

2021 Applicant Webinar

Innovative Nutrient and Sediment Reduction Grants

Accelerating the rate and scale of water quality improvements within the Chesapeake Bay watershed through the coordinated and collaborative efforts of sustainable, regional-scale partnerships in implementing proven water quality improvement practices more cost-effectively.



NFWF



Agenda

1. Webinar Instructions
2. Overview of Chesapeake Bay Stewardship Fund
3. Review of 2021 Innovative Nutrient and Sediment Reduction RFP
4. How to Submit a Letter of Interest
5. Preview of Full Proposal Process



Jake Reilly,
Program Director



Stephanie Heidbreder,
Program Manager



Syd Godbey,
Program Coordinator

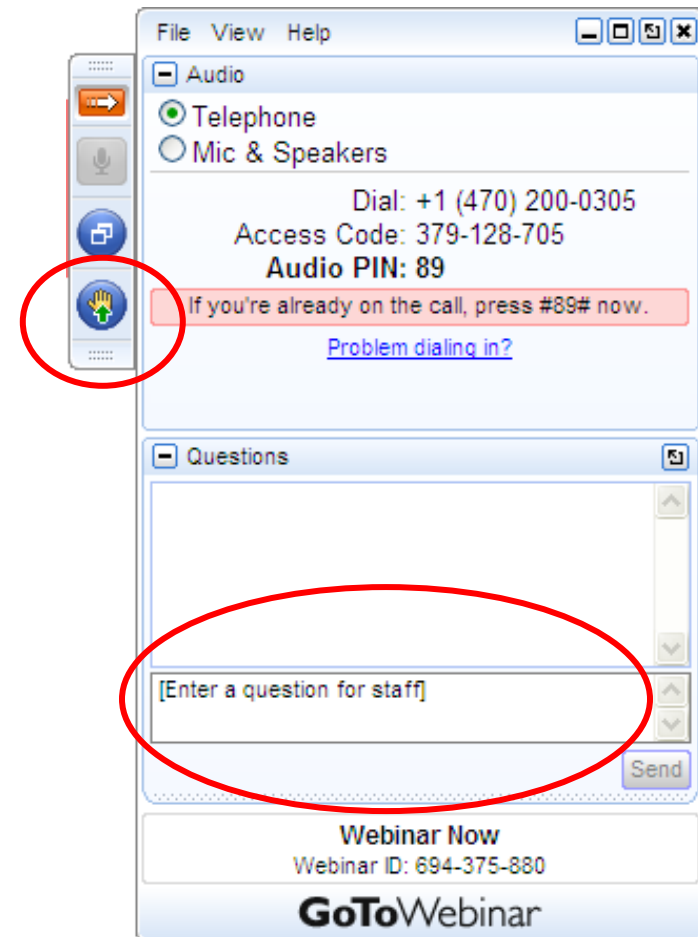


Chesapeake Bay Stewardship Fund



1. Webinar Instructions

- To improve sound quality, all participants will be muted for the duration of the webinar. If you want to ask a question you have two options:
 - Enter your query where it says “Enter a question for staff” and click send. We will type a response or read your question aloud when we pause for Q&A.
 - Write it down and contact us after the webinar. We have a lot of material to cover, so you may prefer to have a more in-depth discussion later.
- We may ask you to raise your “hand” in the webinar dialogue box to confirm participants can hear us.
- If you experience a technical glitch, please type it into the question box, since we can’t hear you. (We may not know about the glitch unless you say something!)



The webinar will be available for download within 48 hrs at NFWF.org/Chesapeake



Chesapeake Bay Stewardship Fund



Chesapeake Bay Program
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Chesapeake Bay Stewardship Fund



2. Chesapeake Bay Stewardship Fund

Purpose and History

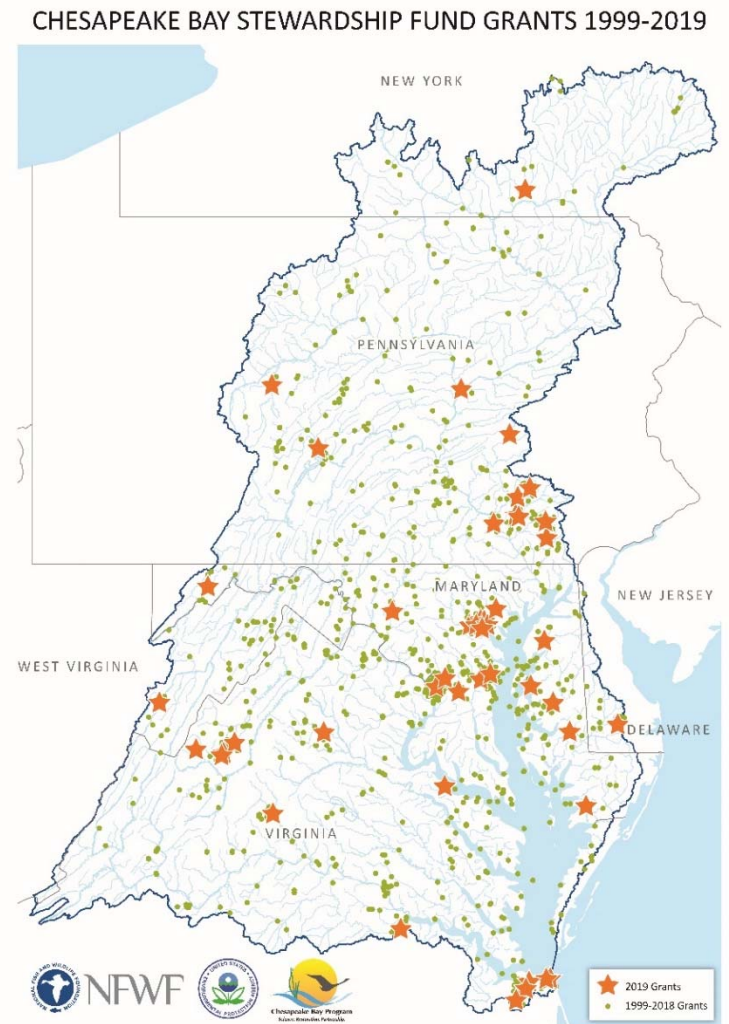
- Accelerate local restoration actions and spur innovation in watershed restoration
- Delivered in partnership with EPA and the Chesapeake Bay Program
- 1,200+ grants totaling roughly \$158M and leveraging \$238M in local matching funds

Outcomes

- 25+ million pounds of nutrients pollution prevented
- 830,000+ acres of BMPs
- 40 acres of impervious surfaces removed
- 3 million+ citizens engaged

Chesapeake Bay Business Plan

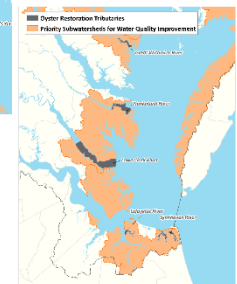
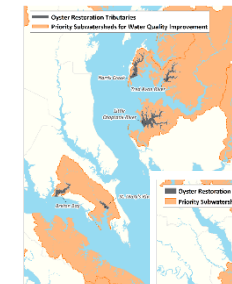
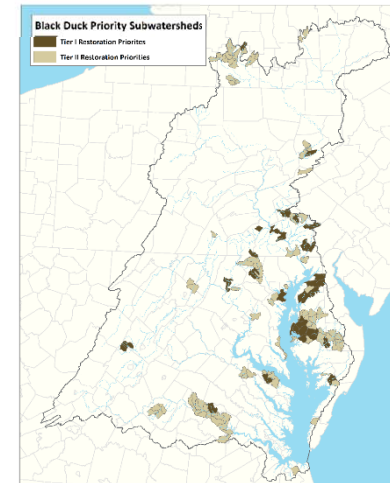
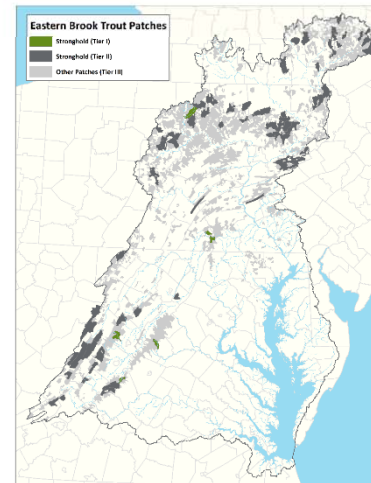
- Provides a concise blueprint of NFWF's targeted conservation outcomes for the Chesapeake Bay
- Articulates NFWF's measurable contributions to goals and outcomes of the Chesapeake Bay Program partnership



2. Chesapeake Bay Stewardship Fund

Geographic Focus

- **Water Quality:** Priority subwatersheds with significant opportunity to reduce nutrient and sediment loading, specifically from agricultural and urban sources
- **Species and Habitat:** Areas where species-specific interventions can help to improve habitat and restore populations for:
 - **Eastern brook trout**
 - **Eastern oysters**
 - **American black duck**
 - **River herring**
- NFWF will continue to fund efforts outside of priority subwatersheds
- Visit NFWF mapping portal for more info



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Funding Partners



Chesapeake Bay Program
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3. Review of 2021 INSR RFP

Innovative Nutrient and Sediment Reduction Grants

Outcome: Implementation of water quality improvements through the collaborative efforts of sustainable, regional-scale partnerships with a shared focus on water quality restoration and protection

Grant Size: Between \$500,000 and \$1,000,000

Matching Funds: Non-federal matching contribution equal to the funding request

Eligibility: Non-profit organizations, state government agencies, local and municipal governments, Tribal governments and organizations, and educational institutions

Project Duration: ~3 years

NOTE: Projects proposing to implement water quality improvements at the pilot or demonstration scale, through ad-hoc project-scale partnerships, or via small-scale applications of new or innovative technologies are encouraged to apply for funding through the separate Small Watershed Grants program RFP

2021 NFWF Programs Cheat Sheet

Focus	Chesapeake Bay Innovative Nutrient and Sediment Reduction	Chesapeake Bay Small Watershed Grants – Implementation	Chesapeake Bay Small Watershed Grants – Planning
Project Focus	Regional-scale programs, partnerships, and collaboratives capable of scaling up water quality improvements	On-the-ground actions to protect and restore water quality, species, and habitats in the Bay watershed	Enhancing local capacity through assessment, planning, design, and other technical assistance -oriented activities
Award Size	\$500,000 – 1,000,000	\$50,000 – 500,000	Up to \$50,000
Match Requirements	1:1	One-third of grant request	None
Eligible Applicants	State agencies, academic institutions, local governments, nonprofits, tribes	Local governments, nonprofits, tribes	Local governments, nonprofits, tribes
Geographic Focus	Chesapeake Bay Watershed and priority subwatersheds	Chesapeake Bay Watershed and priority subwatersheds	Chesapeake Bay Watershed and priority subwatersheds
Annual Program Timeline (est.)	Dec. – RFP released Jan. – LOI due Feb. – Full proposals invited March – Full proposals due April – Awards announced Summer – Grants issued	Feb. – RFP released Apr. – Proposals due Aug. – Awards announced Fall – Grants issued	Feb. – RFP released Apr. – Proposals due Aug. – Awards announced Fall – Grants issued

3. Review of 2020 INSR RFP

Competitive funding will be awarded to partnership projects that simultaneously:

- (1) Cultivate the growth and enhancement of ***existing*** regional-scale partnerships with a shared focus on water quality restoration and protection; and
- (2) Measurably accelerate the geographic scale and/or rate of implementation for priority water quality improvement practices identified through the Chesapeake Bay TMDL and associated WIPs through enhanced collaboration, coordination, and integration of these partnerships.

Cultivating Partnership Growth and Enhancement

- Efforts to enhance and expand the capacity and impact of **existing** partnerships for water quality restoration and protection
- Applications must document proposed changes in composition, structure, and/or function of networks and how those changes will specifically support accelerated water quality improvement

Example activities include:

- Assessing partner capacities/existing programs with recommended improvements
- Developing and executing formal mechanisms for improved collaboration and integration
- Refining or adaptively managing collaborative strategic plans
- Improving internal communications, operations, and management
- Developing or enhancing cooperative programming



Accelerating Water Quality Improvements

- Specific strategies for consideration:
 - **Managing upland agricultural runoff through farm-scale conservation systems and solutions** (e.g. soil health management systems, precision/decision agriculture, supply-chain or demand-driven approaches, and “whole farm” conservation systems)
 - **Managing upland urban runoff through green stormwater infrastructure improvements (GSI)** (e.g. integrating GSI into capital planning, support for multi-municipality or county/subwatershed scale stormwater management partnerships, and use of community-based social marketing to improve outreach programs)
 - **Restoring riparian and freshwater habitats**
- Examples of ***general*** activities may include directly funding new regional-scale outreach and implementation programs, piloting or adapting regional-scale incentive programs, demonstrating joint restoration project financing and implementation approaches, etc.



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Relevant NFWF Metrics and Outcomes

Appendix A

Applicable Metrics

Chesapeake Bay Innovative Nutrient and Sediment Reduction Grants Program

Strategy	Recommended Metric*	Metric Description/Instructions
Managing Agricultural and Urban Runoff (Required of all INSR applicants)	CBSF - BMP implementation for nutrient or sediment reduction - Lbs N/P/S avoided (annually)	Please use FieldDoc to develop estimates of the annual nitrogen, phosphorus, and/or sediment load reductions from your proposed project. Enter FieldDoc-generated pollutant load reduction totals in this field then upload your FieldDoc Project Summary in the "Uploads" section.
Managing Agricultural and Urban Runoff (select all that apply)	CBSF - BMP implementation for nutrient or sediment reduction - Acres with BMPs	Enter the total number of acres under agricultural or non-urban BMPs to reduce nutrient or sediment loading. Do not double-count individual acres which have multiple BMPs. If you're implementing load reduction practices on urban lands, report associated outcomes instead under the "CBSF - BMP implementation for stormwater runoff - Acres with BMPs" metric.
	CBSF - BMP implementation for stormwater runoff - Acres with BMPs	Enter total drainage area treated by stormwater BMPs. If you wish to also provide the extent of specific BMPs themselves (i.e. square feet of bioretention), please do so in the "Notes" section.
	CBSF - BMP implementation for stormwater runoff - Volume stormwater prevented	Enter the number of gallons of stormwater runoff treated through stormwater BMPs (e.g. runoff treatment volume).
	CBSF - Green Infrastructure - number of trees planted	Enter the number of trees planted.
Riparian and Freshwater Habitat Restoration, Conservation, and Management (select all that apply)	CBSF - Riparian restoration - Miles restored	Enter the number miles of riparian habitat restored through the implementation of forest or grass buffers that are at least 35 feet wide. If you're implementing livestock exclusion, report associated outcomes instead under the "CBSF - BMP implementation for livestock exclusion - miles of fencing installed" metric.
	CBSF - BMP implementation for livestock fencing - Miles of fencing installed	Enter the number of miles of livestock exclusion installed. Assume activities include exclusion fencing and a 35-foot forest or grass buffer, unless otherwise noted.
	CBSF - Stream restoration - Miles restored	Enter the number of miles of stream restored for nutrient and sediment load reduction, consistent with qualifying conditions and restoration protocols established by the Chesapeake Bay Program.
	CBSF - Floodplain restoration - Acres restored	Enter the number of acres of floodplain restored for nutrient and sediment load reduction, consistent with qualifying conditions and restoration protocols established by the Chesapeake Bay Program. Also report any associated linear stream restoration outcomes through the "CBSF - Stream restoration - Miles restored" metric.
	CBSF - Wetland restoration - Acres restored	Enter the number of acres of wetland habitat restored, created, or enhanced.
	CBSF - Fish passage improvements - Miles of stream opened	Enter the number of miles of stream habitat opened to fish populations through dam removals, culvert replacement, or other fish passage improvements. A mile opened is defined as number of new miles that restoration makes accessible for aquatic species.
	CBSF - Instream habitat restoration - Miles restored	Enter the number of miles of instream habitat restoration activities not otherwise creditable for nutrient and sediment load reduction, consistent with qualifying conditions and restoration protocols established by the Chesapeake Bay Program. Projects implementing qualifying stream restoration practices for TMDL crediting should instead report those outcomes instead through the "CBSF - Stream restoration - Miles restored" metric.
	CBSF - Conservation easements - Acres protected under easement	Enter the number of acres protected under long-term easement (permanent or >30-yr).

Strategy	Recommended Metric*	Metric Description/Instructions
Estuarine and Tidal Habitat Restoration, Conservation, and Management (select all that apply)	CBSF - American oyster - Marine habitat restoration - Acres restored	Enter the number of acres of native oyster reef restored.
	CBSF - Wetland restoration - Acres restored	Enter the number of acres of wetland habitat restored, created, or enhanced.
	CBSF - Fish passage improvements - Miles of stream opened	Enter the number of miles of stream habitat opened to fish populations through dam removals, culvert replacement, or other fish passage improvements. A mile opened is defined as # of new miles that restoration makes accessible for aquatic species.
	CBSF - Erosion control - Miles restored	Enter the number of miles of tidal shoreline stabilized or restored through erosion control, including living shoreline restoration. Projects implementing qualifying stream restoration practices for TMDL crediting should instead report those outcomes instead through the "CBSF - Stream restoration - Miles restored" metric.
	CBSF - Conservation easements - Acres protected under easement	Enter the number of acres protected under long-term easement (permanent or >30-yr).
Building Capacity for Landscape-Scale Watershed and Habitat Outcomes (select all that apply)	CBSF - Outreach/ Education/ Technical Assistance - # people reached	Enter the number of individuals reached by outreach, training, or technical assistance activities. In the "Notes" section, provide a summary of how individuals are reached (newsletter mailing list total, training attendance, etc.).
	CBSF - Outreach/ Education/ Technical Assistance - # people with changed behavior	Enter the number of individuals measured as demonstrating changed behavior to benefit watershed restoration and protection. In the "Notes" section, provide a summary of how behavior change will be measured and tracked. If you have questions on whether your project contains behavior change activities, please contact NFWF staff.
	CBSF - Volunteer participation - # volunteers participating	Enter the number of volunteers participating in project implementation, outreach, and education activities.
Watershed and Habitat Planning, Prioritization, Design, and Permitting (select all that apply)	CBSF - Management or Governance Planning - # plans developed	Enter the number of conservation, watershed, and/or habitat management plans developed or improved. In the "Notes" section, provide specific information on the aggregate areal extent of associated plans (e.g. acres, square miles), and the number and areal extent of contributing planning activities.
	CBSF - Outreach/ Education/ Technical Assistance - # people reached	Enter the number of individuals reached by outreach, training, or technical assistance activities. In the "Notes" section, provide a summary of how individuals are reached (newsletter mailing list total, training attendance, etc.).
	CBSF - Outreach/ Education/ Technical Assistance - # people with changed behavior	Enter the number of individuals measured as demonstrating changed behavior to benefit watershed restoration and protection. In the "Notes" section, provide a summary of how behavior change will be measured and tracked. If you have questions on whether your project contains behavior change activities, please contact NFWF staff.

* Easygrants metrics should be consistent with data entered into and/or derived from FieldDoc.org.



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Eligibility

- ✓ Eligible applicants include non-profit 501(c) organizations, state government agencies, local governments, municipal governments, Tribal governments and organizations, and educational institutions.
- ✗ Ineligible applicants include businesses, unincorporated individuals, and international organizations.



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Additional Considerations

- All applicants with **active grants from NFWF must be in good standing** in terms of reporting requirements, expenditure of funds, and quality assurance (if required).
- Applicants must demonstrate awareness and the status of all permits required to comply with federal, state or local requirements.
- If projects involve significant environmental monitoring or data collection/generation, applicants may be asked to develop quality assurance documentation as part of their grant. Applicants should budget time and resources to complete this task if appropriate.
- When procuring goods and services, NFWF recipients must follow documented procurement procedures which reflect applicable laws and regulations.



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Ineligible Uses of Funds

- ✗ Projects that seek funding for land or easement *acquisition*, political advocacy, lobbying or litigation are **NOT** eligible.
- ✗ Ongoing efforts to comply with legal requirements (except to improve on baseline compliance, or develop cost-effective programs to implement MS4 permit requirements).

Note regarding policy on indirect:

Cost-effectiveness evaluation may include, but is not limited to, an assessment of either or both direct and indirect costs in the proposed budget. The federal government has determined that a *de minimis* 10% indirect rate is an acceptable minimum for organizations without a NICRA, as such NFWF reserves the right to scrutinize **ALL** proposals with indirect rates above 10% for cost-effectiveness.

Direct administrative expenses are allowed.



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Chesapeake Bay Stewardship Fund



4. Letter of Interest Purpose and Process

Why an LOI?

To facilitate early feedback from NFWF in advance of full proposal development, strengthen full proposals to be more competitive, and encourage pursuit of alternative NFWF programs if/as necessary without requiring development of formal pre-proposals

- LOIs must be submitted electronically to stephanie.heidbreder@nfwf.org **no later than 11:59 PM Friday, January 15** and are limited to two pages, single-spaced, with no smaller than 10 point font.
- Prospective applicants are encouraged to submit LOIs prior to January 15, at their discretion, to allow for the most robust and timely feedback from NFWF on the project concept.
- NFWF will confirm receipt of the LOI submittal within 5 business days and subsequently schedule follow-up discussions with applicants or provide written feedback no later than February 1, 2021.
- LOIs invited for full proposal will receive an email from NFWF providing access to the full proposal application in our Easygrants grants management system early February. The Full Proposal Narrative Template is included in the 'Related Content' section of the RFP for planning purposes.



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INSR Letters of Interest – Required Elements

Water Quality: Describe your envisioned approach to accelerating water quality improvements, including:

- the specific practice(s) or watershed management approach(es) that will be advanced;
- the proposed location(s) and target audience(s) or participants, and
- the major objectives and prospective work plan activities and/or strategies.

Partnerships: Describe the partnership(s) you envision for the project, including:

- current mission or vision and primary entities involved;
- basic roles and responsibilities envisioned for each partner; and
- how the proposal will strengthen the partnership's sustainability and impact, especially in advancing watershed restoration efforts.

Budget: To the greatest extent possible, provide a summary of your prospective budget including:

- **preliminary** funding request;
- likely or potential sources of match or leverage; and
- a general narrative describing the budget by major cost category.



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Evaluation Criteria

NFWF will utilize the following evaluation criteria in determining full proposal invitations, formally evaluating submitted full proposals, and making final award decisions:

- **Conservation Outcomes**
- **Budget**
- **Technical Merit**



Will Parson, CBP



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Evaluation Criteria: Conservation Outcomes

- Project clearly and demonstrably **increases the rate and/or scale of implementation** of priority water quality improvement practices identified through the Chesapeake Bay TMDL, jurisdictional Watershed Implementation Plans, and local pollution reduction plans.
- Project results in **meaningful growth and/or enhancement of existing partnerships** working to improve water quality and outlines specific efforts to build and sustain motivation, efficient processes, core capacities, and ongoing evaluative efforts.
- Project incorporates plans and approaches to implement, verify, and sustain pollution load reductions and plan for their continuance beyond the timeframe of the grant.
- Project conveys a clear communications plan that will actively transfer and disseminate project-related information to appropriate audiences and relevant stakeholders within the Chesapeake Bay watershed, with the goal of expanding adoption of successful approaches.



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Evaluation Criteria: Budget

- The **quality and level of detail** in the budget and budget narrative provide a clear and detailed understanding of the proposed funding request.
- Proposal demonstrates **cost-effectiveness** in achieving its proposed outcomes, **considering both direct and indirect costs** in the proposed budget.
- Proposed **costs are reasonable** based on the work plan, local or regional costs for similar activities, and commensurate with project outcomes.
- **Budget clearly indicates the degree of partnership** in conducting the proposed work.
- Proposed funding request is well leveraged by the partners and other contributors through cash, in-kind, and other match.



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Evaluation Criteria: Technical

- Proposal provides **specific goals** that correlate with a clear, logical, and achievable work plan, milestones, and timeline.
- Proposed **project team has the core competencies necessary** to implement the proposed activities and achieve the proposed outcomes as well as the commitment to engage technical experts necessary to ensure activities are scientifically and technically sound and feasible.
- Proposal demonstrates an **understanding of necessary permitting** and environmental compliance requirements and the ability to obtain necessary approvals consistent with the proposed work plan and timeline.
- Applicant organization has **demonstrated an ability to manage and implement similar projects** on time and within budget.



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Timeline for 2021 Grants

- Letters of Interest due 11:59 PM, January 15th, 2021
- Full Proposals Invites February 1st, 2021
- Full Proposals due 11:59 PM March 1st, 2021
- Grants Announced April 2021 (anticipated)
- Grant Agreements Issued Likely starting in June



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Quick Tips for Applicants

- ✓ Re-read the RFP. Call us if you're confused.
- ✓ Talk to people about your project idea. Listen to feedback.
- ✓ These are competitive grants. Your projects should have a “wow” factor.
- ✓ Be strategic first, opportunistic second.
- ✓ Submit your Letter of Interest **ON OR BEFORE January 15th**
- ✓ Note that NFWF staff will not be in the office at 11:59 pm on January 15th!



Chesapeake Bay Stewardship Fund



NEED ASSISTANCE?

(202) 857-0166 | www.nfwf.org/chesapeake

NFWF Chesapeake Staff:

Jake Reilly, Program Director
Jake.Reilly@nfwf.org

Syd Godbey, Program Coordinator
Sydney.Godbey@nfwf.org

Stephanie Heidbreder, Program Manager
Stephanie.Heidbreder@nfwf.org

Note: From December 21st - January 1st, NFWF staff will be monitoring email periodically but may have a slower than normal response time due to the holidays. Our Field Liaison Team are good points of contact during that time.

Field Liaison Contact	Email	Phone	Sector Expertise
Kristen Saacke Blunk	kristen@headwaters-llc.org	(814) 360-9766	• All Sectors
Kristen Hughes Evans	kristen@sustainablechesapeake.org	(415) 730-7503	• Agricultural Conservation
Elizabeth Feinberg	liz.feinberg63@gmail.com	(610) 212-2345	• All Sectors
David Hirschman	dave@hirschmanwater.com	(434) 409-0993	• Stormwater Management
Katie Ombalski	katie@woodswaters.com	(814) 574-7281	• Agricultural Conservation • Habitat Restoration

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5. The Full Proposal Process

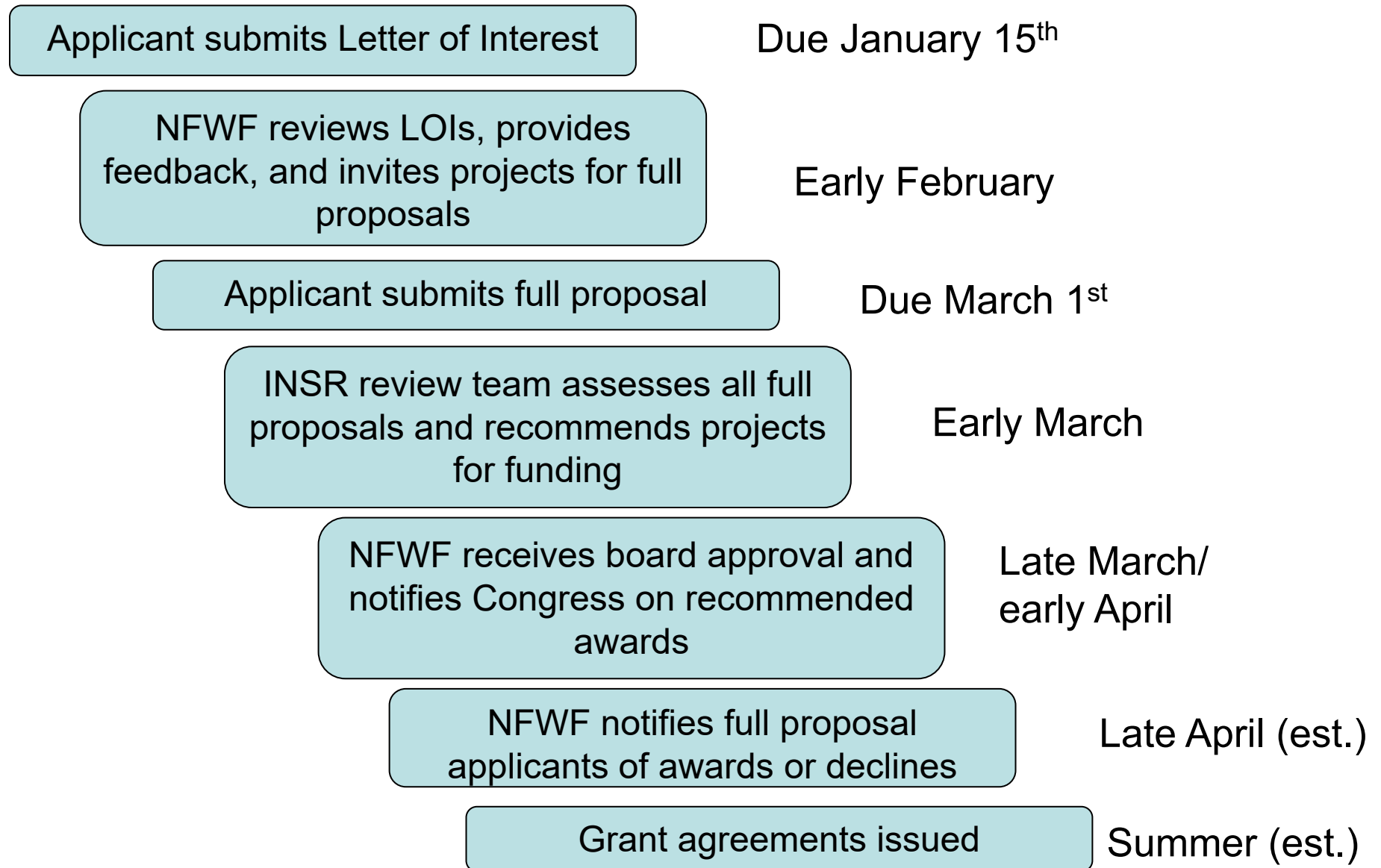
- Applicants invited to submit a full proposal will receive an email from NFWF staff in early February providing access to the full proposal task in the Easygrants system.
- Full proposals are due **Monday, March 1st, 2021, 11:59 PM EST.**
- NFWF will send out a recorded training for using our Easygrants system to submit a full proposal. The full proposal narrative template and applicant tip sheet can be found on the RFP webpage.
- For a full proposal applicants will be required to predict both project-level metrics via Easygrants and more detailed site and practice-level data via FieldDoc.org, as applicable. NFWF is hosting a demonstration webinar for FieldDoc on Thursday, February 18th at 1:00 PM EST. Registration for the webinar can be found on NFWF's RFP page.



Chesapeake Bay Stewardship Fund



Timeline for 2021 INSR Grants



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