

Coastal Stories Grants



2021 ANNOUNCEMENT

Released October 25, 2021



Pre-proposal is attached to this announcement

- Submit pre-proposals via email to grants@scc.ca.gov
- An initial round of pre-proposals is due January 31, 2022. After that date, pre-proposals will be accepted and evaluated on a rolling basis.

Questions? Email coastalstories@scc.ca.gov

Coastal Stories Grants Request for Proposals

Introduction

The Conservancy's Coastal Stories Grant Program will be providing grants to tribes, nonprofit organizations, and public agencies to create storytelling installations or materials (such as murals, signage, monuments, or guides) that represent communities and voices that have been historically excluded from the storytelling on California's coast and publicly accessible lands.

Pre-proposals can be submitted via email to grants@scc.ca.gov. Pre-proposals are due by 5pm on January 31, 2022. Pre-proposals submitted after this date will continue to be considered on a rolling basis after the first batch of submissions is reviewed. Based on this review, applicants may be invited to submit a full proposal or asked to provide further information on their project.

About the State Coastal Conservancy

The State Coastal Conservancy ("Conservancy") is a state agency, established in 1976, to work proactively with local communities to implement multi-benefit projects that achieve its mission:

"The State Coastal Conservancy's vision is of a beautiful, restored, and accessible coast for current and future generations of Californians. We act with others to protect and restore, and increase public access to, California's coast, ocean, coastal watersheds, and the San Francisco Bay Area."

Website: <https://scc.ca.gov/grants/>

Our jurisdiction is the California coast, watersheds of coastal draining rivers and streams that extend inland from the coast, throughout the nine-county San Francisco Bay Area, and throughout the Santa Ana River watershed. Attachment 1 to this RFP includes a map of our jurisdiction.

Coastal Stories Grant Program Overview

Background

California's coast and outdoors have long been recognized and used as spaces of joy, relaxation, community, and healing for many Californians. However, in these places across the state, the European-settler perspective dominates history and storytelling materials. This perspective teaches the public an incomplete history that often excludes Black, Indigenous, People of Color (BIPOC), immigrant, and other communities. As a result, these materials can send a message that some groups do not belong, or are not welcome in the outdoors. To make California's

outdoor spaces more welcoming and inclusive, we want to increase representation of BIPOC and other historically excluded groups by amplifying their voices, perspectives, and stories. This is the first time the Conservancy has held this grant program.

Program Overview

The Conservancy's Coastal Stories grant program will fund projects that develop and deliver installations and other products that represent the stories of BIPOC, immigrant and other voices that have been historically excluded on California's coast. By documenting and sharing these histories and stories, we aim to make outdoor spaces and interpretive centers feel welcoming and inclusive for all Californians.

As part of the Conservancy's Explore the Coast (ETC) program, this effort is intended to make the outdoors more welcoming to people and communities that face barriers to accessing or enjoying the coast. These communities may include but are not limited to BIPOC people, people with disabilities, immigrant communities, low-income communities, and other historically excluded communities.

These are the priorities of the Coastal Stories grant program:

- Promote a sense of belonging in outdoor spaces by presenting perspectives that include BIPOC and/or other historically excluded communities.
- Engage representatives of BIPOC and/or other historically excluded communities to develop and share their coastal perspectives and stories.
- Improve educational content in California's outdoor spaces by correcting one-sided histories, retelling stories in more appropriate and inclusive ways, and developing new content that shares untold stories.
- Use creative forms of interpretation and storytelling.

Program Funding

Up to \$1 million will be awarded in this grant round. There are no maximum or minimum grant amounts for this funding; however, it is anticipated that most grants will be up to \$200,000. The budget for the requested amount should reflect the scale and effort required to implement the project.

Projects

Eligible Projects

Projects should research, develop, and/or present diverse stories, and/or present stories directed towards visitors whose perspectives have been historically excluded from publicly accessible outdoor spaces. Proposals that use creative forms of historical, ecological, and cultural storytelling are encouraged. The Conservancy envisions that these storytelling materials will foster representation of BIPOC and other historically excluded groups in outdoor spaces, making the outdoors more inclusive and welcoming for all Californians.

All projects must present a story connected to outdoor spaces in a way that will reach the public. We will fund planning and preparation activities such as hiring historians/ storytellers/ artists, community engagement, designing materials, acquiring permits and permissions, and installation, creation, or implementation of project. Please see our [Inclusive Interpretive Signage Guidelines](#) for specific suggestions on producing inclusive content.

Examples of eligible projects:

- Developing and implementing storytelling products including but not limited to signage, monuments, audio tours, maps, guides, and video/audio linked to QR codes.
- Hiring artists and/or community members to design and implement murals or other visual art installations.
- Hiring a historian or community members to research and write content and developing storytelling products with this content.
- Adding storytelling/ interpretive elements onto existing waterfronts, public accessways, interpretive centers, installations/education exhibits, etc.
- Projects that use creative forms of storytelling not listed here are also encouraged to apply.

Examples of ineligible projects include:

- Hiring historians or community members to write content, without presenting this content in a way that will reach its expected audience.
- Primarily social media campaigns/content.
- Projects that provide excursions to the coastal. Please see the Conservancy's [Explore the Coast grants](#) for this type of funding.
- Construction projects that do not involve storytelling. 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.

Eligible Applicants

Federally-recognized tribes, nonprofit organizations, and public agencies 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. Other community-based organizations and tribes that are not federally-recognized may apply with a 501(c)(3) fiscal sponsor.

Partnerships

Partnerships between landowners and community-based organizations, historians, and other types of storytellers are highly encouraged. If the primary applicant is a landowner, they should detail how they are partnering or otherwise elevating underrepresented voices. If the primary applicant is a community storyteller, they should detail how they are partnering with, or have

the cooperation of the landowner for implementation and maintenance. We are willing to help community storytellers connect and build partnerships with landowners – you can find Conservancy contact information on [page 8](#).

If the applicant is not the landowner, they'll need to provide a support letter from the landowner at the time of full-proposal submission. Please note that if selected for Conservancy funding, projects conducted on another entity's land must have a signed landowner access agreement between the applicant and the landowner before the project can begin.

Maintenance Requirement

Applicants should have a plan for the maintenance of projects for a reasonable lifetime. Conservancy staff can assist applicants with determining the maintenance requirement for their project.

Eligible Project Locations

Projects should take place on publicly accessible parks and lands within the Conservancy's jurisdiction, which includes the coast, watersheds of coastal draining rivers and streams that extend inland, throughout the nine-county San Francisco Bay Area, and throughout the Santa Ana River watershed. A map of our jurisdiction is attached to this RFP.

Award Amount Per Project

There are no maximum or minimum grant amounts for this funding; however, it is anticipated that most grants will be up to \$200,000.

Project Duration

Applicants should apply for projects that could start in mid to late-2022 or early 2023 and must be completed by February 2026.

Copyright Release

Intellectual property rights in the projects produced pursuant to a Coastal Stories grant may be negotiated.

Applying for Funding

Pre-Proposal Submittal

Applying for this funding program consists of a pre-proposal, followed by a full proposal upon invitation. The pre-proposal for this grant program is attached to this document, below.

Completed pre-proposals should be submitted via email as a word document to grants@scc.ca.gov. Applicants are welcome to attach a small number of relevant maps and photos (preferably as jpgs) with their submission; these attachments should not exceed 10MB total.

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. Please indicate if photos, maps, or other material submitted with your pre-proposal and proposal require crediting when reused by the Conservancy. You should indicate this on each document.

Prior to pre-proposal submission, we recommend that applicants:

- Read through this full announcement.
- Participate in the optional technical assistance webinar or watch the posted webinar video if unable to participate live. See [page 8](#) for details.
- Request an initial project phone or Zoom consultation to help determine if a project idea is eligible (see contact info in following section). New applicants are highly encouraged to request a consultation prior to pre-proposal submission. See [page 8](#) for details.
- Review the following materials for grantees on the Conservancy website to understand standard grantee requirements if your proposal were to be selected for funding.
 - **Typical Grant Agreement Terms:** <https://scc.ca.gov/files/2020/05/Typical-Grant-Agreement-Terms.pdf>
 - **Grantee Manual:** <https://scc.ca.gov/grants/grantee-manual/>

Deadline to Apply

Pre-proposals are due by 5pm on January 31, 2022. Pre-proposals submitted after this date will continue to be considered on a rolling basis after the first batch of submissions is reviewed. Grants will be awarded until funds are all granted.

Next Steps in the Proposal & Grant Award Process

A. Full Proposal

Within 60 days of receipt of a pre-proposal, the Conservancy will notify the applicant in writing (email) that either (1) their pre-proposal is not eligible/competitive, (2) additional information or clarifications about the proposed project is required for further consideration, or (3) they are invited to submit a full proposal. For projects that align well with the purposes of Coastal Stories but are not adequately developed in the pre-proposal stage, Conservancy staff may provide guidance to help applicants to further develop their project concepts and re-submit the pre-proposal.

Once invited to submit a full proposal, applicants will be provided with instructions and the proposal form. Applicants that are not the project area's landowner will need to attach a letter of support from the landowner indicating their support. Email the completed proposal to the Conservancy at grants@scc.ca.gov. After you have submitted your proposal, we ask that you fill out this anonymous short survey to help us improve our grant process in the future: <https://www.surveymonkey.com/r/3TLJBYK>.

Within 60 days of receipt of a full proposal: The Conservancy will notify the applicant in writing (email) that either (1) their full proposal will not be considered further, (2) their full proposal will require additional time for review, or (3) their proposed project will be recommended for funding at a future Conservancy meeting.

B. Conservancy Authorization of Grant

Grant awards must be authorized by the Coastal Conservancy at a public meeting. The Conservancy meets approximately five times a year, usually at various coastal locations statewide or in Sacramento, but may also meet in a virtual setting such as “Zoom.” Conservancy staff will provide details about the board meeting and following steps (such as entering into a grant agreement). 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. Projects are expected to begin mid to late-2022 or early 2023 and must be completed by February 2026.

Selection Criteria

The following criteria will be used to evaluate pre-proposals & proposals:

- The extent to which the project meets Coastal Stories Program priorities:
 - Promote a sense of belonging in outdoor spaces by presenting perspectives that include BIPOC and/or other historically excluded communities.
 - Engage representatives of BIPOC and/or other historically excluded communities to develop and share their coastal perspectives and stories.
 - Improve educational content in California’s outdoor spaces by correcting one-sided histories, retelling stories in more appropriate and inclusive ways, and developing new content that shares untold stories.
 - Use creative forms of interpretation and storytelling.
- The extent of leadership and participation by the community whose story is being told.
- The extent to which the project promotes a more inclusive experience in the outdoors for all Californians by considering differences in cultural and social backgrounds, past experiences, physical capabilities, knowledge, etc.
- Demonstration of meaningful outreach and community engagement in developing the story/ content.
- Demonstration that the project will reach its intended audience.
- Project description is clear, and budget is reasonable.
- Project is ready to proceed in a timely manner (Projects are expected to begin mid to late-2022 or early 2023, and must be completed by February 2026)
- The applicant’s overall ability to carry out the proposed project, including having the necessary partnerships. The project team’s ability to maintain the project for its reasonable lifetime.
- Site feasibility (e.g. existing infrastructure, ADA compliance, permitting/zoning/park general plans, CEQA status, etc.).

- California Environmental Quality Act (CEQA) Compliance – The Conservancy must consider how CEQA applies to each funding decision. Unless an exemption applies to the project or to the work being funded, the required CEQA documentation must be complete before the Conservancy authorizes a grant. CEQA documentation does not have to be complete to apply for a grant.

In addition, pre-proposals & proposals will be reviewed by Conservancy staff for consistency with [Division 21 of the Public Resources Code](#), the Conservancy's [Strategic Plan](#), and the Conservancy's [Project Selection Criteria](#).

Contact Us for Assistance

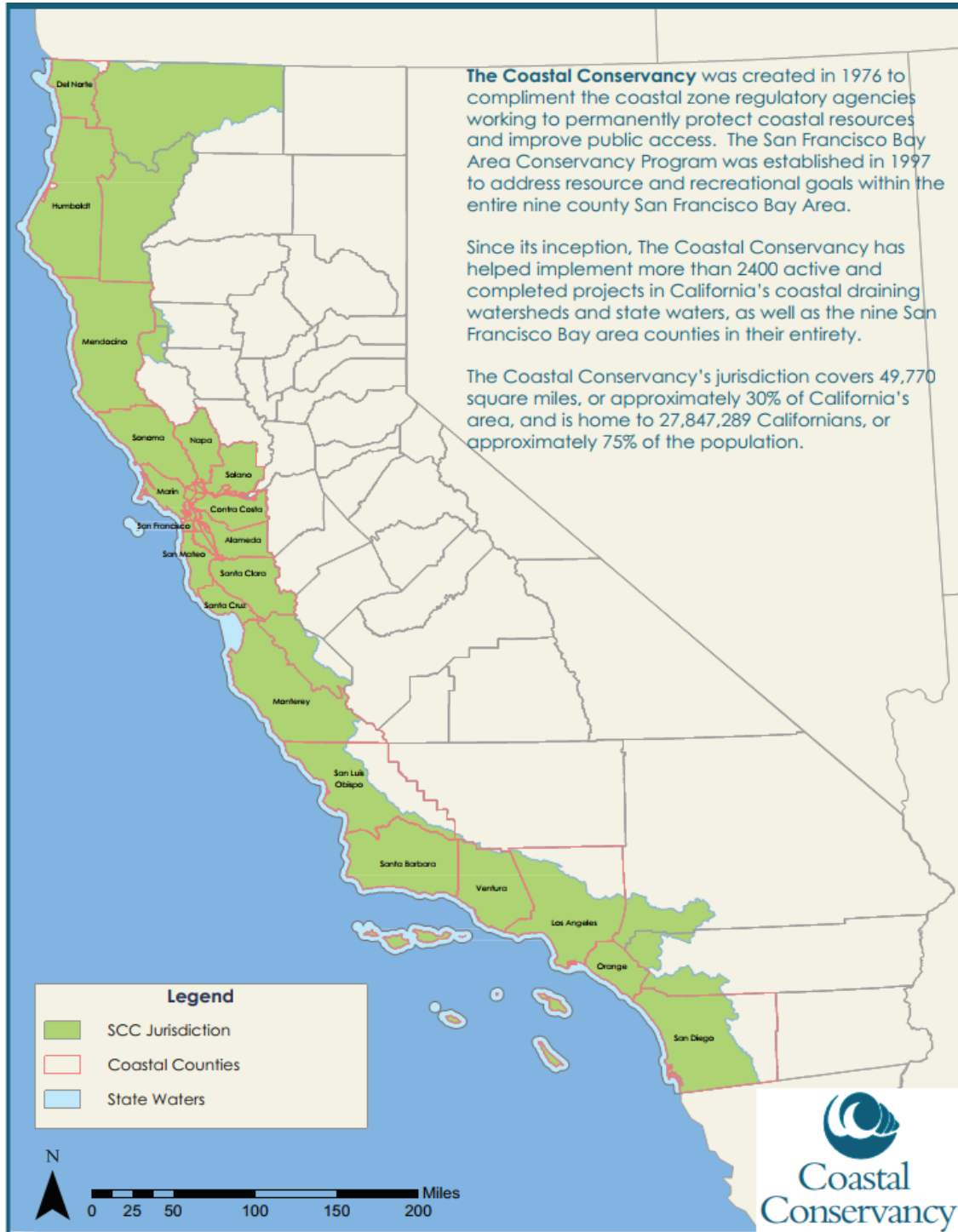
Contact Information

Prospective applicants are encouraged to discuss their projects with Conservancy staff prior to submitting their pre-proposals. We are willing to help community storytellers connect and build partnerships with landowners. You can also reach out to us with questions about the proposal process. You may email any questions and requests for consultations to coastalstories@scc.ca.gov.

Technical Assistance Webinar

The Conservancy will hold a webinar on **Tuesday, November 16, 2021, 12pm - 1pm** to walk through the Coastal Stories Grant Program and address common questions regarding the application. Potential project applicants are encouraged to attend. The registration link for the webinar is [here](#). The recorded webinar will be posted on scc.ca.gov afterwards.

Attachment 1: State Coastal Conservancy Jurisdiction Map





COASTAL STORIES GRANT PRE-PROPOSAL

CONTACT INFO

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	

* Projects are expected to begin mid to late-2022 or early 2023

LOCATION INFO

County	
Specific Location (address, cross streets, lat/long, etc.)	

Directions: Please answer the questions below. Add lines below each heading as needed; pre-proposal should be around 3 pages or less (not including maps or photos). Please submit your pre-proposal to grants@scc.ca.gov.

1. **Project Description.** In 2 paragraphs, please describe the proposed project. Please explain the project's goals and expected outcomes, including what story you would like to tell, what storytelling products will be created, and who the target audience is. Attach a map of the project location (and photos if helpful), and briefly describe the project location. Be specific about the portion of the project that would be funded by this request. You may share additional materials as links or attachments to better explain your project to us (optional).
2. **Coastal Stories Program Priorities.** Which Coastal Stories Program priorities does the project meet (check all that apply)? Briefly describe how the project meets each checked program priority in 1-2 sentences per priority.
 - Promote a sense of belonging in outdoor spaces by presenting perspectives that include BIPOC and/or other historically excluded communities.
 - Engage representatives of BIPOC and/or other historically excluded communities to develop and share their coastal perspectives and stories.
 - Improve educational content in California's outdoor spaces by correcting one-sided histories, retelling stories in more appropriate and inclusive ways, and developing new content that shares untold stories.
 - Use creative forms of interpretation and storytelling.
3. **Who's Involved.** List the organizations, agencies, and community-based partners that are involved with the project. In 2-3 sentences describe each partner's role in completing the project, specifying who the landowner is, and each partner's involvement thus far in the project process.
4. **Project Schedule.** Provide a project schedule that estimates the completion date of the major project tasks and any major milestones. Projects must be complete by February 2026.
5. **Preliminary Budget.** Please include the estimated total cost of the project, what activities you are requesting Conservancy funding for, and the proposed sources of additional funding. Include proposed funding sources even if they are not yet secured, but please make the status clear.
6. **Pre-proposal Checklist.** Please include the items on the following checklist as attachments to your pre-proposal.

	Pre-proposal Item
<input type="checkbox"/>	1. Pre-proposal including cover sheet and around 3 pages or less to answer the questions
	2. Additional visual or audio files that may help convey your project idea (optional, see pre-proposal section #1)
<input type="checkbox"/>	3. Project Location Map & Photos
<input type="checkbox"/>	4. Design Plans & Images (optional)