

Water Quality Education Grants Request for Proposals

Background

For the past few years, Mid-America Regional Council has convened the Water Quality Education Committee, a committee of representatives from local governments and environmental organizations, to develop a regional water quality public education program. The Committee's work focuses on a number of areas, including providing a small amount of funding to local community and citizen groups for activities, events or projects that promote the Committee's agenda. The Committee also conducts a citizen survey on a bi-annual basis to assess the effectiveness of its programs and to assist in determining the focus of its education and outreach efforts. The 2009 water quality survey results confirmed that while citizens across the metro are concerned about pollution in lakes, streams and waterways, only 27% of those surveyed knew that stormwater goes directly to lakes and streams without being treated.

Mid-America Regional Council, on behalf of the Water Quality Education Committee requests proposals from individuals and community groups to implement education activities, events or projects designed to promote actions that will improve water quality in the Kansas City area. Based on the 2009 survey results, the Committee desires to continue its focus on educating citizens about stormwater as a primary source of water pollution and about actions that individuals can take to reduce the amount of polluted stormwater that enters our lakes, rivers and streams.

Grant Program Overview

This grant program is designed to improve public understanding about the negative impact that stormwater runoff has on our local rivers and streams by providing funding to individuals and community groups to utilize in developing their own educational activities, events and projects. Individuals, non-profit organizations and community groups are eligible to apply for grant funding under this program. Government entities and religious organizations are not eligible to apply for funding. Grant funds must be used to support activity and/or event planning, project implementation and associated costs. Selected proposals must address at least one of the water quality education goals set out below. Additional information about activities, events and projects funded through this program in previous years can be found on MARC's website, <http://www.marc.org/Environment/Water/grants.htm>.

Grant Program Goals

This grant program funds educational events, activities and projects (collectively called "Project(s)") related to reducing stormwater runoff and decreasing pollution of area creeks and streams. These Projects should promote behavior changes that will lead to decreased stormwater runoff and improved water quality in area creeks and streams. Projects should address at least one of the following goals:

- Provide public education about the adverse impacts of stormwater runoff and water pollution;

- Promote policies and management practices that individuals or communities should implement to reduce stormwater runoff and water pollution;
- Implement on-the-ground projects designed to reduce stormwater runoff and water pollution in area creeks and streams.

Eligible Projects

A wide range of potential projects may be eligible to receive assistance. Projects that reach a large number of people and projects that last for an extended duration of time are encouraged. This year the Committee is particularly interested in Projects that are focused on adult education and /or behavior change as well as the Committee's message "If it's on the ground, it's in the water."

Funding Levels

Funding for Projects may vary, but will not exceed \$5,000 per Project; most awards will be in the range of \$2,000 to \$3,000. A total of \$13,000 is available for financial assistance. Grant funds will support no more than 50% of the proposed Project budget (e.g. a 50% match will be required). The Committee reserves the right to partially fund projects. Past grant recipients are not guaranteed funding in this grant program. Grant recipients will be required to furnish general liability insurance and other insurance as determined by MARC to be appropriate for the Project.

Grant Program Time Frame

Projects must be completed no later than **December 1, 2011**. Special permission may be granted for an alternative timeframe upon timely request to MARC. Once a Project is selected to receive funding, MARC will work with the applicant to finalize a letter agreement based upon the scope of work, budget and schedule submitted by applicant and approved by MARC.

Issue Request for Proposals: March 1, 2011

Proposals Due: March 31, 2011

Awardees Announced: April 14, 2011

Project Completion: December 1, 2011

Proposal Submission and Selection Process

Proposals for funding should be submitted by **Thursday, March 31, 2011** to:

Kassie Shelton
Mid-America Regional Council
600 Broadway, Suite 200
Kansas City, MO 64105
kshelton@marc.org
816-701-8233

Proposals may be submitted electronically or mailed. Proposals submitted by mail should contain a CD or digital copy of the proposal. Proposals should address all of the

items listed in the Proposed Evaluation Form which is included in this request as Attachment A. Proposals should not exceed five pages.

A review committee comprised of Water Quality Education Committee members will evaluate proposals and recommend Project recipients to the full Committee for final approval. Previous grant performance, including reporting history, will be taken into consideration for those applicants who are past grant recipients. Committee members will be using the Proposal Evaluation Form (found in Attachment A) in their selection process.

Final Report

Applicants will be required to submit a final report following Project completion that includes:

1. Synopsis of event
2. Digital photos of activities
3. Describe lessons learned (challenges)
4. Identify the number of participants/volunteers
5. Evaluation of Project's success
6. Receipts and expense records

For additional information regarding this request for proposals, please contact Kassie Shelton at kshelton@marc.org or (816) 701-8233. Please see **Attachment B** for further grant reporting details.

ATTACHMENT A
Proposal Evaluation Form

Organization: _____

Project Title: _____

Contact: _____

1. Project Narrative _____

- a. *Project Overview*: Summary description of the project and how the project addresses one or more of the Grant Program Goals. (20 points)
- b. *Project Goals, Objectives and Tasks*: Proposed scope of work with clearly stated and measurable goals, objectives and tasks. (15 points)
- c. *Project Outcomes*: Describes project outcomes and how the outcomes will be measured and evaluated. (10 points)

2. Scope of Project: _____

Number of individuals reached and duration of the event (i.e. hours, days, week, month). Additional weight will be given to adult education. (15 points)

3. Organizational Capacity: _____

Ability to complete the project and reporting commitments with existing staff, volunteers and partners (past performance will be considered). (10 points)

4. Project Budget: _____

Financial needs of the project and the funds or resources necessary to complete the proposed project is clearly stated. Include the 50 percent match. (20 points).

5. Project Innovation: _____

Unique to area and fulfilling community's needs; imaginative and creative. (10 points)

Total Points _____

Ranked By: _____ Date: _____

ATTACHMENT B

Final Grant Report

The purpose of the Final Grant Report is to:

- Give MARC a better understanding of the organizations and programs that are funded
- Give the organizations an opportunity to share information and reflect upon the progress of their programs

Report Date	
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Organization Information		
Name of Grantee		Phone Number
Address	City, State, Zip	
Person Completing Report	E-Mail Address	

Project Information		
Project Title	Date of Completion	Amount of Grant
Project Summary (briefly summarize the project; provide dates and digital photos)		

You can complete this form using Word (or other word processing software). **The space is expandable for your responses.** Your report should be at least 4 to 5 pages and be submitted electronically by **December 1, 2011.**

Please submit to:
Mid-America Regional Council
600 Broadway, Suite #200
Kansas City, MO 65102
E-mail: kshelton@marc.org

Final Grant Report

Program

1. What were the **expected** outcomes of the project? Simply restate your projections from the grant proposal.
2. What were the **actual** outcomes of the project?
3. What method or resources were used to gather the outcome data?
4. What unexpected outcomes (positive or negative) resulted from the project?
(Example: Outside challenges i.e. public participation, low volunteer attendance.)
5. Describe any collaborative efforts involved in planning and/or implementing this project. Please identify the number of participants and/or volunteers involved in or impacted by the Project.
6. Share a brief story of how this project impacted the community and its watershed; describe any innovative aspects of the project.
7. Was this project successful? Why or why not?

8. Please give a detailed breakdown of how the grant funds were spent. It is necessary to submit copies of your receipts to MARC.