- **Project Location Country(ies):** All Chesapeake Bay Stewardship Fund projects must occur within "North America – United States".
- **Project Location State/Province:** Please select all states and districts that apply. Your project must take place within the Chesapeake Bay watershed, and therefore only the following states: the District of Columbia, Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia.
- **Project Location U.S. Congressional District(s):** Please select all U.S. Congressional Districts in which the proposed project will take place.
- **Project Location Description:** Please include the county/city where the project will occur as well as the most appropriate scale of watershed. *Longitude and latitude are especially helpful.* (200 character limit)

PERMITS and APPROVALS

- If Permits and/or Approvals are required for this project, please list all permits and/or approvals required and their status (e.g., received, applied for on Jan. 1, 1900, etc.).

BUDGET

- This section provides budget detail for the "Grant Amount Being Requested from NFWF", and the total of the budget line items must be equal to the "Grant Amount Being Requested from NFWF". It should not include matching funds. Please note that no part of the budget (neither NFWF funds nor match) may include: general administrative overhead, indirect costs, contingencies or miscellaneous costs; advocacy/lobbying; fundraising; litigation; terrorist activities; nor activities in violation of the Foreign Corrupt Practices Act.

MATCHING CONTRIBUTIONS

- This section provides the detail for the "Matching Contributions Proposed" and the total of these line items must equal the "Matching Contributions Proposed". List each source of matching contributions separately in the space provided. Matching contributions may include both cash and in-kind contributions. Please note the restrictions on use of matching funds above.

UPLOADS

To complete your application, you must upload a number of files into Easygrants:

- **Full Proposal Narrative:** The most important upload is your actual full proposal narrative. The **full proposal narrative template** may be downloaded from Easygrants at any time and completed at your leisure. It must be uploaded back into your Easygrants application before your application may be submitted. The narrative may not exceed five pages in total length.
- **Evaluation Logic Framework:** Please provide a logic framework representing your project, indicators for tracking progress, and anticipated outputs and outcomes. A logic framework template is provided to download for your

convenience; however, if you are familiar with logic frameworks and are more comfortable with another format you may upload your logic framework in any MSWord or PDF format.

- In addition to the narrative and logic framework, several other files should be uploaded. They include:

Upload	Required or Optional	Notes
Narrative	Required	Template provided
Evaluation Logic Framework	Required	Template provided, but you may use your own format if preferred
Board of Trustees	Required	Provide a list of members. If your organization is not a nonprofit and does not have a Board, upload a document stating that none exists.
A-133 Audit*	Required	If your organization has not expended over \$500,000 in Federal funds in the last year, upload a statement stating that an A-133 Audit is not required.
GAAP audited financial statements	Required	If your organization does not have GAAP audited financial statements, you may upload a balance sheet and profit/loss statement.
IRS Form 990	Required	If your organization is not a nonprofit, upload a document stating that a 990 is not required.
Statement of Litigation	Required	Template provided.
Vicinity Map	Required	Upload a map showing the project's location with respect to major landmarks (e.g., cities, rivers). A Google map is sufficient.
Letters of Support	Optional	Recommended from significant partners, especially those providing matching contributions.
Map of project site	Optional	Recommended for restoration projects.
Site design	Optional	Strongly recommended for restoration projects.
Photos	Optional	
Other documents	Optional	10 page limit

REVIEW AND SUBMIT

When you are ready to submit, each section of your proposal should be indicated "Complete" with a green check mark in the "Status" column. If any section is indicated "Incomplete" with a red "X", you will not be able to submit and must go back and check your work in each section that is "Incomplete".

To view your entire proposal you may click on the "View PDF" button. This function creates a composite file with all of the fields and uploads. Please note that two sections will appear empty in your submission because they are not required of Small Watershed Grant applicants. These two sections are "Outcomes and Indicators" and "Applicant-identified Reviewer Information".

For additional information, please contact Amanda Bassow (amanda.bassow@nfwf.org) or Lacy Alison (lacy.alison@nfwf.org) at (202) 857-0166.