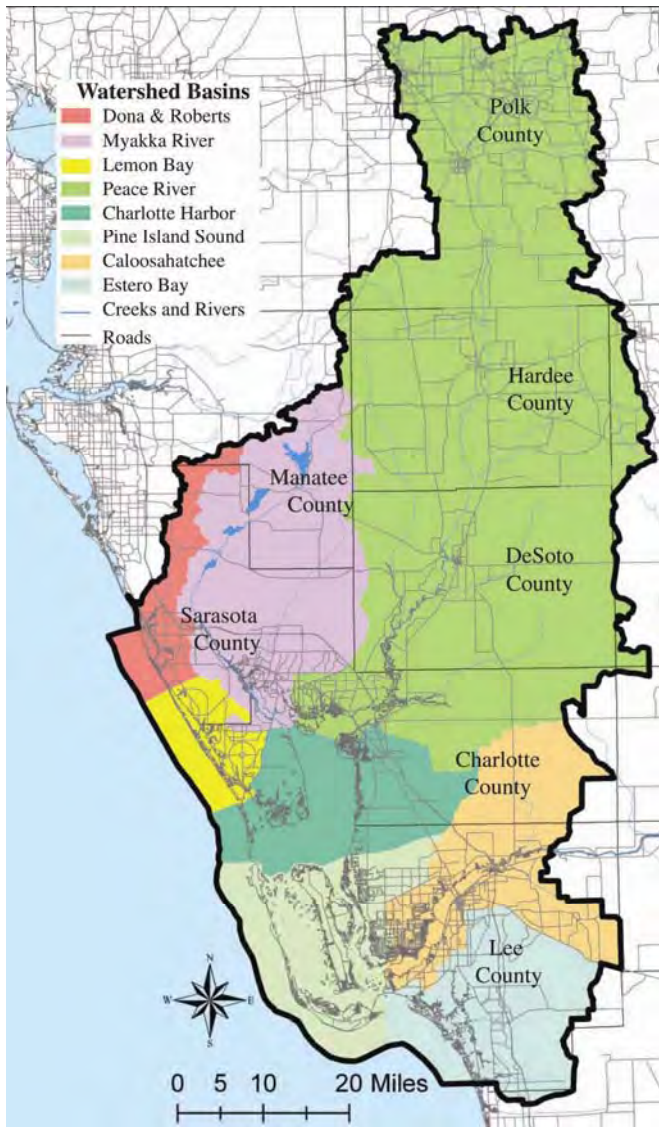




CHARLOTTE HARBOR NATIONAL ESTUARY PROGRAM



The Charlotte Harbor National Estuary Program is a *partnership* that protects the natural environment from Venice to Bonita Springs to Winter Haven. This partnership gives citizens, elected officials, resource managers and commercial and recreational resource users in the 4,700-square-mile watershed a voice to address diverse resource management concerns, including fish and wildlife habitat loss, water quality, water flow and stewardship. The watershed includes all or portions of Charlotte, DeSoto, Hardee, Lee, Manatee, Polk and Sarasota counties.

Request for Public Outreach Grant Applications

To further the partnership to protect and restore the greater Charlotte Harbor estuarine system and watershed, the CHNEP offers Public Outreach Grants to citizens, organizations, businesses, government agencies, schools, colleges and universities. While the maximum grant had been

\$3,000, this year the maximum request has been increased to \$5,000. *This document provides guidelines to develop Public Outreach Grant applications for projects that may begin no earlier than November 2010.*

Deadlines: Draft applications must be received by 5 P.M. on September 1, 2010.
Final applications must be received by noon on September 13, 2010.

The CHNEP also offers micro-grants (up to \$250) year round and usually annually offers research and restoration partners grants (up to \$20,000/participating partner).

Important Dates

Both application deadlines must be met for an application to be considered.

Wednesday, September 1, 2010: One copy of the complete *draft* application is due in the Program Office by 5 P.M. The CHNEP Project Manager will immediately review the application for completeness with comments promptly provided to the Applicant. Applications will *not* be accepted or considered if they are received after this deadline date and time or if they are submitted by telegram, facsimile, email or telephone.

Monday, September 13, 2010: Ten copies of the *final* application are due in the Program Office by Noon. One of the ten copies of the transmittal form *must* include an original signature of the official authorized to negotiate a contract for the Applicant. The other nine transmittal forms may include a copy of this signature. Applications will *not* be accepted or considered if they are received after this deadline date and time or if they are submitted by telegram, facsimile, email or telephone.

November 2010: Funding decisions will be announced by November 2010. Applications that are approved for funding may begin once a contract is signed and notarized by both the Applicant and the Program.

Program Contact Information

Maran Hilgendorf, Communications Manager
mhilgendorf@swfrc.org, ext 240

Public Outreach Grants are managed by the person in this position.

Charlotte Harbor National Estuary Program

1926 Victoria Ave, Fort Myers FL 33901-3414
239/338-2556 ~ toll-free 866/835-5785 ~ www.CHNEP.org

Application Checklist

Please read through this guidance document!

Each application must include, in this order:

1. Transmittal form with abstract (see pages 5 and 9) signed by an official *authorized to negotiate a contract for the Applicant*.
2. Budget form (see pages 5, 7, 8 and 10)
The transmittal and budget forms are included in this packet and can also be downloaded at www.CHNEP.org. Additional guidance on how to complete the budget form is provided on the website.
3. *On a new page*, begin four-point essay marked with headings from “I. Project Rationale, Geographic Area and Common Problems Addresses” to “IV. History and Personnel” (see pages 5 to 8).
4. Appendix: One-page resume for each member of the proposed project team (page 8)
5. Appendices may also include items such as:
 - Maps of the project site (see pages 5 to 7).
 - Letters of support (see page 5). If a service is being provided, it is strongly advised to include letters of support from those who will be targeted, such as school boards, school principals, etc., and with written confirmation that these partners are willing to financially support the project in any way specified in the application (see page 8).
 - Additional support material (see page 5).

Essential Facts About Public Outreach Grants

Who May Apply: Any citizen, organization, business, government agency, school, college or university may apply for a Public Outreach Grant but the project *must* occur within the greater Charlotte Harbor watershed. In this document, the word *Applicant* is used to refer to the individual, organization, business, government agency, school, college or university that is submitting the Public Outreach Grant application. An Applicant may submit more than one application but each must be independent and complete on its own.

All applications are subject to the conditions specified herein. Applications that do not comply with the following conditions are subject to rejection. On any contract resulting from this application, the Applicant shall hold and save the Program, its officers, agents and employees harmless against claims by third parties resulting from the vendor's acts.

Review Process: Applications received by the September 1 deadline will be reviewed by the CHNEP Communications Manager who may then recommend modifications to the application. Applicants may consider the recommendations and revise the application. Applicants must then submit ten copies of the complete application to the Program Office by September 13. One of the ten copies of the Transmittal form *must* include an original signature of the official authorized to negotiate a contract for the Applicant. The other nine may include a copy of this signature. The CAC Grants Committee will review Public Outreach Grant applications that are received on September 13. Their funding recommendations will be forwarded to the CAC and then to the Program Director for final approval by November. Applications that are approved may begin once a contract is signed and notarized by both parties.

The Grants Committee considers if the Public Outreach Grant application:

- Helps to fulfill the Program's *Comprehensive Conservation and Management Plan* (CCMP) by producing a desired result/benefit that addresses at least one of the common priority problems (see page 6 of this document).
- Benefits those who live within the CHNEP study area.
- Has demonstration value to the community.
- Informs and educates the public — something important of all projects.
- Have long-term applicability and addresses resource management issues.
- Increases awareness of the CHNEP and its purposes.

The Committee also considers if the Applicant:

- Follows the guidelines as established in this application package.
- Has been previously supported. All things being equal, applications that have *not* been previously supported by the CHNEP are more likely to be supported than those that have previously received financial support from the Program.
- Has successfully completed previously funded applications. Applications are less favorably considered if the Applicant has projects that are not in good standing.
- Requests support for the purchase of equipment, unless the equipment is integral to an education program, or staff time. The Committee often does not favorably review applications that are for these types of expenses.
- Requests support primarily for staff. Applications tend to be less favorably considered if the budget is primarily for salaries.

Public Outreach Grants *cannot* be used for the following:

- Improvements on private property or projects that personally benefit the Applicant, such as purchases that remain the property of an individual and are only available for personal use.
- Fundraising activities.
- Reprinting of existing material unless part of a larger educational program.
- Subsidizing organization's normal business operations.
- Completed projects.

Funding: The maximum Public Outreach Grant award is \$5,000. Matching funds are *not* required; however, cooperative funding is encouraged. In the application, please list the sources and amounts of support provided for any match received to complete this application so **that the full cost of the project is known**. No additional justification will be required of match shown on the application.

Funding is provided through a federal source (Clean Water Act, Section 320) and is combined with local matching funds. Each funding recipient must be capable of meeting federal guidelines for expending funds. For example, project funding may *not* be used to purchase refreshments or produce T-shirts, hats or other promotional items and clothing. Equipment purchases and sub-contracts must also follow federal guidelines.

Public Outreach Grants have supported many types of initiatives. The number of applications received each year, applications funded each year and descriptions of each project supported are posted at www.CHNEP.org. Since 2001, at least half of the applications received have been supported.

Reports/Invoices Required: Applicants shall perform all services necessary to accomplish the work specified in the contract scope of work. (The scope of work is the Public Outreach Grant application.) Successful Applicants are required to submit progress reports to document the work accomplished *at least every six months* to the CHNEP Communications Manager. Applicants are **reimbursed funds** once reports and invoices for work accomplished to date are accepted. Checks are made payable only to the Applicant unless otherwise specified in the contract. Reimbursement checks are sent from the Southwest Florida Regional Planning Council (SWFRPC), the CHNEP host agency. The Applicant shall provide a final report upon completion of the project. Final payment or 10 percent of the contract, whichever is greater, will not be made until the final report has been received and accepted.

Project Development/Publicity: The Applicant must provide opportunities to the CHNEP Communications Manager to provide input and review the progress of the project. The Applicant will provide **advance information** to the CHNEP Communications Manager regarding any planned events, promotion or activity and allow the staff access to the site, when safety considerations allow, to take photographs of the progress and completion of the project.

When issuing statements, press releases, requests for applications, bid solicitations, brochures or other documents describing this project, the Applicant must mention the Charlotte Harbor National Estuary Program. The Applicant must also mention the CHNEP during any presentations and the logo must be displayed on any signs, information or materials created for this project.

What to Submit by 5 P.M. Wednesday, September 1, 2010 *and Noon on Monday, September 13, 2010*

Each application must include, in this order, a **(1)** transmittal form, **(2)** budget form, **(3)** four-point essay and **(4)** appendix of one-page resumes for each member of the proposed project team. The application may also include appendices of items such as maps of the project site, letters of support, materials used as part of the project, example of item to be replaced, etc. If a service is being provided, it is strongly advised to include letters of support from those who will be targeted, such as school boards, school principals, etc., and written confirmation that these partners are willing to financially support the project in any way specified in the application. Additional guidance is provided on page 3 of this document in the “Review Process” section.

By September 1, submit one draft copy of the application. By September 13, submit ten copies of the final application. One of the ten copies of the transmittal form *must* include an original signature of the official authorized to negotiate a contract for the Applicant. The other nine transmittal forms may include a copy of this signature. **Both deadlines must be met for an application to be considered.**

Format and Packaging of the Public Outreach Grant Application: Applications must be typed or printed in ink. The font type must be at least 12 point in size with one-inch margins. These instructions follow these formatting guidelines. Figures and graphics may be attached as additional pages but must be clearly described in the application. If possible, please copy on both sides of the paper, collate and staple each of the ten copies submitted. Do not prepare a separate cover page or bind the applications in any way other than a staple.

(1) Transmittal form and (2) budget form: Complete the transmittal and budget forms and attach as the *first pages of the application*. The forms are available on pages 9 and 10 of this document and can also be downloaded at www.CHNEP.org. Do *not* re-create these forms. Be sure to complete both forms in their entirety. Be sure to show match so that the full cost of the project is known. Additional guidance on how to complete the budget form is provided on the website.

The transmittal form includes the abstract or executive summary of the project. Please limit the abstract so this form is only one page in length. An authorized representative *must* sign the transmittal form. If the application is submitted by an individual, that person’s social security number must be included on this form. If the application is from an organization, business, government agency, school, college or university, the Federal Employer Identification Number must be included.

(3) Essay: *On a new page*, begin description of the application using the following four-point outline. *This outline must be followed or the application will not be considered for funding.* Essays of past applications have ranged from two to ten pages but there is no restriction on the length of the essay.

I. Project Rationale, Geographic Area and Common Problems Addressed

Succinctly describe the Applicant and how the Public Outreach Grant application supports CHNEP’s efforts to protect the estuarine system by protecting or restoring the greater Charlotte Harbor watershed. Be sure the essay explains:

- a. How the CHNEP watersheds will benefit from actions or changes in behavior that result from the proposed project.

- b. How the project directly relates to at least one of the four common priority problems identified by the CHNEP (see page 6 of this document).
- c. How awareness of the CHNEP will be furthered by this project.

Additional guidance is listed under “Review Process” on page 3 of this document.

Projects *must* take place in the greater Charlotte Harbor watershed. Provide details about the geographic area (watershed) covered by the project, including listing the cities where the project is located and any surface waters that will be affected by the project. A map of the project site may be included as an appendix. Maps are available at www.CHNEP.org. Be sure to also provide this information on the transmittal form.

Watersheds within the Greater Charlotte Harbor Watershed

- Upper Peace River watershed north of Zolfo Springs
- Lower Peace River watershed south of Zolfo Springs
- Tidal Caloosahatchee River Watershed east to the Franklin Locks
- Venice/Lemon Bay/Cape Haze
- Myakka River watershed
- Estero Bay Watershed/Estero Island
- Islands (other than Estero Island)
- Charlotte Harbor proper

Provide details on the **common priority problem(s)** the CHNEP has identified that this project will address. Be sure to also provide this information on the transmittal form. The common priority problems are:

- **Hydrologic Alterations:** Adverse changes to amounts, locations and timing of estuarine and freshwater flows.
- **Fish and Wildlife Habitat Loss:** Degradation and elimination of headwater streams and other habitats caused by development, conversion of natural shorelines, cumulative impacts of docks and boats, invasion of exotic species, and cumulative tank system loadings, atmospheric deposition and groundwater.
- **Water Quality Degradation/Nutrient Enrichment:** Including but not limited to pollution from agricultural and urban runoff, point-source discharges, septic and future impacts.
- **Stewardship Gaps:** Promote programs and methods to educate the public and enhance personal responsibility for ecosystems of the Charlotte Harbor watershed.

Additional information about the CHNEP is posted at www.CHNEP.org.

II. Management Plan, Time Line and Evaluation

The Applicant shall present a project management plan that will serve to guide the work necessary to accomplish the project, including the guidelines for accomplishing the scope of work and a list of the products or accomplishments resulting from this project. Please write concisely and precisely, yet assume that the reviewers know nothing about the project.

The detailed time line, including the project start and end dates, should describe the estimated time needed to complete the project. Be realistic with time requirements. It is important that projects are expeditiously completed. The time line must demonstrate that the project can be initiated once a contract is signed (**no earlier than November 2010**) and be completed within a year of the initiation

date. (This deadline may be extended up to one additional year by submitting a written request to the CHNEP Communications Manager, specifying the amount of time requested and justification for that time.)

Identify any products and accomplishments expected as a result of this grant. Include a brief description of any planned public education or outreach materials and estimate how long any product is anticipated to be available. In other words, what is the life expectancy of the item(s) purchased or produced? Describe target audiences and the number of people the project will serve. Describe any materials that will be developed for the project that will be transferable to other areas or organizations. Identify the amount and purpose of fees, if any will be charged, to participants. Educational projects and number of classes or field/boating trips should note the estimated number of participants expected and whether they are children or adults. If printed materials, signs or video information will be produced during the project, the number of copies that will be created and methods of distribution must be described. If an Applicant proposes any construction, it is critical that as much detail as possible is provided, such as size of construction project, itemized list of materials required, etc. A sketch of the construction project is highly recommended. Attach photographs, sketches, maps or tables as appendices. Specify any safety equipment or training that is required to accomplish the project. **In summary, provide as much specific information as possible.**

Education programs are encouraged to target both adults and children. Projects that focus primarily on children should include a description of any adult education opportunities that will be accomplished with the project. Programs that include field trips are allowed; however, the target audience, number of participants and any participant fees must be detailed. Enhancement or expansion of existing programs is permissible. Applicants are encouraged to be innovative.

If a service is being provided, it is strongly advised that letters of support be included from those who will be targeted, such as school boards, school principals, etc. Describe any seasonal limitations to conducting the project, including possible impacts to endangered species. Please name any permits that will be required to conduct the project. The U.S. Fish and Wildlife Service will review any construction or earth-moving projects selected for possible impacts to endangered species.

Describe how the project will be evaluated.

III. Cost/Budget and Project Partners

In addition to the completed Budget Form, the application must also *summarize* the budget, providing any additional required *justification or explanation* in the essay portion of the application. **Do not assume the reviewers will understand budget expenses without explanation.** Be sure the request and matching funds pledged equal the total cost of the project and justify all costs. Round the budget to the nearest dollar amount; do not include cents. Please explain why this grant is required by the Applicant and is not covered as an operational expense incurred by the Applicant.

The budget section will be evaluated on how clearly and accurately funding needs are described and whether costs seem justified and appropriate. Applications that have been more explicit, such as specifying possible vendors, have been more favorably reviewed. The Program Office reserves the right to offer funding for a particular phase or task, rather than funding the entire project.

The Applicant shall provide an explicit project budget detailing the following:

- Hourly fees and the estimated percentage of time of involvement (based on a 40 hour workweek) for each paid member of the proposed project team.
- Volunteer labor — Detail the estimated number of volunteer hours and the tasks that volunteers will perform.
- Projected travel costs.
- Equipment — Detail the intended use and location of the equipment once the project is complete. The Program Office and/or the U.S. EPA reserve the right to request the return of any equipment purchased with these funds once the project is complete.
- Supplies.
- Contractual services.
- Matching funds are not required for Public Outreach Grants but are encouraged. If certain activities, phases or tasks have been funded or are expected to be funded by other means, these funding sources (in-kind services, cash, etc.), specify the sources, amounts of support provided or to be provided and whether these funds are “requested” or “secured” at the time of the application submission. (No additional justification will be required of match shown in the application.) Matching funds may include in-kind hours to complete the project or cash provided as direct additional funding. If including volunteer labor as match, value an hour of work at \$20.25, which is the 2008 rate provided by Independent Sector. (www.independentsector.org).

The application shall describe what the CHNEP will be asked to provide to assist in this effort and shall describe any additional organizations or funding sources that may be used to support the proposed project. Any letters of support should be attached as an appendix.

IV. History and Personnel

Describe any past grants awarded to the Applicants by the CHNEP and briefly describe the successes of each project. Applications are less favorably considered if the Applicant has projects that are not in good standing.

List the names of the individuals who will be authorized to make representations for the Applicant, including individuals’ titles, organizations represented, mailing and email addresses and telephone numbers. The specific role of each person involved in the project team shall be described. The Applicant shall *also* submit a one-page resume for each member of the proposed project team as well as one-page resumes of any candidate subcontractors in an appendix of the application. Each one-page resume should describe, at a minimum, education, experience and other qualifications *related to this project*. If resumes longer than one page are submitted, only the first page of the resume will be considered.

In the event the Applicant proposes to subcontract portions of the effort, indicate how subcontracting will be integrated into the management of the project. The Applicant shall list and describe the specific tasks to be performed and the specific services and support to be obtained through subcontracting. Applications that specify contracted work, including printing, sign development, etc., have been more successful in the application review process.

CHNEP 2010-11 Public Outreach Grant Application Transmittal Form

This one-page form may not be modified and is available at www.CHNEP.org. Refer to application package for additional guidance.

1. Project Title: _____

2. Budget: Request \$ _____ + Match \$ _____ = Total \$ _____

Be sure to provide financial details on the Budget Form and in the application. Round to nearest dollar.

3. Name of Person Submitting Application: _____

4. Organization: _____

5. Mailing Address: _____

City, State ZIP: _____

6. Telephone: _____ 7. Email Address: _____

8. Federal I.D. Number or Social Security Number: _____

9. Geographic Area (check all that apply)

Upper Peace River Watershed (north of Zolfo Springs)

Myakka River Watershed

Lower Peace River Watershed (south of Zolfo Springs)

Estero Bay Watershed/Estero Island

Tidal Caloosahatchee River Watershed (east to Franklin Locks)

Islands (except Estero)

Venice/Lemon Bay/Cape Haze

Charlotte Harbor Proper

10. Common Problems throughout Watershed Addressed by This Application (check all that apply)

Hydrologic Alterations Fish & Wildlife Habitat Loss Water Quality Degradation Stewardship Gaps

I certify that this application is made without prior understanding, agreement, or connection with any corporation, firm, organization, or person submitting an application for the same contractual/cooperative agreement/grant services, and is in all respects fair and without collusion or fraud. This project helps implement the CHNEP Comprehensive Conservation and Management Plan (CCMP) to protect the natural environment from Venice to Bonita Springs to Winter Haven. I agree to abide by all conditions of this application and certify that I am authorized to sign this application for the Applicant. I, as undersigned, have authorization to represent the organization.

11. Full Name and Title (type or print) _____

12. Signature _____

13. Abstract/Executive Summary: Please limit to space provided below; don't underline text.

CHNEP 2010-11 Public Outreach Grant Application Budget Form

Please be sure to explain the budget in the essay portion of the application and show match so that the full cost of the project is known. Round the budget to the nearest dollar. This form may not be modified. It is available at www.CHNEP.org.

1. Project Title:

	Request to CHNEP	Match	Budget
2. Salaries ^a	\$ _____ +	\$ _____ =	\$ _____
3. Fringes	\$ _____ +	\$ _____ =	\$ _____
4. Materials/Supplies ^b	\$ _____ +	\$ _____ =	\$ _____
5. Indirect Overhead ^c	\$ _____ +	\$ _____ =	\$ _____
6. Travel ^d	\$ _____ +	\$ _____ =	\$ _____
7. Subcontractors ^e	\$ _____ +	\$ _____ =	\$ _____
8. Other Costs ^f	\$ _____ +	\$ _____ =	\$ _____
9. TOTAL	\$ _____ +	\$ _____ =	\$ _____

Itemize how the total budget for salaries, materials/supplies, travel and subcontractors (above) will be spent.

^a **Salaries:** Itemize the hours estimated to be worked by each person and the rate of pay.

Staff person: _____ Billing rate: \$ _____ x _____ hours = Total cost _____

Staff person: _____ Billing rate: \$ _____ x _____ hours = Total cost _____

Staff person: _____ Billing rate: \$ _____ x _____ hours = Total cost _____

^b **Materials / Supplies:** Itemize each item expected to be purchased and the cost.

Item(s) purchased _____ for \$ _____

Item(s) purchased _____ for \$ _____

Item(s) purchased _____ for \$ _____

^c **Indirect Overhead:** _____ % of \$ _____.

^d **Travel:** In the essay portion of the application, describe the travel required and costs involved.

^e **Subcontractors:** Itemize the work to be performed by each subcontractor.

Vendor: _____ Work performed: _____ Cost: _____

Vendor: _____ Work performed: _____ Cost: _____

Vendor: _____ Work performed: _____ Cost: _____

^f **Other Costs:** Itemize the work to be performed.

Vendor: _____ Work performed: _____ Cost: _____

Vendor: _____ Work performed: _____ Cost: _____

Vendor: _____ Work performed: _____ Cost: _____