



Clean Vessel Act Education and Outreach Grant Program

Guidelines and Application Forms 2015

Funded by:

California State Parks Division of Boating and Waterways

with funding provided by

**U.S. Fish and Wildlife Service, Sport Fish Restoration and Boating Trust
Fund**

Project Of:



**California State Parks Division of Boating and Waterways
One Capitol Mall, Suite 500
Sacramento, CA 95814
(916) 327-1819**

<http://www.dbw.ca.gov/Environmental/DATP/Default.aspx>

INTRODUCTION

The California State Parks Division of Boating and Waterways' (DBW) Clean Vessel Act Education and Outreach Grant Program (Grant Program) supports programs that educate California boaters and promotes public awareness about boat waste management and its proper disposal. In addition, the goal of this Grant Program is to reduce sewage discharge into California waterways.

A) BACKGROUND

California is one of the nation's most popular boating states with nearly one million registered recreational boats. Boaters are attracted by the state's mild Mediterranean climate, thousands of miles of inland waterways, and nearly 1,100 miles of Pacific Ocean coastline. Because of California's large population, municipal, agricultural, environmental, and recreational users place severe demands on the state's water resources. Protecting water quality is essential and is in everyone's best interest.

Years ago, industrial and sewage treatment plants were the primary sources of water pollution. The 1992 Clean Vessel Act identified vessel sewage discharges as "a substantial contributor to localized degradation of water quality in the United States." When recreational boaters fail to dispose of boat sewage properly, they add substantially to the pollution problem. Raw or poorly treated sewage can spread disease, contaminate shellfish beds, and lower oxygen levels in the water leading to fish kills.

Although it is illegal to discharge raw sewage into the territorial waters of the U.S., some boaters still dump overboard. One boater's discharge may not seem important, but it can have a significant impact in near-shore waters where there are swimmers or shellfish beds. A weekend boater flushing untreated sewage into the water produces the same amount of bacterial pollution as that of 10,000 persons whose sewage passes through a treatment plant.

Boaters are not required to have an installed toilet onboard, and most use shore side toilets. Those with an installed toilet must treat their sewage before overboard discharge or contain it in a holding tank for disposal at an onshore pumpout facility. A "Y" valve on most boats gives vessel owners the option to direct sewage overboard or into a holding tank.

The 1992 Clean Vessel Act established a grant program to fund the construction, renovation, operation and maintenance of pumpout and dump stations for use by recreational boaters. As part of its commitment to provide clean, safe and enjoyable recreational boating in California, DBW serves as the grant coordinator for the state. The Clean Vessel Program also provides boater education programs to promote public awareness about boat sewage and its proper disposal.

B) GRANT NEEDS AND OBJECTIVES

The purpose of this Grant Program is to provide funding to a non-profit organization or any municipal level government entity for educating boaters about proper sewage disposal and the use of pumpout facilities and pumpout monitoring efforts.

The Grant Program is aimed at all boaters, including boaters with holding tanks on-board their vessels and boaters without them. The Grant Program should serve as a general reminder to all boaters to keep California's water clean.

The Grant Program focuses on two targeted geographic regions of California:

- 11-county San Francisco Bay Delta Estuary (San Mateo, San Francisco, Santa Clara, Alameda, Contra Costa, San Joaquin, Sacramento, Solano, Napa, Sonoma, and Marin Counties)
- 5 Southern California Coastal Counties (Santa Barbara, Ventura, Los Angeles, Orange and San Diego Counties)

PROGRAM GOALS:

The Program in each geographic region will have two main goals:

- A) Performing education and outreach, and
- B) Quarterly monitoring and reporting of the pumpout network

The objectives of the education and outreach component of the Grant Program will be to:

- 1) Inform the boating community within each of the two geographic regions about sewage related issues, impacts, resources available to them, and proper vessel sewage disposal practices to encourage the use of pumpout facilities and mobile pumpout services.
- 2) Educate boating facility operators about the availability of DBW grant funds to install and maintain pumpout stations at their facility.

The monitor component of the Grant Program will help DBW to continue to determine the status and usage of pumpout stations in the two geographic regions. This information will assist DBW in determining the use, operational status, and condition of these systems. Keeping track of these parameters allows DBW staff to assist in expediting pumpout repair, provide data about pumpout systems, and target outreach efforts.

DBW will fund two grants (one for each targeted California geographic region) that will develop and implement an **18 month** Clean Vessel Act Boater Education and Outreach Program for each of the two targeted geographic regions mentioned above. **Each regional grant should have both an education and outreach and a monitoring component.**

Submitted application proposals must support DBW's current message: *Dump at the Pump*. The goal of this message is to promote public awareness about boat sewage and its proper disposal, and promote the construction, renovation, operation and maintenance of pumpout and dump stations for use by recreational boaters.

Only application proposals that demonstrate a comprehensive approach and identify proven methods applicable to each geographic region for execution of a successful Program will be evaluated and ranked. These grants are competitive.

C) PROGRAM OVERVIEW

- **Amount Available for Grants:** Amount Available for Grants: A maximum of \$575,000 of Federal CVA funding is eligible for education and outreach statewide. This is the combination of \$450,000 (Education), \$50,000 (CVA print materials), and \$75,000 (Pumpout Tracking). These amounts will be divided among the two regions.
- **Categories of Grants:** The Grant Program will fund projects that target both Grant Program objectives: A) Perform education and outreach, and B) Monitor the pumpout network. Two grants will be awarded, one for each of the targeted regions: 1) The San

Francisco Bay Delta Estuary, and 2) The Southern California Coastal Counties (as specified).

- **Format:** Applications must be submitted on the attached application forms with attachments. If mailing the packet, please print double-sided and use minimal packaging wherever possible.
- **Deadline for Applications:** Applications must be received by DBW in either in hard copy form or via email in .pdf format prior to the end of business on **February 2, 2015**. **Proposals will not be accepted via fax.**
- Submit hard copies to: California State Parks
Division of Boating and Waterways
Clean Vessel Education and Outreach Grant Program
Attn: Ron Kent
One Capitol Mall, Suite 500
Sacramento, CA 95814
- Email submittals shall be sent to Vivian.Matuk@coastal.ca.gov **and** Ron.Kent@parks.ca.gov.
- Applications submitted to the **Fish and Wildlife Service will not be accepted.**
- **Project Selection:** Applications will be evaluated and ranked according to how each application proposal demonstrates comprehensive and proven methods for meeting PROGRAM GOALS identified above.
- **Notification:** Successful applicants will be notified following the selection process, by **March 15, 2015**.
- **Desired Outcomes:**
 - Increase public awareness of proper sewage disposal techniques and consequences of improper disposal in the targeted geographic regions.
 - Assist DBW in determining the use, operational status, and condition of the sewage pumpout systems in the geographic regions.
 - Assist DBW staff in expediting pumpout repair, provide data about pumpout systems, and target outreach efforts.
 - Assist DBW in educating marina owners/operators about the availability of grant funds to install and maintain pumpout stations at their facility.

D) ELIGIBILITY OF APPLICANTS AND PROJECTS

- Any organization may apply for this grant.
- Grants will not be awarded to fund advocacy work.
- Within the last 10 years, applicants must be able to demonstrate at least 5 continuous years of experience in developing and implementing educational and outreach programs for boating communities and boating facilities. A written summary of the outcome of the multi-year educational and outreach programs must be verifiable and available upon request.
- This is a reimbursement program. Funding is available for up to 67% of the eligible project costs. Grantee is responsible for finding eligible match funding (in the form of donations or volunteer hours) totaling no less than 33% of the total cost of the project.
- Two grants will be awarded:

- One grant for the 11-county San Francisco Bay Delta Estuary (San Mateo, San Francisco, Santa Clara, Alameda, Contra Costa, San Joaquin, Sacramento, Solano, Napa, Sonoma, and Marin Counties).
- One grant for the 5 Southern California Coastal Counties (Santa Barbara, Ventura, Los Angeles, Orange and San Diego Counties).

Each grant proposal must include both the education and outreach and monitoring components. Applications that do not include each component will be disqualified.

E) CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 120 points)

- 1. Educational Component (Max. 5 pts each – Max. 25 total).** Projects funded under this Grant Program should have a comprehensive, high-quality educational component that includes education and outreach methods promoting proper sewage disposal and the appropriate use of pumpout facilities. In addition, grant proposals should address methods to reach out and engage boating facility operators to inform them about the availability of DBW grants to install and maintain pumpout stations at their facility. We encourage a multi-faceted education and outreach approach, where possible.

In responding to the following, include the targeted geographic region where your program will focus its efforts based on our targeted areas (Page 3).

- A. Discuss proposed education and outreach tools and ways to effectively reach the highest number or percentage of our target audience considering the Grant Program objectives (See page 3).
 - B. Identify proposed education and outreach events and activities that will help to: 1) effectively reach the highest number of boaters and reduce boat sewage discharges, and 2) reach out to and engage boating facility operators to inform them about the availability of DBW grant funds to install and maintain pumpout stations at their facilities. Describe the plans and assessments that form the basis for the proposed activities and expected results. Describe how the proposed activities were selected to maximize the anticipated results.
 - C. What is the frequency at which the audience will be exposed to the “clean boating sewage” and DBW pumpout installation and maintenance grants information messages?
 - D. Submit a list of education and outreach materials you are planning to develop and distribute.
 - E. How you will measure and document the outcomes and impacts of your educational components? Describe the logistics of your evaluation. How and when will you gather evaluation data? How will you use the evaluation results beyond the reporting requirements for this grant?
- 2. Monitoring Component (Max. 5 pts each – Max. 25 total).** The proposal should have a strong monitoring component of the pumpouts in either of the two targeted geographic regions (Page 3). Physical or electronic pumpout monitoring should be performed quarterly, at the same time each quarter (not spread out over the entire three-month period). Data collected shall be assembled and kept in a database and reported to DBW. This information will assist DBW in determining the use, operational status, and condition of these systems. Keeping track of these parameters allows DBW staff to assist in expediting pumpout repair, provide data about pumpout systems, and target outreach efforts. This component will involve traveling to each of the marinas with a sewage pumpout in the targeted geographic

region and taking specific meter readings.

- 11-county San Francisco Bay Delta Estuary: This region has approximately 90-95 sewage pumpouts.
- 5 Southern California Coastal Counties: This region has approximately 67 sewage pumpouts.

This monitoring component will: 1) Collect basic information about each pumpout station, 2) assess the usage of pumpouts by taking quarterly meter readings over a one-year period for each marina, and 3) create an annual pumpout usage report to be submitted to DBW.

At each sewage pumpout, the following information must be collected:

- Current contact information for the lead facility manager
- Details of signage, such as display of the national pumpout symbol, funding credit language, instructions for how to use the pumpout, hours of operation, fees (if any), phone number to report problems, on/off indicators such as green/red buttons, switch, indicator light, or labels
- Make and model
- Hour meter reading
- Operational or non-operational status at the time of the site visit
- Condition of parts
- Distance from nozzle to motor
- Rate of vacuum
- Vacuum pressure
- Availability and funding source for automated monitored system

In addition, at each sewage pumpout visit it is required to:

- Install hour meters on pumpout motors if needed and/or broken with marina approval.
- Work with harbor masters and marina staff to help with acquiring and installing proper signage if not adequate.

- A. Describe how your organization will meet the needs and objectives of the monitoring component.
- B. Describe the overall methodology (including techniques, data collection, data processing analyses, quality control and quality assurance) used to implement the monitoring component.
- C. Describe how you will report and publish the monitoring data (format, avenues, etc.).
- D. Provide a statement of qualifications and relevant technical experience that explains your organization's ability to conduct the monitoring.
- E. Provide a description of any technology, practices, or procedures your organization will employ that could reduce its environmental impact (for example, the use of low-emission vehicles).

3. Organization Profile (Max. 5 pts each – Max. 10 total).

- A. Describe your organization's qualifications for undertaking the proposed project. Include your organization's previous experience and outcomes with any similar undertaking.

B. Describe staff expertise/qualifications, staff knowledge, and resources, or the ability to obtain them, to successfully achieve the goals of the proposed project. Include information on staff knowledge of clean boating issues, and experience in working with stakeholders on environmental issues.

4. Partnerships (Max. 10 Total). The proposal should demonstrate strong partnerships.

A. Describe your project partners and anticipated community involvement in carrying out the proposed project.

B. Provide letters of support from project partners and stakeholders to substantiate their roles. Provide specifics as to the roles the partners will play to support the proposed project activities.

5. Budget (Max. 30 Total): Clearly explain how the CVA funds will be used and how the minimum match requirement will be met. This section provides an opportunity for a narrative description of the budget found on page 13. Applicants must itemize costs related to personnel, fringe benefits, contractual costs, travel, equipment, supplies, other direct costs, indirect costs, and total costs. Explanations of the costs associated with each project task, including match amounts in full or in part from project partners, should be provided. A table highlighting key tasks and/or outputs for the length of the project with the associated budget breakdown is recommended. Discuss whether the overall project costs and the various components are cost-effective.

6. Proposal Content (Max. 20 Total): The proposal should demonstrate that the concept has been fully thought out and developed into a concrete, feasible project with clearly stated goals, measurable objectives, a project design, and a method of implementation. A sensible plan for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered. Up to 5 points of extra credit will be awarded if the project could have a spill-over effect beyond itself, by providing tools or knowledge to others in the field, advancing the field into new areas of innovation, or building collaborations with other entities.

RULES FOR GRANT AWARDS

Conditions for grant awards will include the following:

- Grantee agrees to include the California State Parks Division of Boating and Waterways and the national sewage pumpout logos on any educational and promotional materials produced for the program.
- Grantee agrees to credit the California State Parks Division of Boating and Waterways' Clean Vessel Act Program in any promotional materials produced for the program.
- Grantee agrees to submit for review and approval by DBW grant managers of any educational and promotional materials produced for the program before they are published.
- Grantee agrees to hold the California State Parks Division of Boating and Waterways harmless.
- Funds cannot be used to purchase food, beverages, prizes or cash gifts, insurance, or items that will be sold.

- All proposed tasks must be concluded by the end of the grant term. Final billing must be submitted within 45 days of the grant term.
- Applicants must provide a minimum non-federal match of at least 33% of the total cost of the project based on the requirements of the Federal Code of Regulations 50 CFR 85, Clean Vessel Act, Subpart D – Conditions on Use/Acceptance of Funds, Section 85.40. Detailed matching information is found on Page 8 of these guidelines.
- The indirect cost rate is 10%.

OTHER GRANT REQUIREMENTS

1. **Administrative.** The grantee must assume responsibility for administering the project, including employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management. If awarded a grant, all contracts with the state, and any subcontract under the grant, must comply with all provisions of the California Public Contract Code.
2. **Payment.** Grant funds will **not** be available in advance of expenditures. Expenses will be **reimbursed** no more frequently than monthly upon submission of an invoice by the grantee. Grantee must use the spreadsheet (template) provided by DBW for each reimbursement request along with a cover letter and supporting documentation. The request letter needs to state the amount of the request. Grantee must provide three sets of documents for each request. Reimbursement will depend upon successful completion of work as set out in the application proposal.
3. **Matching.** Matching funds can come in the form of cash and in-kind contributions, such as the use of volunteers and/or donated time, equipment, expertise, etc., consistent with the regulations governing matching fund requirements (40 CFR 31.24 or 40 CFR 30.23) from your own organization and/or your project partners. Federal funds may not be used to meet the match requirement for this grant program. For volunteer traveling matching mileage, the grantee is required to use the IRS rate: <http://www.irs.gov/2014-Standard-Mileage-Rates-for-Business,-Medical-and-Moving-Announced>
4. **Ownership of Products.** All products developed become the sole property of DBW. No additional fees shall be required for future use of the products. All products developed shall be submitted to DBW in both electronic and hard-copy format. Copyrights shall also be secured by the contractor for DBW.

APPLICATION PROCEDURE

A complete application package will consist of **an original and one copy** of the following materials:

1. **Application Summary** (see attached form, page 12).
2. **Background/History** (at least one paragraph). Briefly describe the history of your project. How did it come about? Is it a new or existing project? If it is an existing project, how long has it been operating and how has it been funded in the past, and what results have you achieved?

3. **Project Description** (2-5 pages for sections a-d, written in at least an 11-point font), including the following information organized under subheadings:

(a) Goals and objectives of your project. Explain how you will accomplish each objective, and how your objectives will accomplish your goals. Objectives should be simple, understandable and as specific and measurable as possible.

(b) Educational Component.

Describe the overall concept of the proposed project, considering the geographic region where your program will be focusing its efforts based on our targeted geographic areas (see page 3).

- Discuss proposed education and outreach tools and ways to effectively reach the highest number or percentage of our target audience, considering the Grant Program objectives (see page 3).
- Include proposed education and outreach events and activities that will help to: 1) Effectively reach the highest number of boaters and reduce boat sewage discharges, and 2) reach out to and engage boating facility operators to inform them about the availability of DBW grant funds to install and maintain pumpout stations at their facilities.
- Describe the plans and assessments that form the basis for the proposed activities and expected results. Describe how the proposed activities were selected to maximize the anticipated results.
- Describe the frequency at which the audience will be exposed to the “clean boating sewage” and DBW pumpout installation and maintenance grants information messages.
- Submit a list of education and outreach materials you are planning to develop and distribute.
- Describe how you will measure and document the outcomes and impacts of your educational component on your audience. Describe the logistics of your evaluation, and how and when you will gather evaluation data. Describe how you will use the evaluation results beyond the reporting requirements for this grant.

(c) Monitoring Component.

Considering the quarterly monitoring information that needs to be collected at each pumpout and the visit requirements (pages 5 and 6), please provide the following:

- A description of how your organization will meet the needs and objectives of this monitoring component.
- A description of the overall methodology (including techniques, data collection, data processing analyses, quality control and quality assurance) you will implement for the monitoring component.
- A description of how you will report and publish the monitoring data (format, avenues, etc.).
- A statement of qualifications and relevant experience that explains your organization’s ability to conduct the monitoring.

- A description of any technology, practices, or procedures your organization will employ or that you could bring to this project that could reduce its environmental impact (for example, the use of low-emission vehicles).

(d) Project Details. A step-by-step description of how the project, and each of its components, will be carried out, including any plans for recruiting your target audience and any plans for community outreach, publicity, and/or sharing the results of your project. Repeat proposals for previously funded grants should include what was accomplished through the previous grant, how the new proposal builds on the previous work, past evaluation results, and a description of how these results informed or changed the project.

4. Evaluation Plan (Maximum 2-3 pages) –Understanding the effects of a project can help guide future improvements and mid-course corrections.

Grant recipients will be required to submit evaluation results at the end of the project period as part of their final reporting. Describe prior program evaluations you have conducted and their results, and, if applicable, how the results relate to the current proposed project.

For this section, describe your evaluation plan; that is, how you will measure and document the outcomes and impacts of your project on your audience. Describe the techniques that will be used to evaluate project outcomes and success relative to each goal and objective. Examples of possible indicators of outcomes are audience satisfaction with the project experience; changes in their knowledge, skills, attitudes and/or behaviors; and changes to the environment. Also, describe the logistics of your evaluation. For example, how and when will you gather evaluation data? How will you use the evaluation results, beyond the reporting requirements for this grant?

In planning your evaluation, consider whether quantitative methods such as pre-post tests and surveys; qualitative methods such as interviews, focus groups, and observation; or a combination of methods would be most appropriate for learning about your program and its impacts. If available, please include in your supporting documents any evaluation tools that you will be using. Our online resource to assist you with the evaluation process is available at <http://www.coastal.ca.gov/publiced/plate/wtevaluation.pdf>.

5. Task list and timeline for the project.

Applicants should submit a timeline for the proposed project that includes the development and approval of products, education and outreach events, pumpout monitoring, purchases, deadline for completing the grant, and submission of quarterly reports with accomplished objectives.

6. Budget (using the provided Application Budget Form below, page 13, and no more than 2 additional pages). Clearly explain how the Grant funds will be used. This section provides an opportunity for a narrative description of the budget found on Page 13. Applicants must itemize costs related to personnel, fringe benefits, contractual costs, travel, equipment, supplies, other direct costs, indirect costs, matching and total costs. Explanations of the costs associated with each project task, including match amounts in full or in part from project

partners, should be provided. A table highlighting key tasks and/or outputs for the length of the project with the associated budget breakdown is recommended. Discuss whether the overall project costs and the various components are cost-effective in furthering future implementation.

7. **A resolution from the applicant's governing body** that contains the following authorizations: Authority to submit the proposal, authority to enter into a grant agreement with the California State Parks Division of Boating and Waterways if the grant is awarded, and designation of the applicant's authorized representative (name and title). If the authority to perform such tasks has already been delegated by the governing body, a letter from the person who has that delegated authority is sufficient. The resolution should also include language agreeing to meet the 33% match prior to grant funds being paid.
8. **Description of the applicant's organization (Max. 2 pages)**, including:
 - The year it was founded;
 - Its qualifications for undertaking the proposed project, including its track record with any similar undertakings;
 - The qualifications and capabilities of key staff assigned to the project, including a description of their roles;
 - The organization's current annual budget including sources of funds (budget information is not necessary for public schools or government agencies);
 - The names and occupations of board members or organization leaders; and
 - A list of its prior grants received, the type of project(s) prior grants funded, when the projects were completed, and the amount of funding received. This information is to determine your organization's experience and successes with the grant process. The amount of funding received in the past will not adversely affect your current application.
9. **The following attachments should be included in the packet:**
 - (a) For non-profits, proof of non-profit status in the form of an exemption letter from the IRS or the California Franchise Tax Board.
 - (b) Brochures from the applicant's organization, plus any other supporting material you would like to provide such as newsletters, or press clippings.
 - (c) Letter of Support from project partners or others. Any letters of support may be addressed to "California State Parks Division of Boating and Waterways, CVA Education and Outreach Grant Program."

Submit complete application packages to:

CALIFORNIA STATE PARKS DIVISION OF BOATING AND WATERWAYS

RE: Clean Vessel Education and Outreach Grant Program

Attn: Ron Kent

One Capitol Mall, Suite 500

Sacramento, CA 95814

QUESTIONS? Please contact Vivian Matuk at (415) 904-6905 /
Vivian.Matuk@coastal.ca.gov.

CLEAN VESSEL ACT EDUCATION AND OUTREACH GRANT PROGRAM

APPLICATION SUMMARY

1. Applicant Organization: _____

2. Name and Title of Contact Person: _____

3. Address:

4. Telephone: _____ Fax: _____ Email: _____

5. Website: _____

6. Geographic location targeted by your grant proposal:

The 11-county San Francisco Bay Delta Estuary or the 5 Southern California Coastal Counties

7. Brief Project Summary:

8. Number of people who will be directly served by the project (estimate): _____

9. Requested amount: \$ _____

10. Total project budget: \$ _____

11. Is your organization a non-profit corporation? government agency?
 Other

12. Proposal prepared by: _____ Title: _____

Under penalty of perjury, I certify that all information represented in this grant application and supplemental documentation is accurate and true.

Signature: _____ Date: _____

GRANT APPLICATION BUDGET FORM

PROJECT BUDGET

PERSONNEL	Total Budget	Task 1	Task 1 Match	Task 2	Task 2 Match	Task 3	Task 3 Match	Task 4	Task 4 Match	Task 5	Task 5 Match
Salaries and Wages ⁽¹⁾											
Benefits ⁽²⁾											
Subtotal Personnel:											
OPERATING EXPENSES											
Consultants/Professional Svcs.											
Equipment											
Overhead/Indirect ⁽⁵⁾											
Printing ⁽³⁾											
Postage/Shipping											
Travel ⁽⁴⁾											
Supplies for Shows/Meetings ⁽³⁾											
Subtotal Operating Expense:											
TOTAL GRANT REQUESTED:			-		-		-		-		-
Match funding (min. 33% of total):		-		-		-		-		-	
Total Project Including Match:											

Notes:

- ⁽¹⁾ Attach an explanation of rate(s) and hours for each position for which funds are being requested.
- ⁽²⁾ Amount requested for benefits not to exceed 40% of amount requested for salary or wage.
- ⁽³⁾ Include a list of the major supplies and materials and the estimated cost.
- ⁽⁴⁾ Personal vehicle travel reimbursement currently paid at the rate of 56 cents/mile.
- ⁽⁵⁾ Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it.