



NFWF

Full-Proposal Project Narrative

Instructions: Save this document on your computer and complete the narrative in the format provided. The final narrative should not exceed five (5) pages; font should be 12-point Times New Roman. Do not delete the text provided below. Once complete, upload this document into the on-line application as instructed.

- 1. Funding Category:** Indicate the one primary Funding Category that best describes the proposed project: 1) *Expanding Green Stormwater Infrastructure and Enhancing Public Space*; 2) *Improving Habitat Quality, Connectivity, and Accessibility*. If the project is expected to yield benefits in both categories, indicate the relevant secondary category.
- 2. Context:** Briefly describe the project context in terms of current conditions, existing challenges, and opportunities for improvement. Explain how the proposed work would complement and connect to previous and ongoing efforts and strategies.
- 3. Outcomes:** Discuss how project activities will generate direct, measurable benefits to the communities, habitats, waterways, etc. of Southeast Michigan and advance the goals of the funding category(ies) as indicated in the RFP. Elaborate on project outcomes and impact with reference to the outcome metrics selected previously in the application; discuss what makes the outcomes achievable and important.
- 4. Activities:** Elaborate on project activities with reference to the activity metrics selected previously in the application. Explain how these activities are expected to lead to the outcomes indicated above. Describe how these activities relate to established regional plans and priority needs in the specific project location (see “Strategic Value” section in RFP). Include a detailed project implementation timeline to describe how the project will be implemented throughout the grant period as defined in your proposal. Include key deliverables and anticipated milestones.
- 5. Partnerships, Inclusion, and Community Engagement:** List the individuals who would lead project implementation and describe their qualifications and experience. Describe additional project partners and their role in the proposed project. Expand upon the ways the proposed project will meaningfully engage and benefit people, particularly historically underrepresented and underserved communities, including a description of community input in project design and the education and engagement activities that will optimize public-use of the project. Letters of support from project partners are required and should be included in the “uploads” section of your application.
- 6. Tracking Metrics:** Indicate how the project will monitor/assess progress on the metrics selected previously in the application. At a minimum, the description should: 1) indicate the metrics that will be used to track progress and quantify outcomes; 2) outline the approach for establishing baseline conditions against which post-implementation conditions will be compared; and, if applicable, 3) demonstrate plans and resources for post-implementation monitoring (including partnerships). Note any challenges or limitations anticipated with tracking the metrics. Additional guidance to assist applicants in selecting and reporting metrics and project outcomes is available at www.nfwf.org/semichigan.
- 7. Long-term Operation, Maintenance and Monitoring:** Indicate how project benefits will be sustained through time. Refer to any relevant existing long-term operation and maintenance plan(s) or describe anticipated efforts to develop a long-term plan. Plans should include expected long-term efficacy of project activities, including projected or anticipated performance over 5 years, anticipated useful life of

project elements (GSI construction, habitat restoration/management practices) and required maintenance over time to sustain optimal function. Additionally, proposals are encouraged to include a monitoring plan to measure outcomes and assess the success of the project (see “Long-term Operation, Maintenance, and Monitoring section of the RFP for details and expectations for monitoring plans).

8. **Other (Optional):** Provide any additional information important for the review of this proposal.