

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT
2009 COMMUNITY GRANT PROGRAM
GUIDELINES**

SECTION I: GENERAL INFORMATION

Background

The Bay Area Air Quality Management District (District) is committed to achieving clean air to protect the public's health and the environment. The District adopts and enforces regulations and implements programs to achieve healthy air quality. In December of 2008, the District established the Community Grant Program to reduce air pollution and its harmful impacts to public health at the local level. The Community Grant Program is intended to supplement and enhance the District's community outreach efforts.

Since 1991 the Community Outreach Program at the District has been engaging the public in voluntary local efforts to reduce air pollution. The District seeks to stimulate additional local voluntary emission reduction efforts and to lessen potential impacts from sources of air pollution through grants for outreach and education, emissions reductions and respiratory health improvement.

The District has supported community-based grant projects on an ad hoc basis over the years. Through these grants, the District has been able to work with local communities on programs to reduce air pollution and mitigate the health impacts of ambient air contaminants. The Community Grant Program formalizes this process to maximize community participation and increase opportunities for communities to help our region improve its air quality and protect our environment.

Geographic Region

Grants will be made for eligible projects that provide service within the District's 9-county jurisdiction. The District's jurisdiction encompasses all of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Santa Clara Counties, southern Sonoma County and southwestern Solano County.

Grant Range

The Board of Directors has authorized up to a total of \$250,000 for the 2009 Community Grant Program. The District will award individual grants in an amount from a minimum of \$10,000 to a maximum of \$50,000, depending upon program area and scope of services.

Duration

The grant period will be 12-18 months. The project must be completed within the time period specified for each grant program area (Section IV).

Who can apply?

Eligible applicants include public agencies, non-profit 501(c) 3 organizations, organizations with fiscal sponsorship under a 501(c) 3 organization, K-12 schools (public & private institutions) and small businesses located in the nine-county

jurisdiction of the District. Eligible grant recipients must be responsible for the implementation of the project and have the authority and capacity to complete the project.

Available Funds

The Community Grant program focuses on areas where there is a demonstrated need for resources and compatibility with the District’s mission to reduce air pollution and to protect public health. Eligible projects must provide outreach and education about air quality issues, emission reductions and/or improve respiratory health.

Ineligible Activities:

The Community Grant Fund will not fund:

- Projects that are already funded by the District
- Academic research, studies or investigations
- Costs for preparing or submitting grant application
- Deficit budgets
- Lobbying efforts
- Endowment campaigns
- Political and organization fundraising campaigns
- Marketing of products or technologies
- Research and development for new technologies or products

District funds may only be used for project costs that are incurred after the date that the grant agreement is fully executed.

Important Dates

June 22, 2009	Call for Community Grant Program applications
July 24, 2009	Deadline for District receipt of applications
August 21, 2009	Notification of grants
October 2, 2009	Deadline to execute agreement

Contact Information

Grant applicants are encouraged to discuss their grant applications with District staff prior to submittal. The primary contact person for the Community Grant Program is:

Jim Smith
Public Information Officer
Communications and Outreach Office
939 Ellis Street, 5th Floor
San Francisco, CA 94109
jsmith@baaqmd.gov
(415) 749-4631

SECTION II GOALS AND OBJECTIVES

The overarching goals of the Community Grant Program are to reduce local airborne pollutants, to increase public awareness of air quality issues and to protect the public from the harmful effects of air pollution.

The District will achieve these goals by funding activities that support one or more than one of the following objectives.

Objective 1: Outreach & education to inform community members about air quality improvement issues.

There are many ways to conduct outreach and education to the public about the health consequences of air pollution. The District seeks to identify and support those projects designed to reach local audiences effectively and broadly with targeted messages about behavior changes that can reduce air pollutants and greenhouse gases in their daily lives.

Objective 2: Implementation of behavior changes that lead to a reduction of emissions.

The District seeks to fund projects that demonstrate direct benefits to local air quality; for example, projects that encourage chipping of wood instead of burning, reduction of idling in neighborhoods with heavy truck traffic, traffic reduction efforts around schools and replacing incandescent with florescent lighting all can reduce both air pollutants and greenhouse gases.

Objective 3: Respiratory Health Improvement Projects.

The District seeks to fund projects that reduce air pollution impacts or protect the health of local residents from airborne impacts. Distribution of information to the public on how to control asthma or the installation of air filtration systems are examples of projects that may mitigate potential impacts of airborne pollutants.

SECTION III APPLICATION PROCEDURES

Application process

Applications are due at the District office by no later than 5:00 pm on Friday, July 24, 2009. Applications submitted after 5:00 p.m. on Friday, July 24, 2009 are incomplete applications and will not be accepted.

Electronic Submittal Process

In support of its internal policy of being a carbon neutral agency, the District welcomes paperless applications for this grant program. Proposals may be submitted electronically to jsmith@baaqmd.gov. Faxed, mailed or couriered proposals will be accepted but must be dated or postmarked before 5:00 p.m. on Friday, July 24, 2009. If you have not received a confirmation of receipt from the District within 3 days of the application deadline, please contact Jim Smith at (415) 749-4631. Applicants that foresee a problem meeting this requirement should contact Jim Smith.

Formatting

Proposals must be single-spaced, with a minimum of 1 inch margins and 12-point font. The District's Community Grant Program Cover Sheet (Appendix A) will serve as the proposal's cover sheet/title page. Include the name of the applicant (e.g., organization) and page number on each page. The District discourages use of plastic folders. Electronic proposals must be submitted as either PDF or Word documents.

Application Requirements

Any items submitted other than those specified in these application requirements will not be reviewed.

Cover page – 1 page

Use the District's Community Grant Program Cover Page located in Appendix A as the first page of your application packet. The cover page must be signed by a person with authority to legally bind your organization (in electronic applications, a typed in name is legally equivalent to a signature¹).

Proposal Narrative – Maximum 4 pages

Requirements vary by grant program area – see Section IV below. Please use required elements as headings in your narrative to facilitate evaluation of your proposal.

Organizational Capacity – Maximum 2 pages

Provide a brief description of the applicant and its demonstrated ability to achieve success with the proposed activity. Include a brief bio (1 paragraph) for each key staff person.

Project Budget – Maximum 2 pages

Provide a full budget for the proposed activity, broken out by year (if applicable). Identify budget line items funded by the District's Community Grant Program. List any other funders, their total contribution (including in-kind), and indicate whether or not that contribution has been secured (in-hand), committed, requested or not yet requested. *In evaluation scoring, in-kind resources will count 50% as much as cash contributions.*

Include, at a minimum, the following line items:

- Salary – list project team members, hours for each and hourly rates for each
- Fringe/benefits – list fringe rate
- Consultants/sub-contractors – list estimated hours and rates
- Meetings (convening of) – any public meetings, workshops, trainings, etc. required as part of your project (NOT internal project team meetings)
- Materials design and production (including web)
- Indirect expenses / overhead – list your indirect/overhead rate

In addition, provide a brief budget narrative of 1-2 sentences on each line item to add clarity and specificity.

¹ See the Electronic Signatures in Global and National Commerce Act, <http://www.ftc.gov/os/2001/06/esign7.htm>

Required Attachments

For local governments and public agencies:

- list of 3 most recent grantors with contact information
- letters of commitment from any significant project partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

For non-profit organizations:

- list of Board of Directors with affiliations
- 501c3 IRS designation letter
- 2007 financial audit
- organizational budgets for 2008 (or FY 08/09) and 2009 (or FY 09/10)
- letters of commitment from any significant project partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

For K-12 schools:

- list of 3 most recent grantors with contact information
- letters of commitment from any significant partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

For small businesses:

- proof of fiscal solvency (e.g., IRS 1040)
- letters of commitment from any significant project partners itemizing what they are providing (technical support, matching funds, etc.)
- authorizing letter of commitment approving the submittal of the proposal and identifying the individual authorized to submit and carry out the proposal.

Demonstration of Clean Air Achievement

Applicants with a demonstrated history of working to improve air quality will receive points in the evaluation criteria. *Documentation of clean air commitments (e.g. copy of or web link to previous projects) must be included in application as an attachment.*

Evaluation Criteria and Scoring

Specific evaluation criteria and their relative weights in scoring applications are listed in each of the grant program areas in Section IV below.

SECTION IV GRANT PROGRAM AREAS

The District is offering grants in three program areas: Outreach and Education, Emission Reductions, and Respiratory Health Improvement. Under each program area, specific proposal requirements and evaluation criteria (scoring) are listed, as well as examples of potentially fundable projects. The sample projects listed are given to provide general guidance, and are neither intended to limit the range of projects submitted for funding nor to assure funding for any particular project.

Projects that fall within other District grant programs and activities are not eligible for 2009 community grants.

1) Outreach and Education

Through its outreach and education grants, the District seeks to promote behavior changes in communities that reduce polluting activities.

⇒ *Outreach and Education Grants*

Grant range: \$10,000 – 50,000

Duration: 12 months

Eligible applicants: Public agencies, non-profit 501(c) 3 organizations, organizations with fiscal sponsorship under a 501(c) 3 organization, K-12 schools and small businesses committed to reducing local air pollution.

Eligible projects could include (but are not limited to):

- education projects to encourage truckers or school bus drivers in heavily trafficked areas to reduce engine idling;
- youth-based projects that educate parents and students about air pollution and encourage lower polluting activities;
- neighborhood or homeowner association efforts to educate local residents about the health impacts air pollution attributable to wood burning;
- energy conservation projects to improve air quality;
- projects to educate parents of children with asthma about asthma management.

School curriculum development projects are not eligible.

Proposal Narrative Requirements for Outreach and Education Grants

Proposals must not exceed 9 pages. Proposals should be concise, and adequately and clearly address the following elements. Proposal narratives must include ALL of the following:

- Description of the project – Provide a concise description of what you will undertake and the amount requested.
- Need(s) being addressed – Succinctly explain the need for the proposed activity and why funding from the District is critical in meeting that need.

- Goals and objectives of the proposed activity – List all goals and objectives for the proposed activity. Goals are broad aspirations whereas objectives are means to achieving a goal.
- Strategic approach – The strategic approach describes how objectives will be achieved. Include a detailed description of what you will do, how you will do it, any partners you will collaborate with, and why this particular approach is proposed. Make sure your strategic approach relates to the goals and objectives you have listed.
- Connection with District’s goal and objectives – State specifically how your project and approach will support the District’s goal and objectives (see Section II); be clear as to which objective(s) your project will support.
- Potential for air pollution reduction – Provide a qualitative and quantitative discussion of how your proposed activity will ultimately result in the reduction of air pollution. What is the nature of the emission reductions: less energy use, less idling, less driving to school or less wood burning? Support your assertions with realistic estimates of the impact your project will have, relying on factors such as, the size of your target audience, number of people reached (directly and indirectly), or the number of events held. Explain how you arrived at your estimations. Use the emissions quantification guidelines in Appendix B to make your estimations.
- Achievement of co-benefits – Discuss benefits above and beyond reduction of air pollution that will accrue as a result of your proposed activity (i.e. education about health impacts of wood burning leads to better neighbor relations). Use quantitative descriptions (i.e. 15 neighborhood block wood burning agreements signed) of co-benefits as much as possible, clearly explaining the assumptions and methodologies you used for making your estimations.
- Measuring success – Clearly state the metrics by which you will evaluate success – how will you know that you have achieved your goals and objectives? You may use both qualitative (i.e. better relationships with truckers) and quantitative (i.e. 8 hours in reduced idling) metrics.
- Timeline / Deliverables – Create an easy-to-read table listing major deliverables and estimated number of months to complete each deliverable.
- Demonstration of environmental commitment – Clearly state what your previous experience is with promoting clean air projects and demonstrate how your day-to-day business or organizational practices demonstrate environmental commitment.
- Engaging impacted communities – The Air District is committed to the mitigation of air pollution in communities defined as most at-risk in its Community Air Risk Evaluation (CARE) Program. Based on maps of toxic air emissions and sensitive populations, six priority communities that would benefit from immediate mitigation action have been identified (Concord, Richmond/San Pablo, Western Alameda

County, San Jose, Redwood City/East Palo Alto and Eastern San Francisco).
Proposals that target these areas will receive points for doing so.

Evaluation Criteria and Scoring for Outreach and Education grants

Meets Grant Program objectives	25
Strength and feasibility of proposal	20
Demonstration of pollution reduction/project reach	15
Engaging impacted communities	15
Demonstrated track record/fiscally sound	15
<u>Matching Funds</u>	<u>10</u>
Total possible points	100

2) Emission Reductions

Through its emission reductions grants the District seeks to fund projects that demonstrate direct benefits to local air quality.

⇒ *Emission Reduction Grants*

Grant range: \$10,000 – 50,000

Duration: 12-18 months

Eligible applicants: Public agencies, non-profit 501(c) 3 organizations, organizations with fiscal sponsorship under a 501(c) 3 organization, K-12 schools and small businesses committed to reducing local air pollution.

Eligible projects could include (but are not limited to):

- replacing wiring and lighting in buildings to improve energy conservation in order to reduce greenhouse gases;
- establishing van pools, carpools and biking and walking incentive projects that reduce driving to and from schools in heavily-trafficked public locations.

The District discourages proposals that only address education and not the actual reduction of air pollution.

Air monitoring projects are not eligible.

Proposal Narrative Requirements for Emissions Reduction Grants

Proposals must not exceed 9 pages. Proposals should be concise, and adequately and clearly address the following elements. Proposal narratives must include ALL of the following:

- Description of the project – Provide a concise description of what you will undertake and the amount requested.
- Need(s) being addressed – Succinctly explain the need for the proposed activity and why funding from the District is critical in meeting that need.

- Strategic approach – Include a detailed description of what you will do, how you will do it, any partners you will collaborate with, and why this particular approach is proposed.
- Connection with District’s goal and objectives – State specifically how your project and approach will support the District’s goal and objectives (see Section II); be clear as to which objectives your project will support.
- Emissions reduction – Provide a qualitative and quantitative discussion of how your proposed activity will reduce of air pollution. What is the nature of the emission reductions: less traffic congestion during school drop-off and pick-up hours, less energy used, less wood burning? Support your assertions with realistic estimates of the impact your project will have, in terms such as the size of your target audience, number of people reached (directly and indirectly), events held. Explain how you arrived at your estimations. Use the emissions quantification guidelines in Appendix B to make your estimations.
- Achievement of co-benefits – Discuss benefits above and beyond reduction of air pollution that will accrue as a result of your proposed activity, focusing on benefits to local communities. Use quantitative descriptions of co-benefits as much as possible (cost savings – lower electric or gas bills for example), clearly explaining the assumptions and methodologies you used for making your estimations.
- Measuring success – Clearly state the metrics by which you will evaluate success – how will you know that you have achieved your goals and objectives? You may use qualitative and must use quantitative metrics.
- Timeline / Deliverables – Create an easy-to-read table listing major deliverables and estimated months in which each deliverable will be completed.
- Demonstration of environmental commitment – Clearly state what your previous experience is with promoting clean air projects and demonstrate how your day-to-day business or organizational practices demonstrate environmental commitment.
- Engaging impacted communities – The Air District is committed to the mitigation of air pollution in communities defined as most at-risk in its Community Air Risk Evaluation (CARE) Program. Based on maps of toxic air emissions and sensitive populations, six priority communities that would benefit from immediate mitigation action have been identified (Concord, Richmond/San Pablo, Western Alameda County, San Jose, Redwood City/East Palo Alto and Eastern San Francisco). Proposals that target these areas will receive points for doing so.

Evaluation Criteria and Scoring for Emission Reduction grants

Meets Grant Program objectives	25
Strength and feasibility of proposal	20
Demonstration of pollution reduction/project reach	15
Engaging impacted communities	15
Demonstrated track record/fiscally sound	15
<u>Matching Funds</u>	<u>10</u>
Total possible points	100

3) Respiratory Health Improvement Projects

=> Respiratory Health Improvement Project Grants

Grant range: \$10,000 – 50,000

Duration: 12 months

Eligible applicants: Public agencies, non-profit 501(c) 3 organizations, organizations with fiscal sponsorship under a 501(c) 3 organization, K-12 schools and small businesses committed to reducing local air pollution.

Through its respiratory health improvement grants, the District seeks to help the public minimize the potential health impacts of air borne pollutants.

Eligible projects could include (but are not limited to):

- installation of air filtration systems;
- asthma management and education programs.

The District encourages proposals that include commitments for the expansion of clearly proven best practices.

Projects that do not quantify how they would improve respiratory health are not eligible.

Proposal Requirements for Respiratory Health Improvement Project Grants

Proposals must not exceed 9 pages. Proposals should be concise, and adequately and clearly address the following elements. Proposal narratives must include ALL of the following:

- Description of the project – Provide a concise description of what you will undertake and the amount requested.
- Need(s) being addressed – Succinctly explain the need for the proposed activity and why funding from the District is critical in meeting that need.
- Goals and objectives of the proposed activity – List all goals and objectives for the proposed activity. Goals are broad aspirations whereas objectives are means to achieving a goal.

- Strategic approach – The strategic approach describes how objectives will be achieved. Include a detailed description of what you will do, how you will do it, any partners you will collaborate with, and why this particular approach is proposed. Make sure your strategic approach relates to the goals and objectives you have listed.
- Connection with District’s goal and objectives – State specifically how your project and approach will support the District’s goal and objectives (see Section II); be clear as to which objectives your project will support.
- Potential for respiratory improvement – Provide a qualitative and quantitative discussion of how your proposed activity will improve respiratory health. What is the nature of the project: counseling, providing asthma management guidelines? Support your assertions with realistic estimates of the impact your project will have, in terms such as the size of your target audience, number of people reached (directly and indirectly), actions taken, etc. Explain how you arrived at your estimations.
- Achievement of co-benefits – Discuss benefits above and beyond better health that will accrue as a result of your proposed activity, focusing on better school attendance due to better health and other potential benefits to impacted communities. Use quantitative descriptions of co-benefits as much as possible, clearly explaining the assumptions and methodologies you used for making your estimations.
- Measuring success – Clearly state the metrics by which you will evaluate success – how will you know that you have achieved your goals and objectives? You may use both qualitative and quantitative metrics.
- Timeline / Deliverables – Create an easy-to-read table listing major deliverables and estimated number of months to complete each deliverable.
- Demonstration of environmental commitment – Clearly state what your previous experience is with promoting clean air projects and demonstrate how your day-to-day business or organizational practices demonstrate environmental commitment.
- Engaging impacted communities – The Air District is committed to the mitigation of air pollution in communities defined as most at-risk in its Community Air Risk Evaluation (CARE) Program. Based on maps of toxic air emissions and sensitive populations, six priority communities that would benefit from immediate mitigation action have been identified (Concord, Richmond/San Pablo, Western Alameda County, San Jose, Redwood City/East Palo Alto and Eastern San Francisco). Proposals that target these areas will receive points for doing so.

Evaluation Criteria and Scoring for Respiratory Health Improvement grants

Meets Grant Program objectives	25
Strength and feasibility of proposal	20
Demonstration of pollution reduction/project reach	15
Engaging impacted communities	15
Demonstrated track record/fiscally sound	15
<u>Matching Funds</u>	<u>10</u>
Total possible points	100

SECTION V AFTER RECEIVING A GRANT

Award Process

Notification of preliminary approval of the projects will be made on August 21, 2009. The District will notify successful applicants electronically, unless the applicant has only a mailing address. District staff will forward the successful applicant a grant agreement for execution. The agreement will include the project's terms and conditions that the grantee must meet, including monitoring and reporting requirements, notifying the District of any change in operation, and providing certificates of insurance. Final approval for funding occurs upon execution by both the project sponsor and the District of a Community Grant Program agreement. If grantee does not complete the project or comply with all of the grant's terms and conditions, the grantee may have to repay a portion or all of the funds granted, and may be barred from future District grants. In the event that the District awards an amount that is less than the amount requested, District staff will work with the awardee to align deliverables, outcomes and timelines appropriately. Upon execution of the grant agreement, the grantee may commence work on its funded activities.

Payment of Grant Funds

The payment schedule will be established in the funding agreement for each project. No funds will be released until the funding agreement has been signed by the project sponsor and the District (i.e. fully executed). In general, payment will be made on a reimbursement basis, after project costs are incurred and documented. The final payment will be made upon adequate completion of all deliverables and submittal of a complete final report (including narrative and financial reporting).

Reporting

Grantees are required to submit quarterly reports on the progress of the project. Quarterly reports include narrative descriptions of progress and financial accounting of the grant program to date. Annual or final reports include narrative descriptions of the year's activities and final fiscal accounting for the whole year. For one-year grants, the annual report is considered the final report. For grants with an 18 month duration an annual report for the first 12 months is required and a summary or final report is required at the end of the contract period. Quarterly reports are used by the District to identify potential problems with grant implementation, in order to intervene with grantees

and modify approaches to ensure successful outcomes. Final reports are used to analyze the impact of the District's investments and assist in shaping future grant programs. All reports will be used to share information and promote successes among grantees and with the greater Bay Area community.

Report formats and requirements will be provided to grantees with their award materials.

Meetings/conferring

District staff will meet individually with all grantees onsite midway through their project implementation to assess progress made on projects.

**APPENDIX A
COMMUNITY GRANT PROGRAM COVER SHEET**

I. Applicant

Name of Organization: _____

Type of Organization: Public agency K-12 school 501c3 non-profit
 Small business Sponsored project of another 501c3 non-profit

Mailing Address: _____

Website: _____

Primary Contact Person: _____ Title: _____

Phone #: () _____ Fax #: () _____ E-mail: _____

Executive Director: _____

Phone #: () _____ Fax #: () _____ E-mail: _____

Fiscal Sponsor (if applicable)*: _____

Mailing Address: _____

Primary Contact Person: _____ Title: _____

Phone #: () _____ Fax #: () _____ E-mail: _____

** A fiscal sponsor is a non-profit or public agency that permits an organization that does not have a tax-exempt status to operate under its auspices. If you have a fiscal sponsor, please complete this box AND attach your fiscal sponsor's IRS tax-exempt letter.*

II. Project

Project Title: _____

Program Area / Grant Type (e.g. Outreach and Education, Emissions Reductions or Respiratory Health Improvement):

Total Project Cost: \$ _____ District Funding Request: \$ _____

Individual authorized to enter into a formal agreement with the Air District:

I, _____, authorize the submittal of this grant application and certify that all information is correct and accurately reflects the project scope, costs, timeline, and availability of funds.

Signature: _____ Title: _____

APPENDIX B
GUIDELINES FOR ESTIMATING GREENHOUSE GAS REDUCTIONS

Basic Calculations

To determine the amount of greenhouse gas emissions reduced from reductions in various types of energy use, or in switches to “clean” energy sources (solar, wind, etc.), use the following equations:

Electricity: (# of kilowatt hours saved) X 0.0003285 metric ton/kwh = metric tons/tonnes of GHG emissions reduced

Natural gas: (# of therms saved) X 0.005306 metric ton/therm = metric tons/tonnes of GHG emissions reduced

Gasoline: (# gallons of gas saved) X 0.00881 metric ton/gallon = metric tons/tonnes of GHG emissions reduced

Diesel: (# gallons of diesel saved) X 0.01015 metric ton/gallon = metric tons/tonnes of GHG emissions reduced

Other energy/fuel sources – contact the Air District for specific guidelines not provided here (Jim Smith, jsmith@baaqmd.gov).