2011-2012 Outreach and Community Engagement Grant Program Application Package

www.chesapeakebaytrust.org / 410-974-2941

AT A GLANCE

The 2011-2012 Outreach and Community Engagement Grant Program is designed to engage Maryland citizens in activities that raise awareness and increase participation in the restoration and protection of the Chesapeake Bay and its rivers.

In this Application Package:

Program Overview and Proposal Instructions

Deadline:
5 p.m., December 9th, 2011

Application Tracks:

Behavior Change Programs: $5,001 - $35,000 for behavior change projects.

Awareness Projects: $5,001 - $15,000 for projects not focused on behavior change as a project outcome.

Submit Your Application on-line:
www.cbtrustgrants.org

www.bayplate.org

Introduction

The Chesapeake Bay Trust promotes public awareness and participation in the restoration and protection of the Chesapeake Bay and its rivers. We envision a future in which the citizens and communities of Maryland and the broader Chesapeake Bay region will have achieved the levels of individual and community stewardship necessary to restore and protect the lands and waters of the Chesapeake Bay. Since 1985, the Trust has awarded over $40 million in grants to schools, nonprofit organizations, and public agencies throughout Maryland.

The Trust is supported by purchases of the *Treasure the Chesapeake* license plates, the Chesapeake Bay Fund tax check-off option on the Maryland State income tax form, donations from individuals, and partnerships with government agencies and corporations. The Trust greatly appreciates the support that makes our programs possible.

The Trust encourages you to learn more about how to apply for a Trust grant.

Goals of the Outreach and Community Engagement Grant Program

The Trust's highest priority is to increase individual and community stewardship of land and water resources. The Outreach and Community Engagement Grant Program provides accessible funds to organizations and agencies to implement community-led stewardship efforts that increase public understanding of watershed challenges, build ownership of local watersheds, engage more individuals and organizations in stewardship practices and projects, and expand the base of citizen support necessary to advance the restoration of the Bay.

In light of the Trust's commitment to the advancement of diversity in its grant-making and environmental work, the Trust strongly encourages grant applications for projects that increase participation of communities of color in the restoration and protection of the watershed.

Funding Availability

Approximately $400,000 is available for the 2011-2012 Outreach and Community Engagement Grant Program.

NEW: New this year, the Trust is supporting projects in one of two tracks as listed below and defined further in the individual criteria sections.

Behavior Change Program Track: Applicants may request from **$5,001 - $35,000** for projects that aim to change citizen behaviors in an effort to improve citizen stewardship of the Bay watershed and its resources. This Track is new this year.

Awareness Projects Track: Applicants may request from **$5,001 - $15,000** for projects that aim to increase citizen awareness of issues and challenges in restoration of the Bay watershed and its resources. *This track is most similar to previous rounds of the Outreach and Community Engagement Request for Proposals.*

Applicants are strongly encouraged to contact Trust staff to discuss proposals prior to the deadline.

For requests under $5,000, please consider applying to the Trust's Mini Grant Program, details of which can be found at www.cbtrust.org.

Behavior Change Program Track - Criteria

The purpose of this track is to support "well-informed" behavior change projects that target a specific change in behavior within a specific audience that leads to improved stewardship of the Bay watershed and its resources. The term "well-informed" \refers to programs based on quantified assessments of audience knowledge, attitudes, and practices. Often, we structure outreach programs based on *assumptions* of audience knowledge, attitudes, and practices without testing whether those assumptions are true. Research shows that "well-informed" outreach campaigns are much more successful, and as result, the Trust is supporting the types of projects and tools used to accomplish "well-informed" outreach campaigns at a higher level.

Requests under the Behavior Change Track of the Outreach and Community Engagement Grant Program can be made to support any of the following elements (described in more detail below):

1) Audience segmentation and assessment – Identify subgroups and conduct an assessment (e.g., survey work)
2) Message creation – Create the message to be communicated based on target audience assessment
3) Methodology – Design the project and select a medium to deliver the message based on the target audience assessment
4) Pilot Communications Campaign – Test the communications campaign on a small scale
5) Broad Implementation – Implement the communications campaign and evaluate the program based on audience response

You may request funds for any of the above five elements. Preference will be given to requests in the following order:

a) Requests for (5), implementation, in cases in which applicants have already developed a communication campaign for the behavior in question
b) Requests for two or more of elements 1-4 listed above and described in detail below.
c) Requests for one of the elements 1-4 listed above and described in detail below.

Project Development

Select a Behavior:
Proposals must identify the specific change in individual or community watershed health-related behaviors and/or organizational practices that are projected to result from project activities. When selecting a behavior, it is 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. When choosing a behavior, identify the "competing behaviors" (the behaviors you are looking to discourage, ex. excessive application of fertilizers), which must be considered in project messages and design.

Audience Assessment and Segmentation:
a. Proposals should identify the target audience and should demonstrate that the target audience has been segmented where appropriate. Audience segmentation is a process of dividing your target 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, or boaters vs. non-boaters. This process allows for a more effective and efficient project design, tailored to distinct subgroups of the target audience.

b. Proposals must demonstrate that a formal assessment of the target audience has been conducted or that a formal assessment of the target audience is intended in the initial phase of the project in order to assess the target audience's knowledge, attitudes, and behaviors relative to the goal of the project. Audience assessment should function to influence project design and implementation by identifying the audience's perceived barriers to adopting the desired behavior(s) and/or practice(s). The best audience assessments use some combination of basic literature review, past or proposed observations, interviews, focus groups, and surveys to determine the target audience's perceived barriers and benefits to adopting the behavior. What benefits might your audience receive from adopting a particular behavior or practice you are promoting? Why isn't your audience already demonstrating these behaviors or practices? Because research shows that audience assessment is imperative before attempting to change behavior, if you have not already conducted a formal assessment of your target audience, you may request funds for audience assessment (element #1 above) or apply to Track #2 – Awareness Project Track described below.

Message Creation:
Proposals must identify the intended message of the project and messages(s) should be designed based on assessment of the target audience. (e.g., don't litter, clean trash from your stream; use native plants).

Methodology:
Proposals must clearly explain and justify the methodology used to deliver the message(s) to the target audience (e.g., workshop, training, volunteer planting event, innovative media, etc.) and the medium should be chosen based on the audience's "media diet" (the primary ways that the target audience prefers to receive information). Projects should promote the behavior with creativity and through tactics and media types that maximize the desired response.

Pilot Communications Campaign:
The ideal behavior change project involves a test run of your communications campaign on a very small scale within your target audience. 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.

Implementation:
You may only request funds for broad scale implementation of a behavior-change communications campaign if you have already completed or will complete as part of this proposal an audience assessment, message creation, methodology identification, and pilot testing (elements 1-4 described above)

Outcomes

- Projects should affect measurable change in the target audience's attitudes and behaviors. Evaluation is an important component. Without a proper evaluation program, you will not be able to assess success. Examples of evaluation techniques are pre- and post-training/workshop/presentation surveys and interviews of participants.
- Projects must engage individuals, communities, or organizations in stewardship practices or projects with the ultimate objective of the project focused on influencing behavior or action.

Technical merit

- Applicants are encouraged to rely on known social marketing best practices.
- Applicants should design their particular outreach and engagement tactics specifically to the target audience.
- Qualified technical experts, agencies, or organizations must be identified as partners or contractors.
- Required information for all outreach and engagement tactics is provided as outlined in the project narrative section of the below proposal instructions of this RFP.

Awareness Project Track - Criteria

Education and awareness is an important component of and prerequisite to behavior change. The goal of an awareness project is to increase knowledge within a target audience, without necessarily changing behavior. An outcome of such a project might be increased number of people that understand that trash is an issue, without necessarily reducing litter. The maximum request for awareness proposals is $15,000. The following criteria will be used by the Trust to evaluate proposals under the Awareness Project Track. Preference will be given to proposals that meet multiple criteria.

Project Development

- Proposals must identify the intended message of the project. (i.e., don't litter, clean your stream; use native plants).
- Proposals must clearly explain and justify the methodology used to deliver the message(s) to the target audience (e.g., workshop, training, innovative media, etc.).
- The best proposals will place the project in the context of a larger initiative that will <u>eventually</u> seek to influence behavior. (In the future what behavior will the audience who has been made more aware ultimately change?)

Outcome

- Projects must increase citizen awareness about watershed challenges and issues and build ownership of local watersheds with the ultimate goal of engaging more individuals and organizations in stewardship practices and projects.
- The best projects will involve community residents. Activities designed to educate volunteers and lead to engagement of such volunteers in stewardship activities are strongly encouraged.

Technical merit

- Applicants are encouraged to rely on known communications best practices. Applicants should justify the selection of their particular outreach and engagement tactics and provide examples of similar programs that have demonstrated success using these tactics.
- Qualified technical experts, agencies, or organizations must be identified as partners or contractors.
- Required information for all outreach and engagement tactics is provided as outlined in the project narrative section of the below proposal instructions of this Request for Proposals.

Additional Criteria for all Tracks

Sustainability and Evaluation

- 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 beyond the term on the grant.
- Projects should have quantifiable outputs, such as number of people reached, number of attendees, number of media hits, etc. at levels appropriate to the full project scope and request amount.

- Proposals should describe how the project's impact will be evaluated or assessed; evaluation should involve the target audience and be both quantitative and qualitative.

Community engagement and partnerships

- Engagement with the community is paramount. Partnerships with agencies, schools, churches, non-profits, and other groups in the community that leverage impact and broaden the base of support are strongly encouraged.
- The best projects will connect to other existing community watershed stewardship efforts, such as school-related projects, restoration projects, and volunteer projects. Applicants should identify other complementary or related efforts in their watersheds. For a list of Trust-funded projects in the area, applicants are encouraged to reference the recently funded projects map on the Trust website or check out the Trust's annual report online.
- The best projects will reach beyond the 'choir' and will engage new audiences that are not already involved in or familiar with your message.
- **Projects initiated by and/or involving underrepresented groups are strongly encouraged.**

Mitigation and Permit Based Projects

- The Trust is unable to fund projects or programs that are required by a separate Federal, state, or locally issued permit, decree, or enforcement action. In some cases, the Trust <u>may</u> elect to fund optional portions of required projects that are in excess of regulatory requirements. Please state 1) whether your project is required under any existing or pending permit, decree, or enforcement action, and 2) how and whether your proposal exceeds the regulatory requirements.

Budget and Match

- Cash and in-kind match are not required, but match is a criterion on which the project will be evaluated. Preference will be given to projects showing matching contributions of funds or in-kind services from project partners and other sources (See budget section on Application Form below).
- Appropriateness and scale of budget will be evaluated. Requests for staff time are often appropriate; however, be sure to justify clearly the amount of staff time required for the project and the tasks associated with staff time requested.

Eligible Applicants

The Trust welcomes requests from the following organizations:

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

An Executive Officer and Project Lead must be identified for all proposals. Both individuals must be staff or board members of the applicant organization. Individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

The strongest proposals will show committed partnerships that provide funding, technical assistance, or other in-kind services to support the successful implementation of the project.

Funding Restrictions

The Trust does not fund the following:

- Endowments, deficit financing, individuals, building campaigns, annual giving, research, direct mail fund raising, or venture capital.
- Mitigation or capital construction activities such as structural erosion control measures.
- Political lobbying.
- Refreshments and T-shirts.
- Reimbursement for a project that has been completed or materials that have been purchased.
- Projects and programs located outside of Maryland.
- Budget items that are considered secondary to the project's central objective. These items include, but are not limited to, cash prizes, cameras and video equipment, and microscopes.
- Funding is generally restricted to projects on public property, property owned by non-profit organizations, community-owned property, and property with conservation easements, unless otherwise specified in a grant program.
- The Trust is a project specific funder and does not fund traditional marketing efforts that serve to promote generally the applicant organization and its initiatives.

The Trust evaluates each proposal on a case by case basis. The Trust reserves the right to fund projects and budget items that advance its mission and meet its specific funding priorities and criteria.

Application Submission Instructions and Deadlines

Applicants must submit proposals using our new Online Grants System, located at www.cbtrustgrants.org by **5:00 pm on December 9th, 2011**. Late applications will not be accepted, and the online funding opportunity will close promptly at 5:00 pm. To use this system, applicants must register at least 24 hours in advance of submitting an application. **Applicants are strongly encouraged to submit at least a few days prior to the deadline** given potential for high website traffic on the due date. The Trust cannot guarantee availability of Online Grant System technical assistance on the deadline date.

Grant awards will be announced in February 2012.

All applicants will receive a letter stating the funding partnership's decision. An application may be declined, partially awarded, or fully awarded. If approved, the Trust will send a grant agreement letter with grant conditions and due dates of status and final reports. Grantees must sign and return the grant agreement letter with original signatures. The Trust will mail the check to the requesting organization following (a) the Trust's receipt of the signed grant agreement and (b) satisfaction of any award contingencies. In cases where the grantee fails to submit a status report or final report by the due date, the Trust reserves the right to terminate the grant agreement and require a refund of funds already transferred to the grantee.

Projects should be completed within approximately one year upon receipt of the grant award; project timelines that exceed one year must be justified.

When the project is complete, grantees are required to complete final reports. Organizations with outstanding final reports will not be awarded additional grants.

Contact

Contact Kacey Wetzel at (410) 974-2941 ext. 104 or kwetzel@cbtrust.org

Proposal Instructions

When completing the online application process, you will be asked for the following information:

Applicant Information
1) Mission of Organization
2) Name of Executive Officer of Requesting Organization
3) Title
4) Address, phone, email
5) Name of Project officer
6) Title
7) Address, phone, email

An Executive Offer and Project Lead must be identified for all proposals and must be different individuals. Both individuals must be staff or board members of the applicant organization. Individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

Grant Information:
1) Amount of Trust funding requested:
2) Grant Period: enter project start and end dates
3) In which stream, river or watershed will the project be located?
4) In which county will the project be located?

Project Abstract:
In a text box, you will be asked to provide a brief summary of the project not to exceed 100 words, including details such as type of project, location, and main objectives. You may copy and paste from a word processing document, but you MUST use the paste plain text button in the rich text tool bar at the top of this box, necessary to remove all formatting (such as bullets, indentations, bold, etc.). You may format in the text box after pasting.

Project Timeline:
You will be asked to fill in a project timeline including major tasks and their associated start and end dates. You are limited to eight entries (though not required to use all eight), and are welcome to combine steps if necessary.

Project Deliverables:
You will be asked to fill in a number of project outputs, including number of people reached, media hits, workshops held, volunteers engaged, trees planted, etc.

Volunteer Involvement:
You will be asked to complete a form that includes the following: Description of volunteer activities, total # of volunteers engaged in each activity and an estimated amount of hours contributed by those volunteers.

Project Partnerships and Qualifications
You will be asked to enter into a table, project partner organizations, individuals, their areas of expertise, and their role(s) in your project. Applicants are encouraged to upload a letter of support for the project from each partner outlining the partner's role in the project; letters of support can be uploaded in the project narrative file attachment component.

Project Narrative File Attachment
You will be asked to upload an MSWord or PDF file containing a project narrative not to exceed five pages. We prefer, and our reviewers prefer that all documents be merged into one file for ease of reviewing; however, up to four

additional file attachments may also be uploaded through this component. Only a total of five attachments will be reviewed. Additional attachments (more than five total) will not be reviewed. You are encouraged to organize your narrative by the following points:

1) Track: Identify the track to which you are applying: Behavior Change Program Track or the Awareness Project Track.

2) Goal: Define the specific objectives of the proposed project.

3) Demographic Information: In light of the Trust's commitment to the advancement of diversity in its grant-making, please provide demographic information about the community or population involved in or served by the project. Will the project engage traditionally underrepresented groups and/or a wide audience regardless of ethnicity, nationality, origin, culture, education, or socioeconomic status? If so, describe how. Please provide your organization's experience working within the specific communities that you will be targeting. If you have not had significant experience within your targeted demographic, please explain how you intend to address this issue; the Trust encourages applicants to establish partnerships with local organizations that may have greater cultural competencies within the targeted demographic(s).

4) Behavior Change Program Track **Only**. Have any of the following elements been completed, and if so, describe how and detail the results of each (for more detailed descriptions of each, see above):

a) Audience segmentation and assessment – Identify subgroups and conduct an assessment (ex. survey work)
b) Message creation – Create the message to be communicated based on target audience assessment
c) Methodology – Design project and select medium to deliver the message based on target audience assessment
d) Pilot Communications Campaign – Test your communications campaign on a small scale
e) Broad Implementation of Communications Campaign and evaluation of program based on audience response

5) Awareness Project Track **Only.** Address the following points:

a) Target Audience: Define your target 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?

b) Message: Identify the intended message of the project. (i.e., don't litter and clean your stream; use native plants). State the message in your own terms, as if you are writing it for your target audience. Think about why this project matters to the audience.

c) Methodology: Clearly explain and justify the methodology/tactics chosen to deliver the message to the target audience(s). Explain why the tactics are an effective way to reach your target audience(s). You are encouraged to rely on known outreach, engagement, and media best practices. Provide examples of similar programs that have demonstrated success and reference your organization's experience with these tactics. Examples include but are not limited to: workshops, innovative media, individual outreach, demonstration planting projects etc.).

6) Communications Plan: Indicate how this project supports the broader goals of your organization. Do you have an outreach, watershed, or communications plan for your organization? If so, how does this project support the plan? If applicable, describe how this project complements other activities led by your organization in support of the same goals.

7) Community Context: Please indicate how this project fits into other watershed stewardship activities occurring in the community. For example, are neighboring schools who may already be undertaking environmental education activities to be engaged in this project? Will this project complement a nearby restoration activity? For information on other watershed projects funded by the Trust in your community of focus, please reference the recently funded projects map on the Chesapeake Bay Trust website.

8) Evaluation: Describe how you will assess the effectiveness of your message and the tactics chosen to deliver it. How will you know if this project has been successful (delivery of the message)? How will you learn which specific program / project design elements worked and for whom? How will you collect information from your target audience to refine and improve your program or project? How will you synthesize information collected in order to innovate and strengthen your project in the future? Evaluation and next steps should be based primarily on program recipients' response. Behavior change projects' evaluation should include an evaluation of the number of people who changed their behavior. Awareness projects evaluation should include the number of people who have increased their knowledge. The Trust encourages applicants to plan for and include evaluation in the project timeline and will consider requests for personnel time to conduct robust project evaluation.

9) Sustainability: Do you have a sustainability plan for your project or program? E.g. When funding for this project is over, what will last? How will the project continue to be funded in future years? If the project will be replicated in future years or is a re-occurring program, please provide a plan for the project to be sustained beyond the term on the grant.

10) Technical Information about Methodology: Please provide *required information* as defined below. If possible, include this information in this section of the narrative as opposed to attaching separate files.

a) For workshop requests: Include a recruitment strategy, a sample agenda and/or topics to be addressed, and approximate date(s)
b) For publication requests: Include a detailed dissemination plan, including estimated number of copies for each audience, outline, draft text or mock up of proposed publication, and a list and description of any previously developed publications similar to the proposed. Publication requests without a discussion of how the request compares to other similar publications will not be approved.
c) For website and on-line media request: Include a plan to drive traffic to site, site structure in context with larger site (if applicable), and sample wire frames if available.
d) For event requests: Include promotion plans, location, outline of draft program, and approximate date.
e) For water quality monitoring requests: The Trust has supported the development of sampling and data analysis protocols for tidal tributary indicators in partnership with EcoCheck, a University of Maryland Center for Environmental Sciences and National Oceanic and Atmospheric Administration partnership, and the Mid-Atlantic Tributary Assessment Coalition. Applicants are required to address if/how their monitoring efforts meet the existing protocols. The guidance document can be found here: http://ian.umces.edu/pdfs/ecocheck_report_313.pdf
f) For demonstration/volunteer planting requests that include a small restoration component: Include (within the same uploaded file):
    i) a site plan and conceptual design (site photos are encouraged),
    ii) a list of any native plants used (funding is restricted to native species only), and
    iii) for projects planned on properties other than your own, a letter stating that permission has been granted from the entity owning the land on which the project will be completed and that there is commitment to maintain the project (may be attached separately).

**Applicants proposing projects with significant restoration components should consider the Trust's Restoration Grant Program.*

11) Technical Context: You have already outlined the technical merits of choosing the particular outreach method by which you will relay key information. Now address the key information itself. Is the practice or behavior that you are promoting new? Is it experimental? Please place it in the larger context of available information. For example, if you are proposing a workshop to change farmer behavior about a particular agricultural best management practice, please briefly discuss what is known about that best management practice. For projects targeting highly technical behaviors,

this section may be longer. For projects targeting well understood or accepted behavior, such as trash clean-up, this section may be very brief.

12) Mitigation and permit-based projects: The Trust is unable to fund projects or programs that are required by a separate Federal, state, or locally issued permit, decree, or enforcement action. In some cases, the Trust may elect to fund optional portions of required projects that are in excess of regulatory requirements. Please state:

a) whether your project is required under any existing or pending permit, decree, or enforcement action, and

b) whether your proposal exceeds the regulatory requirements, and if so, how.

Budget Upload

You will be asked to upload your budget using the Chesapeake Bay Trust Budget Form, an excel file template. Copies of the form can be obtained in three ways:

1) from the "Attachments" section of the Online Funding Opportunity at www.cbtrustgrants.org;

2) by copying into your browser window the following link:
www.cbtrust.org/grantforms and clicking on "**Chesapeake Bay Trust Budget Form**;"

3) by visiting www.cbtrust.org, clicking on " Grants," the "Grant Forms", and downloading the file "**Chesapeake Bay Trust Budget Form**."

● Please be as detailed as possible. For example, elements of communications requests (e.g., staff costs, consultants, venue costs, print costs) must be listed separately.
● For any staff cost requests, please list the percentage of overall time devoted to the project by each staff member in the budget item column.
● Be sure to see “Eligible Budget Items” section of Application Instructions above.
● Do not evaluate volunteer hours in terms of dollars; instead, list them separately. Matching/leveraged resources are encouraged. Please indicate whether each match entry is applied for, pledged, or in-hand. Indicate in the narrative whether your organization has requested financial support from any other sources for the project not listed as match in the budget table.

Budget Category Information

The final online grant program component will ask applicants to enter budget category totals. These totals will have been automatically calculated in the **Chesapeake Bay Trust Budget Form.** If personnel and/or contractual costs are requested, use the personnel/ consultant request description table to provide detailed information about the scope(s) of work. Err on the side of providing too much detail. You are limited to 15 entries. For additional tasks, use the Additional Budget Justification Box. Use the budget justification section to provide a several paragraph budget narrative. The narrative should include, in addition to general budget justification information, (a) detailed justification for staff cost requests, if requested, including a specific scope of work, specific tasks, and hours associated with those tasks and (b) the source of any construction cost estimates. Staff cost requests that are not fully justified will not be funded.