# Explore the Coast

Grants

2021 ANNOUNCEMENT & APPLICATION



Explore the Coast Grants Request for Proposals

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| Background |  |  |

The California State Coastal Conservancy (Conservancy) announces the availability of grants to public agencies, tribes and nonprofit organizations for programs that facilitate and enhance the public’s opportunities to explore California’s spectacular coast. The ocean, coast, and beaches have long been recognized and used as spaces of joy, relaxation, and healing for many Californians. The ability to experience the coast without fear of physical barriers, feelings of not belonging, or financial challenge, is crucial to how individuals cultivate their own lifelong connections with the coast. The Explore the Coast grant program seeks to provide enjoyable coastal experiences for people and communities who face challenges or barriers to accessing or enjoying the coast (“ETC Priority Communities”).

**ETC Priority Communities** may include but are not limited to lower-income individuals and households, people with disabilities, people of color, immigrant communities, foster youth, and others.

Projects should also meet one or more of the following priorities:

* Provides an enjoyable experience at the coast.
* Reduces economic, physical, operational, or societal barriers to accessing or enjoying the coast.
* Inspires ongoing coastal resource stewardship ethic through active learning and interactive activities.

We anticipate that approximately $750,000 will be awarded in this grant round. **Applicants may request a grant amount up to $50,000. The average grant amount awarded ranges between $20,000 - $40,000. Applicants should apply for projects that could start in late 2021 or early 2022 and will be completed by February 2024**. The Conservancy will base the size of the award on each project’s needs, its overall benefits, and on the extent of competing demands for funds.

The Conservancy will hold a webinar on **Wednesday, February 10, 2021, 11 am – 12 pm** to walk through the Explore the Coast Grant Program and address common questions regarding the application. Potential project applicants are encouraged to attend. The registration link for the webinar is [**here.**](https://register.gotowebinar.com/register/6439420002881082639) The recorded webinar will be posted on scc.ca.gov afterwards.

**Applications must be submitted via email to** [**grants@scc.ca.gov**](mailto:grants@scc.ca.gov) **by Monday, March 22, 2021.**

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| Projects |  |  |

The Coastal Conservancy is a non-regulatory state agency that works to preserve, improve, and restore public access, natural resources, and agricultural lands along the Pacific coast and the San Francisco Bay shoreline and its adjacent counties. The Conservancy undertakes projects and works with public agencies, tribes, and non-governmental organizations to accomplish these goals.

Increasing public access to California’s coast is a core component of the Conservancy’s work. With the Explore the Coast Program, the Conservancy seeks to support programs and organizations that work with people and communities who face challenges accessing the coast and/or enjoying the coast.

Funding for Explore the Coast grants is expected to come from the Coastal Access Account, which comes from fees for permits issued by the California Coastal Commission, and the California Environmental License Plate Fund.

**Eligible Applicants**: Public agencies, tribes, and nonprofit organizations are eligible for funding. To be eligible, a nonprofit organization must qualify under the provisions of Section 501(c)(3) of the Internal Revenue Code.

**Eligible Project Locations:** Projects must involve visiting the coast of California or the shore of San Francisco Bay. The Conservancy is very interested in supporting programs that bring participants to the coast from throughout the state.

**Eligible Projects:** Eligible projects include a wide range of programs and activities that help to bring more people to the coast and/or enhance their experience at the coast. **At least 50% of participants served by the grant must be from communities who face barriers accessing the coast.**

Examples of eligible projects:

* Providing transportation for people from communities who have faced barriers accessing or enjoying the coast to take part in recreational, educational, or stewardship programs.
* Projects that provide coastal experiences for people that reduce economic, physical, or societal barriers to accessing or enjoying the coast.
* Projects that provide coastal experiences for persons with disabilities that maximize barrier-free access to the coast.
* Festivals, docent programs, or other outreach events to raise public awareness of access opportunities and/or promote recreational uses of the coast.
* Projects that provide overnight coastal experiences for participants.
* Projects that support volunteer stewardship of Coastal Trail segments or other coastal access points and habitats.
* Projects that promote the use of public transit to access the coast.

**Ineligible Projects:** Examples of ineligible projects include:

* Projects that focus on classroom-based programs and/or curriculum.
* Projects that solely involve beach clean-ups.
* Construction of new facilities. Please note, however, that the Conservancy has funded hundreds of projects to build new trails, trailheads and other amenities (beach stairways, bathrooms, overlooks, etc.) through other funding programs. Please contact us directly if you are pursuing this type of project.

We encourage you to contact us if you have any questions regarding the eligibility of your project. Additional information on how to reach us is located below.

**Helpful Resources:** The following resources may be helpful for the preparation of your grant application.

* [Sample Grant Terms](https://scc.ca.gov/files/2020/01/ETC-2020-Sample-Grant-Terms.pdf) – Please review the sample grant terms before completing your application. Please note, in particular, the insurance requirements for ETC grants. If the requirements will result in higher insurance premiums for the applicant, this cost can be included in the grant budget.
* [Sample Project Scope and Budget Tables](https://scc.ca.gov/files/2021/01/FINAL-Sample-Scope-and-Budget-Tables_ETC-2021.pdf)

**Application Submittal**: The Explore the Coast grant application is attached. Completed applications should be submitted via email as a word document to [grants@scc.ca.gov](mailto:grants@scc.ca.gov). Applicants are welcome to attach a small number of relevant photos (preferably as jpgs) with their application submission; these attachments should not exceed 10MB total. Relevant photos should provide examples of the participant activities of the proposed project.

Please be aware that all documents submitted to the Conservancy become public documents. The Conservancy will assume that submitted photos are permissible for use by the Conservancy unless the applicant clarifies otherwise.

**Submission Date**: **Applications must be submitted to** [**grants@scc.ca.gov**](mailto:grants@scc.ca.gov) **by Monday, March 22, 2021**.

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| Contact Us For Assistance |  |  |

Prospective applicants are encouraged to discuss their projects with Conservancy managers prior to submitting their applications. *Note: Regional contacts are based on regions participants come from to join the program, not on the location of the program itself.*

Questions about the application process and potential projects may be directed to:

* Karyn Gear, North Coast Program Manager, [karyn.gear@scc.ca.gov](mailto:karyn.gear@scc.ca.gov)
  + Region 1, North Coast (Del Norte, Humboldt, Lake, Mendocino, and Sonoma)
  + Region 2, Far North (Butte, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Siskiyou, Tehama, Trinity)
* Moira McEnespy, SF Bay Area Program Manager, [moira.mcenespy@scc.ca.gov](mailto:moira.mcenespy@scc.ca.gov)
  + Region 3, Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano)
  + Region 4, Sacramento & Sierras (Alpine, Amador, Calaveras, Colusa, El Dorado, Mono, Nevada, Placer, Sacramento, Sierra, Sutter, Stanislaus, Tuolumne, Yolo, Yuba)
* Trish Chapman, Central Coast Program Manager, [trish.chapman@scc.ca.gov](mailto:trish.chapman@scc.ca.gov)
  + Region 5, Central Coast (Monterey, San Benito, Santa Cruz, San Luis Obispo, Santa Barbara)
  + Region 6, San Joaquin Valley (Fresno, Kern, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare)
* Megan Cooper, South Coast Program Manager, [megan.cooper@scc.ca.gov](mailto:megan.cooper@scc.ca.gov)
  + Region 7, South Coast (Los Angeles, Orange, Ventura, San Diego)
  + Region 8, Inland Southern California and Deserts (Imperial, Inyo, Riverside, San Bernardino)

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| Application Review and Grant Award Process |  |  |

**Project Review:** Conservancy staff will evaluate each application based on how well it meets the Selection Criteria stated below. Applicants may be contacted to provide additional information during the review process. Conservancy staff may seek assistance in evaluating the proposals from individuals and/or technical experts with pertinent expertise from other governmental agencies, non-profit organizations, and other entities. After an initial round of review, a subset of the applications will also be reviewed by the Explore the Coast Advisory Board. **Applicants can anticipate being notified as to whether their project will be recommended for funding by mid-summer 2021.**

**Selection Criteria**: Projects will be evaluated against the following criteria:

* The percentage of participants served who face challenges accessing or enjoying the coast **(****at least 50% of participants served by the grant must be from communities that face barriers accessing the coast)**.
* The extent to which the project provides enjoyable experiences at the coast.
* The extent to which the project reduces economic, physical, or societal barriers to accessing or enjoying the coast.
* The extent to which the project inspires an ongoing coastal resource stewardship ethic through active learning, interactive exploration, and providing an engaged and authentic coastal experience.
* The extent to which the project is inclusive of all participants by considering differences in cultural and social backgrounds, past experiences, physical capabilities, knowledge, comfort levels, etc.
* The extent to which the project provides overall long-term positive impacts on participants (including leadership development opportunities, multi-year or extended touch programs, family or support system involvement, peer-to-peer mentorship, or solutions to overcome ongoing barriers).
* Methodology for evaluating program effectiveness.
* Project description is clear, and budget is reasonable.
* Project is ready to proceed in a timely manner.
* The applicant’s overall ability to carry out the proposed project.

**Conservancy Board Approval:** Projects recommended by staff for funding are subject to approval by the Coastal Conservancy Board at a noticed public meeting. Conservancy staff will present the recommendations for Explore the Coast grants to the Conservancy Board in September 2021. Applicants recommended by staff for funding are required to provide staff with all pertinent information in a timely manner to ensure Board consideration.

Project funding will not be available until a grant agreement between the Conservancy and the grantee has been executed which will generally take at least six weeks after Board approval (Fall 2021).

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| Map of Explore the Coast Regions |  |  |

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**EXPLORE THE COAST GRANT APPLICATION**

**CONTACT INFO**

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| --- | --- | --- | --- |
| **Organization\*** |  | | |
| **Contact Person** |  | **Email** |  |
| **Position/Title** |  | | |
| **Phone** |  | **Fax** |  |
| **Address** |  | | |
| **Federal Tax ID#** |  | | |

**\*If applicable, Include name of fiscal or project sponsor.** – If applicant qualifies as a 501(c)(3) organization, provide your IRS 501(c)(3) letter. *Note: Applicants who have submitted these documents in the past two years do not need to resubmit it.*

**PROJECT INFO**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name** |  | | |
| **Amount Requested (**round up to nearest hundred) | **$** | **Total Project Cost** | **$** |
| **Start Date** |  | **End Date** |  |

**LOCATION INFO**

|  |  |
| --- | --- |
| **What specific facility(ies) will the project use/visit (**e.g., Santa Monica Pier, Stinson Beach, Point Reyes National Seashore**)?** |  |

**Directions:** Please read each question carefully and follow the instructions for providing your responses. Unless otherwise indicated, responses should be 1-2 concise paragraphs per question.

1. **Project Summary**. In no more than 3 sentences, summarize the proposed project including the communities served, the total number of participants served, the primary participant activities, and key objectives of your project.
2. **Explore the Coast Program Priorities.** Which Explore the Coast Program priorities does the project meet (check all that apply)?

Provides an enjoyable experience at the coast.

Reduces economic, physical, operational, or societal barriers to accessing or enjoying the coast.

Inspires ongoing coastal resources stewardship ethic through active learning and interactive activities.

Briefly describe how the project meets each checked program priority above in 1-2 sentences per priority.

1. **ETC Priority Communities Served.** The Explore the Coast grant program seeks to provide coastal experiences to people and communities who face challenges or barriers to accessing or enjoying the coast (“ETC Priority Communities”).
   1. Please help us to better understand which community(ies) the project is serving by filling out the three tables below to the extent you are able. Numbers can be approximate.

| **Participants Served by Coastal Conservancy Grant in Budget Below** | **Estimate Number Served by Coastal Conservancy Grant** |
| --- | --- |
| **Total number of participants** |  |
| **Total number of participants from ETC Priority Communities** (includinglower-income individuals and households, people with disabilities, people of color, English as a  Second Language (ESL) communities, immigrant communities, foster youth, and others**.**) |  |

| **ETC Priority Communities** | **Estimated Number of Participants** |
| --- | --- |
| Low-income |  |
| People with Physical Disabilities |  |
| People with Cognitive or Emotional Disabilities |  |
| English as Second Language Learners |  |
| Foster and Homeless Youth |  |
| People of Color | |
| Black |  |
| Asian/Pacific Islander |  |
| Latinx |  |
| Indigenous |  |
| Multi-Racial |  |
| Other ethnicity, please specify: |  |
| Other communities facing barriers accessing or enjoying the coast | |
| People who were formerly incarcerated |  |
| Veterans |  |
| Other, please specify: |  |

| **Regions of the State**  **(see map in attached announcement)** | **Estimated Number of Participants from Each Region Served by Grant** |
| --- | --- |
| Region 1, North Coast |  |
| Region 2, Far North |  |
| Region 3, Bay Area |  |
| Region 4, Sacramento Valley & Sierras |  |
| Region 5, Central Coast |  |
| Region 6, San Joaquin Valley |  |
| Region 7, South Coast |  |
| Region 8, Inland Southern California and Deserts |  |

* 1. Provide a brief explanation as to why the project is intended to serve the demographic(s) indicated in the tables above. Be specific on any challenges or difficulties that the community(ies) faces in accessing or enjoying the coast and how the program will address those barriers.
  2. Describe how your program is inclusive of all participants and takes into consideration differences in cultural and social backgrounds, past experiences, physical capabilities, knowledge, comfort levels, etc. when participating in program activities.
  3. Will people with physical, cognitive, or emotional disabilities be served through your program?

YES  NO

**If yes,** please provide additional details on how you will address inclusion and accommodation of such participants.

1. **Building and Fostering Connections with ETC Priority Communities.**  Please limit your responses for each following questions to 1 paragraph each.
   1. Describe any current or previous relationship building or engagement with the community(ies) served by the project.
   2. Where and how will you perform outreach to recruit participants for your program (i.e., bilingual flyers, community workshops, working with Title 1 schools, etc.)?
   3. Describe the ways in which the program is designed to have long-term positive impacts on participants. This can include leadership development opportunities, multi-year or extended touch programs, family or support system involvement, peer-to-peer mentorship, or solutions to overcome ongoing barriers.
   4. Does your organization include staff, board members, or leaders who reflect the demographic(s) or experiences of the community(ies) the project intends to serve?

YES  NO

**If no,** please explain what steps your organization or the project will take to address this.

1. **Participant Experience.** What specifically will participants be doing over the course of your program? What will the days, trips, activities look like? You may attach a programming schedule to support your response.
2. **Program Duration.** Complete the below table based on the estimated duration of project activities, trips, events, etc., that will be funded by the grant. If your proposal involves multiple programs with different participants, specify the duration and number of participants for each.

| **Specific program(s) funded by the grant** | **Total number of participants served by program** | **Total duration per participant** | **Explanation** |
| --- | --- | --- | --- |
| Ex. Surfing lessons | 30 | 30 hours | 10 3-hour lessons for each participant |
| Ex. Beach adventure day | 100 | 6 hours | 1 day at the beach |
| Ex. Coastal overnight trip | 40 | 40 hours | 2 weeklong camping trips for 20 kids each trip |
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1. **Project Evaluation.** What are your organization’s metrics and methods for measuring the success of the project or program?

Does your program conduct pre and/or post surveys of participants?

YES  NO

1. **Applicant capacity.** Briefly describe your organizational capacity to implement the project. When was your organization established? Will this grant fund an existing program or a new program?

If applicant is a nonprofit organization, has your organization submitted the Conservancy’s Nonprofit Pre-Award Questionnaire within the last two years?

YES  NO

**If no, please** [**complete this questionnaire**](https://scc.ca.gov/files/2019/07/SCC_Grant_Appl-NPO_PreAwardQuestionnaire.pdf), and submit with your application along with your

organization’s IRS 501(c)(3) letter and Articles of Incorporation*.*

1. **Project Scope and Schedule.** Fill in the table below using the project tasks provided (project management, preparation, implementation, and project evaluation). Follow the directions in the table to explain each scope category. A sample project scope and schedule table is available for reference [**here.**](https://scc.ca.gov/files/2021/01/FINAL-Sample-Scope-and-Budget-Tables_ETC-2021.pdf)

| **Project Scope** | **Description** | **Completion Month-Year** |
| --- | --- | --- |
| **Project Management** |  |  |
| Project Management Costs | *List specific tasks related to project and grant management. Estimate the total number of staff hours and identify any other costs beyond staff time.* |  |
| **Project Preparation** |  |  |
| Project Preparation | *List specific tasks related to the program preparation, such as participant outreach, coordination with project partners, staff training, other logistical activities. Estimate the number of staff hours required for each and identify any other costs beyond staff time.* |  |
| **Project Implementation** |  |  |
| Transportation Costs | *Estimate the transportation costs. For example, 5 all day bus trips at $650/bus; 10 van rentals at $100/day.* |  |
| Equipment Costs | *Estimate equipment purchase or rental costs. For example, 10 wetsuits for $150/each.* |  |
| Staff Costs | *Estimate the number of staff hours for the project implementation phase.* |  |
| Other Costs | *List the other costs included in the implementation budget. Examples of other costs include lodging, food, etc.* |  |
| **Project Evaluation** |  |  |
| Project Evaluation | *Estimate the number of staff hours for project evaluation and identify any other costs beyond staff time.* |  |

1. **Preliminary Budget.** In the budget table below, enter the estimated cost for each budget item below that will be paid for by the Conservancy grant and the amount paid by other funds. Round the cost for each task up to the nearest $100. **The table will automatically sum the totals for each row and column. To do this, highlight the whole table and hit F9**. See [**sample budget.**](https://scc.ca.gov/files/2021/01/FINAL-Sample-Scope-and-Budget-Tables_ETC-2021.pdf)

**Note: Describe any in-kind services or contributions in question #13. DO NOT include in-kind services or contributions in the table below.**

| **Project Budget** | **Coastal Conservancy**  **Funds** | **Other Funds** *\*Do not include In-Kind services in this table* | **Total Cost** |
| --- | --- | --- | --- |
| **Project Management** |  |  |  |
| Project Management Costs | **$ 0** | **$ 0** | **$ 0** |
| **Project Preparation** |  |  |  |
| Project Preparation Costs | **$ 0** | **$ 0** | **$ 0** |
| **Project Implementation** |  |  |  |
| Transportation Costs | $ 0 | $ 0 | $ 0 |
| Equipment Costs | $ 0 | $ 0 | $ 0 |
| Staff Costs | $ 0 | $ 0 | $ 0 |
| Other Costs (Supplies & Food) | $ 0 | $ 0 | $ 0 |
| Implementation Cost Total | **$ 0** | **$ 0** | **$ 0** |
| **Project Evaluation** |  |  |  |
| Project Evaluation Costs | **$ 0** | **$ 0** | **$ 0** |
| **Administrative Costs (if applicable)** |  |  |  |
| Indirect costs\* | $ 0 | $ 0 | **$ 0** |
| Fiscal Sponsorship Fee | $ 0 | $ 0 | **$ 0** |
| Administration Cost Total | **$ 0** | **$ 0** | **$ 0** |
| **BUDGET TOTAL** | **$ 0** | **$ 0** | **$ 0** |

\* Indirect costs can be up to **15**% of total value of grant. Indirect costs charged on labor can exceed 15% as long as the direct costs are below 15% of the total cost of the grant.

**Indirect Cost Description.** If applicable, please briefly describe how indirect costs are calculated.

1. **Cost to Participants.** Describe costs, if any, to participants in your program. Identify whether grant funding would enable the program to be free or subsidized.
2. **Other Funds.** Provide information about the specific source of any “Other Funds”, and whether that funding has been secured or is dependent on a future award or authorization.
3. **In Kind Services.** In-kind services or contributions include volunteer time and materials. Describe and estimate the value of expected in-kind services.

The Conservancy seeks to continuously improve our grant application process. Please take some time after completing the ETC Grant application to provide feedback on your experience as an applicant. The survey link can be accessed [here](https://www.surveymonkey.com/r/3TLJBYK). Responses will be collected anonymously.