



*Credit: Krista Schlyer*



*Credit: Living Classrooms*



*Credit: Krista Schlyer*

# Project Description & Partners

September 25, 2018



*Credit: Krista Schlyer*

# AGENDA

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1. Welcome & Introductions
2. Last Week Recap
3. Request for Proposal & Community Stormwater Solutions Grant Application 101
4. Grant Proposal Description 101 & Workbook Activates
5. Community Stormwater Solution Grantees
6. Elevator Speech

# What is an RFA?

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“RFA” is short for Request for Applications.

It is a public announcement of an availability of funds for one or more projects.

The RFA describes:

- Amount of funding available
- Who is eligible to apply
- What types of projects are eligible
- What funding can/cannot be used for
- When and how to apply
- What to submit with your proposal
- Proposal scoring criteria

District of Columbia  
Department of Energy and Environment



**NOTICE OF FUNDING AVAILABILITY  
AND  
REQUEST FOR APPLICATIONS (RFA)**

Community Stormwater Solutions Grants  
(Short name: Community Stormwater Solutions Grants)  
RFA # 2018-1806-WPD

**Publication Date:** 12/1/2017

**Application Deadline:** 1/26/2018 at 6:00pm

Government of the District of Columbia  
Department of Energy and Environment  
1200 First Street, NE  
5th Floor  
Washington, DC 20002  
(202) 535-2600



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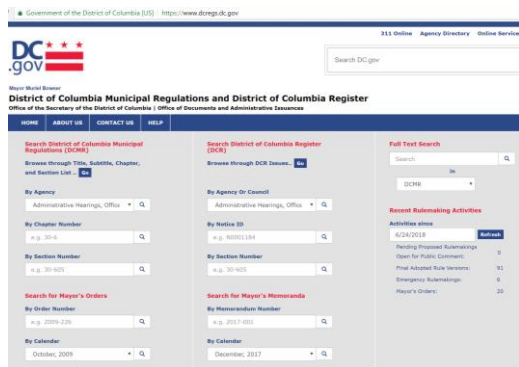
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# How would I hear about a new RFA?

Three ways of getting the same info:

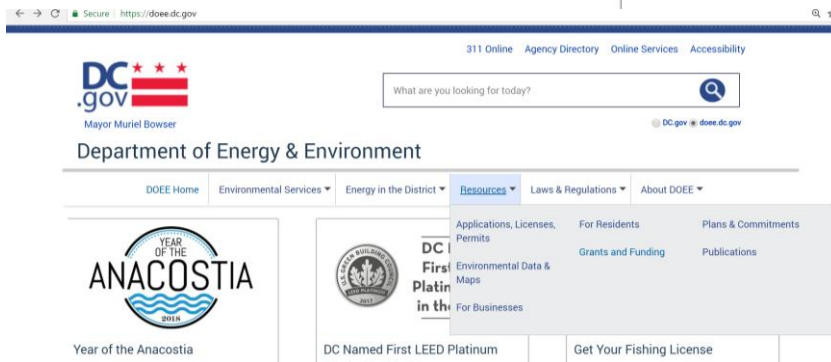
1. Check the *DC Register* for a “Notice of Available Funds” or “NOFA.”  
<https://www.dcregs.dc.gov/>



2. Sign up for the Office of Partnerships and Grant Services Weekly Funding Alert.  
<https://opgs.dc.gov/>



3. Check the Agency's website.



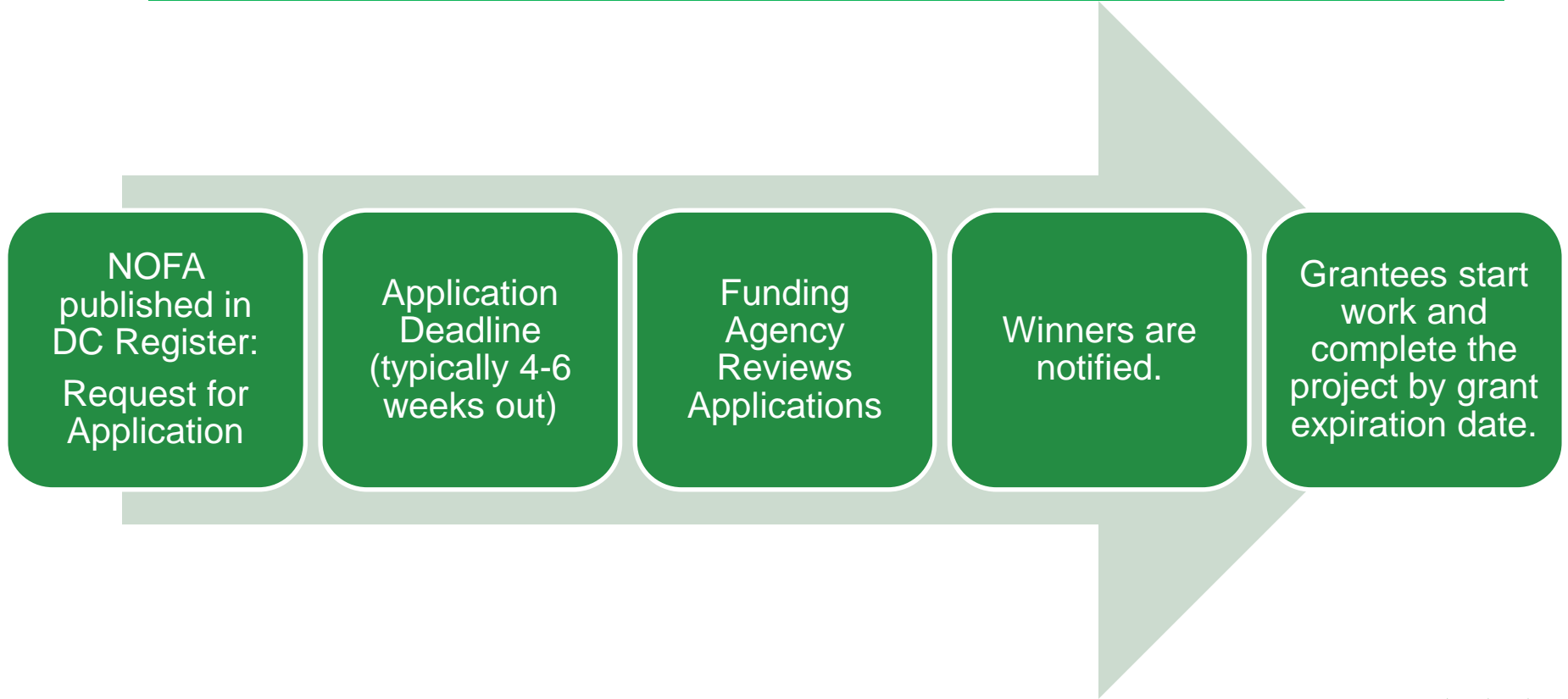
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# Typical RFA Timeline

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# Community Stormwater Solutions Grants

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Credit: Building Bridges Across the River



Credit: Dance Place



Credit: Department of Energy and Environment

# PROGRAM HISTORY

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- An annual grant, launched in 2016
- In total, awarded 30 grants over three grant cycles and totaling nearly \$550,000
- Each year, we receive ~ 30 proposals and award ~ 10 grants
- Project budgets have ranged from \$2,000, with max being \$20,000
- Total funding available per year ~ \$200,000



# PROGRAM GOALS

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- Reduce impacts of stormwater runoff on the District's watersheds
- Fund community-oriented and inspired projects
- Expand DOEE's work with community partners and strengthen existing relationships
- Provide assistance to newer organizations to help them build capacity





# WHO CAN APPLY?

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- Nonprofits
- Faith-based organizations
- Government agencies
- Schools, universities, and other educational institutions
- Businesses

Applicants and projects must be physically located in the District.

Individuals and other unincorporated groups are encourage to partner with an eligible applicant as a “fiscal agent.”

# TYPES OF PROJECTS



# 1. Install Green Infrastructure

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**Green infrastructure** allows stormwater to be absorbed into the ground, reducing the impact of stormwater runoff on District water bodies. Coupled with significant community engagement, even small installations can make a big difference.



## 2. Maintain Existing Green Infrastructure

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**Green infrastructure** already exists at many schools, residential properties, commercial buildings, and along roadways, but maintaining them so that they function as designed is an on-going challenge.





# 3. Provide Pathways to Green Jobs

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**Jobs** focused on trash prevention, watershed health, and stormwater management are emerging job fields. Proposals in this category should focus on training and connecting the District workforce to these types of jobs.



## 4. Restore Native Habitat

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Many of District's natural areas are overrun by **invasive plant** species. Proposals in this category should focus on removing invasive species, replanting with natives, engaging residents, and creating new native habitats.



*Credit: Krista Schlyer*

# 5. Litter Clean Up

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**Trash** is one of the leading causes of pollution in the District's water bodies. Storm drains in the Municipal Separate Storm Sewer System (MS4) areas of the District lead directly to our streams. Projects involving trash cleanups should take place in the MS4.



*Credit: Living Classrooms*

# 6. Pollution Prevention

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**Stormwater runoff** is the leading cause of stream impairment in urban areas. Many outdoor activities (product storage, manufacturing processing, loading/unloading operations, pet care) contribute to degraded water quality when proper measures are not followed.





# 7. Engage, raise awareness, change behavior

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# IMPORTANCE OF PARTNERSHIPS

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**Partnerships** help make good projects great!

## Benefits

- Leverages strengths of individual partners/on-the-ground expertise
- Improves efficiency (materials and administrative costs)
- Expands your project's reach (# of people or communities you reach, acres restored, trash collected)

## Potential Barriers to Successful Partnerships

- Too many cooks in the kitchen
- Communication challenges
- Financial and time commitments outweigh potential benefits

# COMMUNITY STORMWATER SOLUTIONS TIMELINE

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Grants  
Announced:  
**FALL 2018**

Application  
Deadline:  
**WINTER 2019**

DOEE Reviews  
Applications

Winners are  
notified:  
**SPRING 2019**

Grantees start  
work as soon  
as Grant Award  
Notice is  
issued to  
winners

# PROJECT DESCRIPTION 101

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# WHERE TO START

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1

Read the RFA

2

Engage with the community  
& partners

3

Create an outline



*Credit: Living Classrooms*

# DEVELOPING YOUR PROJECT

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- 1 Why is the work important?
- 2 What do you intend to do?
- 3 How are you going to achieve the goal?
- 4 What are the intended outcomes, outputs, and deliverables?

**Background**

**Problem**

**Goals**

**Strategy**

**Objectives**

# Why is the work important?

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## EXAMPLE:

*Make Believe Island is home to the endangered Blue Badger. Recent studies have shown litter pollution on the island is negatively impacting the badgers' natural habitat and a contributor to the declining population.*

### Background

### Problem



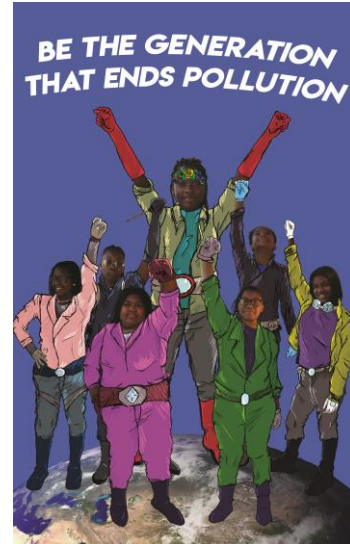
# What do you intend to do?

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## EXAMPLE:

*The goals of project “Bring Back Blue Badgers” are to cleanup and prevent litter and restore the native habitat on Make Believe Island.*

### Goals



*Credit: Living Classrooms*



# How are you going to achieve the goal?

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## Example:

*Blue Badgers, Inc. will achieve the project goals by organizing three community cleanups, creating educational litter prevention signs, and restoring the native habitat on Make Believe Island.*

### Strategy



Credit: Anacostia Watershed Society

# What? When? Where? Why? Who?

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## EXAMPLE:

*The three community cleanups will take place on April 30<sup>th</sup>, May 2<sup>nd</sup>, and June 28<sup>th</sup>, 2019 at the south east entrance of Make Believe Island. This location was picked because it is a trash hotspot and it is close to a storm drain in the MS4. Community partners including Washington, DC Badger Society, will help conduct outreach to recruit volunteers by sending newsletters.*

## Strategy



Credit: Earth Conservation Corps

# What are the intended outputs, outcomes, and deliverables ?

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- **Output:** 200 bags of trash collected at community cleanups.
- **Outcome:** Increase the population of Blue Badgers on Make Believe Island.
- **Deliverable:** Litter prevention signs on Make Believe Island.

## Objectives



Credit: Krista Schlyer

# KEY POINTS

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- Make sure the goals and activities are inline with the priority points in the RFA
- Be specific
  - *Who? What? Where? When? Why?*
- Be clear
- Use the active voice
- Don't forget about partners!



# HEARING FROM PAST GRANTEES

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Credit: Capital City Public Charter School



Credit: Krista Schlyer





*Credit: Krista Schlyer*





*Credit: Krista Schlyer*

# Elevator Speech

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- A very brief description of the project
- 3-5 sentences
- Conveyed to someone with no knowledge of the project in less than one minute

“GreenDC LLC is seeking funding to develop a Green Infrastructure Maintenance Program within our existing Clean Team Program. Funding will be used to hire a green infrastructure maintenance specialist to train existing staff on how to properly maintain the stormwater planters, street trees, and permeable pavement recently installed along the Z Street Main Street Corridor. Funding will also be used for costs of tools, plants, and other maintenance supplies, and Green Infrastructure Training and Certificate for five staff.”



# WHAT'S NEXT?



### **Stormwater 101** *September 18th*

Learn how stormwater impacts your neighborhood, rivers, and the Chesapeake Bay and opportunities to fund community projects. Includes a site tour of green infrastructure at THEARC.

### **Project Description & Partners** *September 25th*

Join this workshop for the opportunity to work with community partners and learn how to write a strong project description. We will answer questions like "What does a grant application look like?" and "What should be included in a project description?"

### **Work Plan & Required Documents** *October 2nd*

Ever wonder what is the difference between outputs and outcomes? Overwhelmed by the amount of additional documents required with a proposal? Join this workshop and learn how to write a strong work plan and an explanation of the required supporting documents.

### **Budget & Narrative** *October 9th*

Budgeting not your strong suit? No worries! Join this workshop to learn the most critical aspects of a good budget and how to successfully write a budget narrative to explain how you will be spending the money.

### **You got the grant, now what?** *October 16th*

Congratulations! You got the grant, but now what? Join this workshop and learn what happens after you are awarded a grant and what is required.

**Questions?** Contact Kara Pennino at  
[kara.pennino@dc.gov](mailto:kara.pennino@dc.gov) or 202-654-6131

