



# Enhancement Program

## Concept Proposal Guidelines

***Due: September 15, 2017 5 PM***

### Introduction

The Stewardship Council is a private non-profit foundation formed in 2004 as part of a Pacific Gas and Electric Company (PG&E) settlement agreement with the California Public Utilities Commission (CPUC)—Final Order and Settlement Agreement, and the Stipulation Resolving Issues Regarding the Land Conservation Commitment (Stipulation). The Stewardship Council is responsible for developing and implementing a land conservation plan for the permanent protection of 140,000 acres of PG&E's watershed lands (Watershed Lands) located within the Sierra and Cascade mountain ranges. The overarching goal of the plan is to preserve and enhance the Watershed Lands for the following six beneficial public values (BPVs):

- Protection of the Natural Habitat of Fish, Wildlife, and Plants
- Preservation of Open Space
- Outdoor Recreation by the General Public
- Sustainable Forestry
- Agricultural Uses
- Historic Values

As part of this land conservation effort, the Stewardship Council is funding projects that will enhance the BPVs on the PG&E Watershed Lands. This document provides potential applicants with information on the application process, including the types of organizations and enhancement projects that are eligible for funding from the Stewardship Council, as well as instructions on preparing and submitting a concept proposal for enhancement project grant funding. Concept proposals are the first step in securing an Enhancement Program grant and will be followed by an invitation to submit a full proposal and a selection process. Interested applicants are strongly encouraged to contact the Stewardship Council at (916) 277-0700 prior to submitting a concept proposal.

## Key Requirements of Enhancement Program

**Location of Projects** - An important requirement of the Enhancement Program is that all projects funded by the Stewardship Council be located on the PG&E Watershed Lands. Maps of the PG&E Watershed Lands can be found at the following link:

[http://www.stewardshipcouncil.org/land\\_conservation/planning\\_units/](http://www.stewardshipcouncil.org/land_conservation/planning_units/).

**Types of Eligible Projects** - Grants will only be awarded for eligible projects that fall under one or more of the categories described below, with most funding likely being awarded for restoration and improvement projects.

- **Restoration:** Restoration projects must implement physical alterations to the land. Examples of restoration projects may include meadow restoration, riparian habitat restoration, revegetation, and fuels treatments.
- **Improvement:** Improvement projects must implement physical alterations to the land. Examples of improvement projects may include the development of new or additional trails, day use areas, onsite structure improvements, and noxious weed treatments.
- **Protection:** Protection projects such as background studies, resource surveys and management plans that direct the majority of funding toward implementation of physical enhancements to the land. Examples of protection projects include installing fencing, berms, boulders, vehicle barriers, and signage.

**Project Selection Considerations** - The Stewardship Council Enhancement Program is a competitive program and grants are recommended by an Enhancement Review Committee (ERC) comprised of Stewardship Council board members and outside experts. The Stewardship Council seeks proposals that clearly identify and meet needs, deliver high quality projects, and overall address many of following seven considerations:

- Contribution to preservation or enhancement of one or more of the six BPVs
- Capacity and demonstrated ability of project sponsor to implement and champion the project
- Feasibility of timely implementation of the proposed project
- Provides significant and meaningful conservation and stewardship opportunities for youth, engages youth and other organizations such as conservation corps, and other partners to implement conservation projects



- Leveraging of significant funding from other sources, including Sierra Nevada Conservancy, California Department of Fish and Wildlife Prop 1 funding, and others funders
- Proven support from stakeholders
- Geographical distribution of enhancement funding across the PG&E Watershed Lands

**Eligible Grant Applicants and Awardees** - Organizations that are eligible to apply for and receive grant funding from the Stewardship Council for enhancement projects must meet the following criteria:

1. The applicant must be a federal and California tax-exempt organization under sections 501(c)(3) and 509(a)(1) or (2) of the Internal Revenue Code; a public agency as defined in section in Section 170(c)(1) or Section 511(a)(2)(B) of the Internal Revenue Code; or a federally or state recognized tribe.
2. The applicant must have been in existence for at least one fiscal year prior to the date of the application.
3. The applicant has an annual operating budget that exceeded \$100,000 in the prior fiscal year.

Applicants invited to submit a full proposal will be required to submit a copy of the appropriate documentation proving tax exempt status.

Exceptions to the eligibility criteria may be approved on a case-by-case basis. Organizations that may not meet, or have questions about, the criteria listed above are advised to contact the Stewardship Council prior to preparing and submitting a concept proposal.

**Permission of Landowner** - The PG&E Watershed Lands that are subject to the Stewardship Council's land conservation program consist of lands that are either being donated to certain qualified organizations or lands that will continue to be retained and managed by PG&E subject to a conservation easement to protect and enhance the BPVs..

Enhancement projects proposed on land that will be donated to a new owner must provide written evidence of support from the new owner/prospective donee, unless the donee is the applicant. Attach documentation along with support letters at the end of the proposal.

Enhancement projects proposed on PG&E Watershed Lands to be retained by PG&E will be subject to an additional review and approval process by PG&E referred to as the "Third-Party Review and Approval Process." Pursuant to this process, PG&E will evaluate a proposed project for: (1) consistency with utility operational requirements and PG&E policies, (2) consistency with land management practices and other uses existing both on PG&E's lands and neighboring

properties; and (3) any legal and regulatory requirements affecting the subject lands. Physical enhancements proposed by a third-party on PG&E-owned property will need to be reviewed and approved by PG&E and, where necessary, the CPUC and Federal Energy Regulatory Commission. Parties subject to the Third-Party use policy will be required to enter into legal agreements with PG&E (e.g., leases, licenses, and/or other contracts).

Concept proposals on PG&E land will be submitted by the Stewardship Council to PG&E staff for initial input if not already vetted by the applicant. Applicants invited to submit a full proposal on PG&E retained lands will consult directly with PG&E. The applicant will determine if PG&E believes the proposed project is feasible and, if required by PG&E, submit a Third-Party Use Request to PG&E for review and approval.

## Concept Proposal Instructions

Instructions for preparing the concept proposal are provided below. Prior to preparing a proposal, consultation with Stewardship Council staff is encouraged. A complete concept proposal will utilize the Enhancement Application which includes the Application Form, Narrative, and Summary Budget.

### 1. Application Form

In the attached Application Form, please provide the following information:

1. Project Title
2. Applicant Information
  - a. Organization name
  - b. Contact name with email address, phone number, and mailing address
  - c. Organization Non Profit Status and Tax ID#
3. Applicant Organization Mission Statement
4. Partner Information (if fiscally sponsored, co-applicant, or key project delivery partner included)
5. Total Funding Request Amount from Stewardship Council Enhancement Program
6. Total Project Cost (including funding requested from the Stewardship Council, other matching funds, and the value of any in-kind contributions related to the proposed project)
7. Project Location (Identify the Land Conservation Plan (LCP) Planning Unit and Parcel ID #s that the proposed project would affect)
8. Proposed Start Date (project start date no sooner than July 1, 2018)

9. Proposed Completion Date (date project activities are complete and final report is submitted)

## 2. Narrative

Concept proposals are intended to be concise and clearly demonstrate the project need, method of delivery, and proposed results. Please confine your total Narrative to three pages.

In the Narrative Section include the following:

1. **Project Need** - explain the need for, and benefit of, the proposed project and all tasks within the proposed project.
2. **Project Outcomes** - explain the anticipated outcomes of the proposed project and how these outcomes will be measured, and by whom. Describe how the proposed project will protect, restore, or improve the BPVs on the PG&E Watershed Lands. Anticipated project outcomes should specifically address the needs identified in the previous section of the proposal, as well as any secondary benefits (e.g., water quality, education, etc.) of the proposed project.
3. **Project Delivery** –explain how your project will be implemented, including the methods to be utilized, phases needed for planning and implementation, and community outreach and engagement you will employ.
4. **Project Permits and Approvals Required** - explain any local, state, or Federal permits or approvals that may be needed to complete the project, including compliance with California Environmental Quality Act (CEQA), if applicable. Describe the timeframe and strategy for obtaining required permits.
5. **Project Planning and Outreach** – explain any research, meetings, organizing, and planning work that has been completed to date to prepare for the proposed project. Describe plans for future planning and outreach to implement project.
6. **Partnerships**- identify any organizations (e.g., consultants, contractors, volunteers, youth groups, etc.) that are being proposed to be involved in the project and what role they will play.

## 3. Summary Budget

Provide a summary project budget that identifies project costs and other sources of funding (matching grants or in-kind contributions). Clearly indicate the use of the Stewardship Council funding in the budget, particularly if multiple grants are funding the overall budget.

A Summary Budget template is included in the Application.



An example Summary Budget is provided below

Project Title: Cold Creek Restoration and Access Trail

Expenses	Total Cost	Stewardship Council Request	Project Match
Community Outreach	\$4,000	\$2,000	\$2,000
Planning and Permitting	\$50,000	\$40,000	\$10,000
Meadow Restoration Materials	\$40,000	\$20,000	\$20,000
Meadow Restoration Labor	\$150,000	\$120,000	\$30,000
Trail Construction Materials	\$35,000	\$35,000	\$0
Trail Construction Labor	\$70,000	\$20,000	\$50,000
Signage	\$5,000	\$5,000	\$0
Operation and Maintenance	\$12,000	\$3,000	\$9,000
Indirect Expenses	\$35,000	\$25,000	\$10,000
<b>Total Expenses</b>	<b>\$401,000</b>	<b>\$270,000</b>	<b>\$131,000</b>

The summary budget should show costs for major milestones and deliverables and may be estimates for concept proposals. Applicants invited to submit a full proposal must submit a detailed line item budget for review with the full proposal.

### Eligible Costs

With the exception of the indirect costs described below, only direct project costs (labor and direct expenses) for tasks within the proposed project and within the timeframe of the funding agreement are eligible for inclusion within the Project Budget. Costs related to project-specific grant reporting are eligible costs.

Organizations may include indirect costs in their Project Budget as long as the indirect cost line item does not exceed 15% of the total direct cost requested from the Stewardship Council.

Indirect costs are defined as costs not directly related to implementing the enhancements on the PG&E Watershed Lands. Examples of indirect costs include:

- Office rent, technology, telephones, etc.
- Directors and Officers and General Liability Insurance
- Accounting and audit costs

- Human resources
- Other costs related to the general operations of the organization

Applicants are expected to work with contractors/consultants to ensure that the indirect/overhead rate charged under the contract complies with the rate and definition described above.

### **Ineligible Costs**

Certain costs are not eligible for grant funding from the Stewardship Council. For example, indirect costs (as defined above) exceeding 15% of the total project budget are ineligible for Stewardship Council grant funding. Use of funding to establish or increase a conservation easement legal defense fund or endowment or to make a monetary donation to other organizations are also examples of costs that are ineligible for Stewardship Council grant funding. Costs incurred prior to the date of grant award are also ineligible for funding.

### **Matching Funds and In-Kind Contributions**

Applicants should describe any other matching funds and the value of any in-kind contributions related to the proposed project within the total project cost and in the Project Budget. If you are receiving project-related funding from other sources, please list the amount, funding entity, and status of the receipt of such funding. Applicants are encouraged to identify and propose matching funds and in-kind contributions. Although not a requirement to be considered for a grant award, matching funds and in-kind contributions will be a factor favorably considered by the Stewardship Council in evaluating enhancement project proposals.

## **4. Attachments**

Applicants are encouraged to include the following to strengthen and clarify concept proposals:

1. Maps showing the location and proposed improvements
2. Site photos that show existing conditions to be improved
3. Diagrams and drawings showing proposed infrastructure, methods or practices proposed, planting plans, designs, artistic renderings, etc. These elements can help convey the vision for your project to the Enhancement Review Committee
4. Letters of support from community advocates and partners. If proposed for donated land, include written support from the fee donee



## **Submittal Requirements**

Use the Enhancement Program Application Form to complete your concept proposal. All responses entered into the Microsoft Word Application Form should be in Calibri 11 point font. The proposal Microsoft Word document should maintain 1-inch margins on all sides.

Submit the concept proposal and all attachments as a single Adobe Portable Document Format (PDF) by email to [enhancement@stewardshipcouncil.org](mailto:enhancement@stewardshipcouncil.org).

**Application Deadline** - Applications are due by 5:00 PM (PST) on September 15, 2017.

Organizations are discouraged from directly contacting Stewardship Council board members or alternates during the submittal and evaluation process. If particular circumstances (such as the role of a Stewardship Council board member within an organization) make it impossible to avoid contact with a board member concerning your proposal, please contact the Stewardship Council for guidance.

(Note: The size of the total electronic file must be smaller than 10 MB. We do not encourage overly elaborate presentation materials within the proposal.) We recommend that you also retain a hardcopy of your proposal and any attachments.

Acknowledgement of receipt will be sent by the Stewardship Council within three business days. The Stewardship Council is not responsible for misdirected or otherwise undeliverable e-mails and we encourage you to confirm receipt by our office.

**Proprietary Information** - If any of the information being submitted is considered by the applicant to be a trade secret, privileged information, or confidential commercial, financial, geological, or geophysical data, it is the applicant's responsibility to label the information as such. Otherwise, all information submitted may be treated as public information by the Stewardship Council.



## Proposal Evaluation Process

The Stewardship Council staff will screen proposals for eligibility and contact applicants with any questions or concerns. Proposals will be evaluated by our Enhancement Review Committee (ERC), comprised of Stewardship Council board members and outside experts, in a competitive process based on the consideration set forth in Section 2 (Key Requirements of Enhancement Program). Organizations that submit projects recommended for further consideration by the ERC will be invited to prepare a full proposal. The ERC will review these full proposals and recommend the funding of projects to the Stewardship Council Watershed Planning Committee and full Board of Directors.

Requirements for completing a full proposal and further information about grant agreements are posted for review at [http://www.stewardshipcouncil.org/land\\_conservation/enhancements.html](http://www.stewardshipcouncil.org/land_conservation/enhancements.html).

The Stewardship Council reserves the right to reject any or all proposals received or portions thereof, and to approve grants in total or in part, whichever in its judgment best serves the interests of the Stewardship Council.