



**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**

Greenpoint Community Environmental Fund Request for Proposals 2018

The Greenpoint Community Environmental Fund (GCEF) is a community environmental grant program created by the New York State Attorney General's Office and the Department of Environmental Conservation (the State). Funding for the GCEF was obtained by the State in a settlement with ExxonMobil over oil and related environmental contamination at its Greenpoint, Brooklyn facility and in the surrounding community.

The goal of the GCEF is to secure significant environmental improvements in Greenpoint. Specifically, the GCEF is:

- Designed to support projects that address the community's environmental improvement priorities, such as improving water quality, groundwater, open space, toxic pollution, and air quality; and
- Committed to a transparent and objective process, and to engaging and partnering with the Greenpoint community.

This is the third Request for Proposals (RFP) for projects that address the community's environmental improvement priorities. It is expected that this will be the final grant cycle.

A partnership of the National Fish and Wildlife Foundation (NFWF) and the Greenpoint-based North Brooklyn Development Corporation (NBDC) was selected by the State through a competitive process to serve as the GCEF's General Administrator (GA). The GA is responsible for managing the day-to-day operations of the GCEF on behalf of the State.

FUNDING AVAILABILITY AND MATCH

- Approximately \$1.2 Million is available for projects in this grant cycle.
- Grant requests can range in value from \$25,000 to \$100,000.
- Match: Applicants are encouraged, but not required, to provide a matching contribution of cash or in-kind support.

PROGRAM PRIORITIES

Funding is available for projects that:

- Sustain a GCEF-funded project (completed or still active), e.g., by repeating the project or major elements of the project, or maintaining or extending the duration of the project or its major elements;
- Enhance a GCEF-funded project (completed or still active), e.g., increasing community engagement or participation in the project, or adding a new location or benefit to the project; and/or
- Implement an exceptionally meritorious new (not previously GCEF-funded) project, i.e., a project that will produce substantial environmental benefits for a large number of Greenpoint residents.

The following list of project types broadly reflect environmental improvement priorities from the Greenpoint community:

- **Green Streets and Other Community Greening.** The installation of a selection of environmental benefit projects along neighborhood streets to improve local water and air quality, reduce energy consumption, reduce the heat island effect, and improve neighborhood aesthetics. Example projects include: installing rain gardens; replacing impervious surfaces with pervious concrete or other permeable materials; expanding tree boxes and planting street trees; creating native plant gardens and community gardens in open space; installing green roofs; implementing campaigns to reduce litter; and installing solar-powered trash cans. Project proposals could include some combination of these or other practices that increase the environmental benefits of neighborhood streets in the community.
- **Waterfront Restoration and Infrastructure.** The creation of public access to the waterfront and efforts to restore its natural functions. Example projects include: acquiring and developing land for waterfront parks, including street-end parks; stabilizing river and stream banks and reconnecting natural floodplains; restoring wetlands; planting shade trees and native plants for cooling and to serve as natural buffers; installing rain gardens, pervious pavers, and other bio-retention practices to better filter water; and enhancing the usability of the waterfront through green projects.

- **Greening Community Buildings, Facilities and Infrastructure.** The reduction of the environmental impacts, both inside and out, of schools, libraries, community centers, the firehouse, and other community buildings. Example projects on these sites include: conducting indoor air quality audits and energy audits; painting "cool white roofs"; installing high efficiency lighting, solar electricity generation, or cisterns to capture and reuse rainwater; creating rain gardens; installing green roofs; planting shade trees; and planting native plant and pollinator gardens to provide habitat for butterflies, bees, and songbirds.
- **Parks and Open Space.** The acquisition, creation, and enhancement of parks and public spaces, including playgrounds and sports fields, as well as undeveloped areas. The purpose of such projects may be to reduce air and water pollution impacts in Greenpoint, while also providing recreational opportunities and enhancing community quality-of-life. Example projects include: design and development of new park space; resurfacing basketball and tennis courts with pervious pavement; installing solar-powered lighting; planting native trees and shrubs; holding park cleanups and installing dog waste stations; and providing or improving public access to natural areas.
- **Environmental Education and Stewardship.** The fostering of careful and responsible management of Greenpoint's environment, and the promotion of broad public environmental awareness. Example projects include: increasing public understanding and appreciation of natural resources and the environment; engaging students and citizens in monitoring air and/or water quality, and communicating data to the community; launching behavior change campaigns to tackle issues such as pet waste, car idling or littering; developing outreach, training and incentive programs to help residents and businesses implement environmental benefit projects on private property; providing "green jobs" training and work experience opportunities for young people.

GENERAL GUIDANCE FOR APPLICANTS

- All projects must begin implementation within one month of grant award. **Grants must be completed by July 1, 2019. No extensions will be granted.**
- Projects must be located in Greenpoint. For the purposes of the GCEF, Greenpoint is defined as the area of Brooklyn, New York encompassed by 11222 Zip Code and the entirety of McCarren Park as shown on the GCEF boundary map at <http://qcefund.org/projects/>.
- Projects must primarily benefit the Greenpoint public.

- The primary benefit of projects must be a discernable environmental benefit. For the purposes of the GCEF, an environmental benefit is defined as the protection, improvement, or restoration of an environmental media (i.e., air, water, land) for the purpose of improving public health and/or the environment.
- Projects must address environmental areas of concern to the community, including, but not limited to: *water quality, groundwater, open space, reduction of toxic pollution, and air quality.*
- The following project types are ineligible to receive funding from the GCEF: research, capital campaigns; creation of endowments; event sponsorships; and projects for re-granting purposes.
- GCEF funding cannot be used for political advocacy, lobbying, boycotts, litigation expenses, terrorist activities, or activities conducted in violation of the Foreign Corrupt Practices Act.
- Projects must also be consistent with the Consent Decree for the ExxonMobil settlement,¹ and the New York State Department of Environmental Conservation's (DEC) Environmental Benefits Policy.² Accordingly, a project cannot:
 - be a project of ExxonMobil, or others that are the result of legally mandated action(s) under local, state, or federal law and/or associated with administrative permit conditions or terms of settlement agreements;
 - be a project that ExxonMobil already intends to perform;
 - cover or reimburse costs the State would incur during the normal course of business, including payments for State staff, except that the DEC Commissioner or DEC General Counsel may authorize an Environmental Benefit Project (EBP) that includes the reimbursement of extraordinary expenses incurred by the DEC in the implementation or oversight of a specific EBP; or
 - generate revenue for the State.

In addition:

- a project shall not result in the State extending the time within which ExxonMobil must comply with the Consent Decree;
- an educational project must be implemented by a third party not affiliated with ExxonMobil; and
- a project must comply with all applicable laws and should be consistent with all applicable policies.

¹ Consent Decree in the matter of State of New York v. Exxon Mobil Corporation, No. 07-CV-2902 (KAM/RML) (E.D.N.Y), ordered on March 1, 2011.

² New York State Department of Environmental Conservation, Commissioner Policy, CP-37 / Environmental Benefit Projects Policy.

- Eligible applicants include non-profit 501(c) organizations, local governments, and academic and educational institutions. Individuals and for-profit businesses are not eligible applicants. Groups without 501(c) non-profit status may partner with an eligible applicant, including a fiscal agent. Fiscal agents are non-profit organizations that enable the movement of resources from funders to organizations that share the fiscal agent's mission. The fiscal agent handles donations and assumes fiduciary responsibility for the grant.
- The application must be completed in the name of the applicant organization or, in the case where an application is to be submitted by a fiscal agent, the name of the fiscal agent. The application must be fully and properly executed by an authorized official of the applicant or where a fiscal agent is being used the authorized representative of that agent.
- All certifications, filings, and other federal, state, and local requirements associated with the applicant's 501(c) status must be current at the time an application is submitted.
- Applicants must be fully current in the New York State Office of the Attorney General (NYS OAG) Charities Bureau registration and reporting requirements.
- By submitting an application for GCEF funding, applicants authorize the GCEF to make available to the public the following information: name of the applicant organization, project title, summary description of the proposed project, project partners, requested grant amount, match amount, name of key contact at applicant organization, and email and telephone number of key contact.
- To ensure long-term maintenance and sustainability of project outcomes, projects should include local partners who have technical expertise, local knowledge, and a demonstrated commitment to the Greenpoint community's well-being. These partnerships may include non-profit organizations, local businesses and associations, government agencies, as well as residents of Greenpoint.
- Projects led by organizations and agencies that are not based in Greenpoint must demonstrate strong local partnerships in the community and are strongly encouraged to bring significant matching contributions to the project.
- All projects that involve the collection or use of environmental data must have an existing Quality Assurance Project Plan (QAPP) specifically related to the purpose and type of data collection that has been approved by GCEF or another public agency. In general, a QAPP ensures that the quality of data collected or used by a project supports the project's intended application of these data. More specifically, a QAPP describes how an organization will structure its data quality system, defines and assigns quality assistance (QA) and quality control (QC) responsibilities, and describes the processes

and procedures used to plan, implement, and assess the effectiveness of the quality system.

- All applications submitted to the GCEF must be complete, including all required uploads, at the time of submission. Incomplete applications will not be considered for funding.

HOW TO APPLY TO THE GREENPOINT COMMUNITY ENVIRONMENTAL FUND

All applications and associated materials must be submitted electronically through NFWF's online application system, *EasyGrants*. To make a submission:

- Go to www.nfwf.org/easygrants to register in NFWF's EasyGrants online system. New users to the system will be prompted to register before starting the application. If you already are a registered user, use your existing login which is an email and the password created during the prior GCEF proposal cycle or as a result of applying to other NFWF grant programs.
- Once you have logged into your homepage, click the "Apply for Funding" button and select "Greenpoint Community Environmental Fund Grants - 2018" from the list of options Funding Opportunities.
- Follow the instructions in EasyGrants to complete your application. Once an application has been started, it may be saved and returned to at a later time for completion and submission.
- A Tip Sheet is available for quick reference while you are working through your application. This document can be downloaded at Greenpoint Community Environmental Fund (www.nfwf.org/GCEF).
- Contact Information
 - For more information or questions about this RFP, please email GCEFund@nfwf.org
 - For issues or assistance with EasyGrants, please contact the EasyGrants Helpdesk at Easygrants@nfwf.org or call 202-595-2497. Helpdesk hours are 9:00 am to 5:00 pm ET, Monday-Friday. Please include your name, proposal ID number, email address, phone number, the program you're applying to, and a description of the issue.

PROPOSAL SCREENING, EVALUATION & DECISION-MAKING PROCESS

Grant Proposal Screening, Evaluation, and Decision-making: NFWF will screen grant proposals submitted for two minimum standards: 1) proposal completion, which includes a completed application and all required documentation; and 2) compliance with the requirements contained in the GCEF RFP. Based on the evaluation criteria (outlined below), the General Administrator

team will score each proposal that meets the minimum standards listed above. The scores, and associated review comments, will be used by the State to guide its selection of projects to receive GCEF funding.

EVALUATION CRITERIA

All completed proposals that comply with this RFP will then be evaluated based on the extent to which they meet the following criteria:

Environmental Results: The project will secure one or more discernible environmental benefits for the Greenpoint public.

- The project will result in significant, quantifiable, and public environmental benefits, with highest scores to be awarded to those projects that will provide the most significant and quantifiable environmental benefits to the greatest number of Greenpoint residents. The benefits of the project are sustainable beyond its completion date.
- The project has quantified significant environmental results in terms of
 - the people impacted (e.g., number of individuals reached by training or technical assistance; number of trainings, events or workshops conducted; number of volunteers participating);
 - the tools created (e.g., number of websites or social media tools developed; number of educational materials created; number of plans completed); and,
 - on-the-ground impact (e.g., square feet of green infrastructure installed; gallons of stormwater prevented from entering waterways; number of trees or shrubs planted; acres of green space created or improved; number of species of birds or other wildlife using habitat created).
- The project has established specific metrics (i.e., specific, measurable environmental results to be achieved by the project), and methods to track them and their achievement.

Work Plan: The project is technically sound and feasible, and the proposal sets forth a clear, logical and achievable work plan.

- If the proposed project is related to a currently- or previously-funded GCEF project (completed or still active), the work plan describes how the proposed project sustains and/or enhances the GCEF-funded project.
- The work plan demonstrates project design and approaches that are based on sound science, best available scientific information and practices.
- The work plan is clear and logical, will accomplish the activities, objectives and results described in the proposal.
- The work plan, including its implementation schedule, clearly addresses any permitting and/or property ownership issues or concerns.

- The project team has the appropriate expertise, training and experience to execute the project and achieve its goals.
- The work plan demonstrates that the activities, objectives and results can be accomplished within the program's timeframe.
- The work plan demonstrates the sustainability of the activities, objectives, and environmental benefits beyond the project's completion date.

Budget: The project budget is cost-effective, reasonable, and leverages other partner contributions.

- The budget is cost-effective and reasonable.
- The budget provides enough detail to justify each budget line item.
- The budget is sufficient to accomplish the activities described in the work plan.
- The applicant has institutional capacity, policies, and procedures necessary to track and administer the funds requested.

Greenpoint Partnership: An appropriate community-based partnership exists to implement and sustain the project, and the project has significant community support.

- The applicant demonstrates significant support for the project from a broad-based group of community stakeholders.
- Community members and/or community-based organizations will be significantly engaged as project partners in implementing and sustaining the project after the life of the grant.

Communication: The project includes a detailed plan to communicate information about the project to Greenpoint residents and other appropriate audiences.

OTHER CONDITIONS

The GCEF reserves the right to:

- Reject any applications received that do not comply with the requirements contained in the GCEF RFP;
- Utilize any and all ideas submitted in the application received unless such ideas are covered by legal copyright, patent, or property rights, and NFWF is notified in the received submission;
- Adopt or utilize all or any part of an applicant's application; and
- Negotiate with the applicant on all aspects of the application to serve the best interests of the State of New York.

Publicity and Acknowledgement of Support – Award recipients will be required to give GCEF the right and authority to publicize the project and GCEF's financial support for the grant in press releases, publications and other public communications. Recipients will be asked by NFWF to provide high-resolution (minimum 300 dpi) photographs depicting the project.



Permits – Successful applicants must provide sufficient documentation that the project has received all necessary permits and clearances at the time of application in order to comply with any Federal, state, or local requirements.

TIMELINE

Applicant Webinar	January 24, 2018 at 2:00 PM ET
Full Proposal Due Date	March 15, 2018 by 11:59 PM ET
Review Period	Spring/Summer 2018
Awards Announced	mid-June 2018

WEBINARS

All prospective applicants are encouraged to participate in the GCEF webinar. The webinar will provide a broad overview of the grant program and tips for using the *EasyGrants*. Applicants planning to participate in a webinar must register in advance. [Register](#) for the webinar.