

Cal IPC Symposium  
October 12, 2012

# Seeking Funding in a Competitive Environment



# Part 1: Funding Sources

The Southern California Wetlands Recovery Project's

(1) Wetlands Recovery  
Project Work Plan\*

(2) Community Wetland  
Restoration Grant Program



\*Inclusion on the WRP Work Plan **does not** mean the project has been awarded a grant or is guaranteed funding

# Southern California Wetlands Recovery Project (WRP)

## *What is the WRP?*

- Created in 1997 by an MOU between 17 State and Federal Resource Agencies
- Working cooperatively to acquire and restore rivers, streams, and wetlands in coastal southern California
- Accelerate the pace, extent and effectiveness of wetlands recovery in the region
- Geographic scope: Point Conception to Mexico



# WRP Work Plan

- The Work Plan identifies priority projects for acquisition, planning, restoration and enhancement of wetlands in the coastal watersheds of Southern California.
- supports the WRP's Regional Restoration Strategy
- a valuable tool for communicating regional priorities, funding needs and facilitating agency collaboration.
- Projects selected become eligible for technical assistance from WRP Staff and for funding by WRP partner agencies.



# WRP Work Plan - *Schedule*

- RFP was released October 1, 2012
- Pre-proposals due: November 30, 2012
- Pre-proposal review meetings: Jan – Feb 2013  
→ must be invited to submit Full Proposal
- Full proposals due: May 3, 2013
- Staff review of proposals: May – June 2013
- WMG proposal review meeting: July 10, 2013
- Update Work Plan: July – August 2013
- BOG Work Plan adoption: Sep/Oct 2013

# Community Wetland Restoration Grant Program

## GOALS

- implement community based wetland restoration
- provide wetland and watershed education
- support organizational capacity building
- engage diverse communities



# small projects with big returns



*“...small implies not just small levels of funding, but clearly defined, ready to implement projects that are implemented in a short time span without the permitting, planning and funding complexities of large restoration projects carried out by contractors...these projects are defined by the community and funding partners, then implemented, and successfully completed by the community...there is a real sense of achievement and forward momentum...”*



# CWRGP Producing Results: Storke Ranch Vernal Pool Restoration



## *Before*

Heavily degraded post-ag site dominated by invasive non-native grasses

## *After*

Variable topography with vernal pools and diversity of native species





# CWRGP - *Schedule*

- RFP will be released in January 2013
  - Proposals due in Mar/Apr 2013
  - Committee review of proposals: Apr/May 2013
  - Project Agreements established: Jun - Aug 2013
  - Projects begin later summer or Fall 2013
- ➔ Project implementation durations should be planned to be “on the order of a year”

# Other Funding Sources

- NOAA Community-based Restoration Program Project Grants
- US EPA 5 Star Restoration Grant Program
- US FWS Conservation Partnerships Program
- NFWF Funding Opportunities
- Metropolitan Water District Community Partnering Program
- Audubon's Together Green Grant Program



# Part 2: Strong Applications

## WRP COMMUNITY WETLAND RESTORATION GRANT PROGRAM

### APPLICATION SUMMARY

1. **Project Name:** Mission Canyon Cape Ivy Eradication Project

2. **Type of Project:** Restoration/Enhancement

3. **Project summary**

Infestations of Cape Ivy, Kikuyu Grass, and other non-native pest plants that have established near the terminus of the Santa Barbara water tunnel in upper Mission canyon will be eliminated through several rounds of manual weeding over the course of two years.

4. **Location:**

County:	Santa Barbara
Watershed:	Mission Creek
State Senate District number:	19
State Assembly District number:	35
Congressional District number:	23

5. **Acreeage:**

Total acreage of project area:	0.5 acres
Acres of existing (pre-project) wetland habitat:	0.05
Acres of post-project wetland habitat:	0.1
Feet of stream corridor (if applicable):	200

6. **Community:** The Santa Barbara Urban Creeks Council will reach out to our mailing list of active members, work with the Mission Canyon Association and their volunteer base, and actively recruit and educate the hundreds of people who walk by the site every day.

7. **Budget Summary:**

Total project cost:	\$5780
Amount requested from WRP:	\$5780

8. **Contact Information:**

Name: Jason Nelson

# *Ten Considerations for a Stronger Application*

1. Meet the criteria and goals of the grant program.  
Eligibility requirements are usually clearly laid out; read the RFP carefully
2. Start early on your project development and proposal. It takes time to identify and work with partners and develop project details and timeline
3. If RFP describes 4 criteria, your project really needs to meet all 4 to some degree. Those proposals meeting all the criteria very well will outrank those meeting them only somewhat well, or meeting only some of them very well  
→ This doesn't have to be a limitation; it may be an opportunity

# *Ten Considerations for a Stronger Application*

4. Follow instructions when completing the application. It might seem obvious, but people don't do it.
5. Use your space wisely; not all sections are of equal importance.
6. Do not include broad statements in your proposal; be specific.
7. Use a descriptive title



# *Ten Considerations for a Stronger Application*

8. In an electronic submittal, be organized - consolidate files; don't send a cover letter, the proposal, the budget, a map, and 4 images, all as separate files.
9. Provide a detailed budget, so that we know your request is a well founded number, and it enables us to work with you on potential revisions. Make sure the budget line items correlate with the Project Description.
10. It's a competitive world - if you can't meet the grant's requirements, find another grant

