



2010 Infrastructure Fund Request for Proposals

Infrastructure Fund: Building Parks and Playgrounds

The Infrastructure Fund is designed to support efforts to improve community parks and open space to make them more accessible, viable, and safe for children and youth. Proposals will increase and/or greatly improve park infrastructure and will directly result in creating more welcoming environments. These grants are intended to support proposals that have identified park projects that address the lack of outdoor space for underserved children and youth and that will result in long-term infrastructure improvements that encourage park usage. **The Stewardship Council will only consider proposals from organizations that demonstrate that the entire project can be completed within two years of funding.** The Stewardship Council will favor proposals that involve existing facilities and those that create facilities that have broad community impact and are accessible by the target population.

Unlike the Stewardship Council's program grants, Infrastructure Fund grants can be requested for projects addressing the needs of children and youth ages 0–18. The Stewardship Council will target up to \$1,200,000 for the Infrastructure Fund in 2010. Grants of up to \$200,000 each will be awarded during one funding cycle.

TIMELINE

Application Available: June 3, 2010
 Proposal Deadline: August 13, 2010
 Awards Announced: December 2010

2009 STATISTICS

In 2009, the Stewardship Council received 78 Infrastructure Fund proposals, requesting a total of \$13.4 million. Infrastructure Fund proposals came from the following geographic regions:

Region	Counties	#	%
Bay Area	Alameda, Contra Costa, Marin, Napa, San Mateo, Santa Clara, Solano, Sonoma	10	13%
San Francisco	San Francisco	3	4%
Sacramento	Sacramento	3	4%
Central Valley: North	Butte, Colusa, Glen, Placer, Shasta, Sutter, Tehama, Yuba, Yolo	3	4%
Central Valley: Central	Fresno, Madera, Merced, San Joaquin, Stanislaus, Yuba	27	34%
Central Valley: South	Kern, Kings, Tulare	6	8%

Mountain	Alpine, Amador, Calaveras, El Dorado, Lassen, Mariposa, Nevada, Plumas, Sierra, Siskiyou, Tuolumne	1	1%
North Coast	Humboldt, Lake, Mendocino, Trinity,	10	13%
South Coast	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz	15	19%
Multi-region	<i>multiple counties in multiple regions</i>	0	0%
Total		78	100%

The Stewardship Council awarded six Infrastructure Fund grants in 2009; the average grant size was \$159,300. 26% of applicant organizations had previously submitted proposals to the Infrastructure Fund; 17% of grantee organizations had previously received Infrastructure Fund grants from the Stewardship Council.

ELIGIBILITY QUIZ

Prior to beginning the application process, organizations should complete the following quiz to ensure that they are eligible and qualified to receive grant funding from the Stewardship Council.

The Stewardship Council has a targeted scope of giving. In order to be considered for a grant, applicant organizations must answer “yes” to all of the following questions:

1. Is the applicant organization: a federal and California tax-exempt organization under IRS Sec 501(c)(3); a public agency, school district, or federally recognized tribe; or a fiscally-sponsored project of a tax-exempt organization?
2. Has the organization been in operation for at least one full calendar year?
3. Does the proposed project meet one or more of the following Stewardship Council objectives?
 - ◆ Increase the participation of underserved youth in successful outdoor urban and wilderness programs
 - ◆ Improve the cultural relevance of outdoor and park programs to better serve and reflect the diverse youth of California
 - ◆ Make the outdoors a more integral part of youth’s lives to improve their general health and well-being
 - ◆ Improve the infrastructure of community parks and urban open spaces to make them more accessible and welcoming
 - ◆ Support coordinated approaches to helping youth get outdoors and to increase their well-being through partnerships among diverse sectors involved in youth development (e.g., health, environmental justice, mental health, education, and juvenile justice)

4. Does the proposed project benefit youth within the geographic scope of the Stewardship Council in Northern and Central California?

Please review the [PG&E Ratepayer Service Territory](#) on the research and materials page of the Stewardship Council website. Because the Stewardship Council’s funding comes from the 2003 settlement between the California Public Utilities Commission and Pacific Gas and Electric (PG&E), grant funds can only be awarded to serve youth that live in the PG&E service area. The Stewardship Council’s geographic scope mirrors that of PG&E. Therefore, if the infrastructure project is within the PG&E service area, the project is eligible for funding; if not, the project is not eligible. The organization itself does not need to be located within the PG&E service area, as long as the proposed infrastructure project is within the service area.

5. Can the proposed project be completed within two years of award (by the end of 2012)?

An organization that answered “yes” to all of the eligibility questions meets the minimum criteria for applying for an Infrastructure Fund grant.

APPLICATION

Please read through the rest of the application. The Stewardship Council recommends that applicants draft proposal responses in the Word template on the [website](#), or in a text document before cutting and pasting the responses into the online application form.

Sections I and II of the application are located online and request contact and organization information.

III. PROPOSAL INFORMATION AND GRANT REQUEST

- ◆ Project title.
- ◆ Total requested grant amount. (Infrastructure Fund requests may not exceed \$200,000.)
- ◆ Total project cost. Please indicate the *total* cost to complete and implement the proposed project.

This is the total cost to complete the project, including the items for which you are requesting funding from the Stewardship Council.

IV. PROJECT DESCRIPTION

- ◆ Type of infrastructure to be built or renovated. (Drop down menu)
- ◆ Please provide a one to two sentence description of the proposed project. This description should clearly and concisely summarize the intent and purpose of the proposed project. (75 words / 600

This is the elevator pitch for your project. It should be a clear, stand alone description of what you’re doing and why it’s important. The following is an example of strong project descriptions from a successful proposal in 2009 for the Infrastructure Fund:

Infrastructure: The City of Oroville is partnering with Private Industry Council to build three basketball courts in Oroville parks and to refurbish the local YMCA half court. A committee comprised of Oroville youth resoundingly asked for safe, accessible basketball courts; construction of the courts will create recreational opportunities for older youth and allow access to individuals with disabilities. The YMCA has committed to provide a basketball league for children and youth.

This allows you to elaborate on the summary description / elevator pitch. We are looking for a clear and more detailed description about why your project is important and what benefits it provides for youth and the community.

- ◆ Please describe the **purpose** of the proposed project. How will this project improve community parks and open space to make them more accessible, viable, and safe for children and youth? (150 words / 1,200 characters)

Your answer to this question should include a comprehensive list of all partnerships and their roles and status. Collaboration is not a requirement to receive an Infrastructure Fund grant. However, our experience demonstrates that collaboration can improve the viability of projects by leveraging the strengths of multiple organizations and individuals. Given the complexity of many Infrastructure Fund proposals, it's helpful for us to understand the roles and responsibilities of each partner beginning with planning and continuing through project implementation and maintenance.

V. ORGANIZATION CAPACITY

Key Staff

Your list can include brief bios to better introduce the qualifications of your staff and partners.

- ◆ List key project staff, consultants, volunteers, and other

Collaboration and Partnerships

- ◆ Will this project be completed in partnership or collaboration with other organizations (who are not paid vendors or contractors)? If yes, please list and describe confirmed and potential partners. Please describe: (a) the roles of each organization as they relate to this project; (b) the status of the partnerships (e.g., initial conversations; final stages of negotiation; signed agreements in place, etc); (c) how partners will work together on this project; and (d) any track record of working together previously. Indicate which organization will manage/oversee this project once it is completed. (2

In past reviews, our external advisors have placed significant value on signed MOUs or other documentation of support. If you have planned or existing partnerships in place, please include current documentation to demonstrate your collaborations.

- ◆ Please upload copies of signed MOUs if partnerships are in place, or letters of support from potential partner organizations. (Upload)
- ◆ Please describe how partners will provide financial or in-kind support to this project (e.g., funding, financing, supplies, labor, volunteers, etc). (150 words / 1,200 characters)

Please clearly state whether any of the partners will contribute financial support (direct project funding) or in kind resources (labor, supplies, etc.) that will help offset project costs.

Cultural Relevance

- ◆ The Stewardship Council gives priority to organizations that demonstrate understanding and commitment to addressing cultural differences within the communities in which the youth participants reside. Please describe the steps the organization has taken through both programs and operations to be more responsive to the diverse cultural needs within these communities. Responses may address (but are not limited to): staff and board composition, curricular content, professional development, youth empowerment and development models, and outreach efforts. (250 words / 2,000 characters)

We define cultural relevance as organizations and programming that address the specific needs of the population served. Therefore, the characteristics of a culturally-relevant organization vary depending on the target community and population of youth served. We want to understand what your organization is doing to make sure that you provide the most relevant services for your specific community and youth.

VI. OUTCOMES AND EVALUATION

- ◆ What are the primary *community* outcomes expected from the proposed project? Please be as specific as possible in describing expected outcomes. (200 words / 1,600 characters)

Outcomes can be immediate, short, or long term. We do not expect that organizations will have the resources or capacity to track long-term outcomes, but we would like to understand why you believe that the proposed activities will lead to these expected outcomes for the community.

- ◆ Please describe how the organization/partnership plans to measure the success of the project, and how it plans to apply information learned through evaluation. Also, please describe any anticipated challenges to evaluation, and/or any specific plans for future evaluation. (200 words / 1,600 characters)

We strongly believe that evaluation is an important tool to demonstrate and articulate the value and impact of an organization's work. We understand that many Infrastructure Fund applicants may not have evaluation plans in place, so please share either existing or proposed activities.

VII. DEMOGRAPHIC INFORMATION

Population Served

We recognize that the need for access to the outdoors varies widely across the State, and we want to learn about your specific community. Need is not just defined by household income, but also by the availability of outdoor programming or facilities in a community. Your answer can include Census or other data, but more importantly it should reflect familiarity with your target population and the community conditions that limit youth's access to the outdoors.

- ◆ The Stewardship Council gives priority to projects that target underserved youth, as defined within the context of the applicant organization's service area. Please describe the specific community that will benefit from this proposal and how they fit within this priority. (This might include demographic characteristics, economic conditions, changes or trends in the community, challenges and strengths of the target population, gaps in outdoor experiences for youth, etc.) Responses should explain the specific need of this community (within the context of the barriers the youth face in connecting to the outdoors) and how the proposed project addresses this specific need. (200 words / 1,600 characters)

This question asks you to estimate the number of children in your community that will use and benefit from the infrastructure project.

- ◆ Please indicate the total number of children and youth (ages 0–18) that are expected to benefit from this project. This should be a realistic estimate of the number of children and youth that will access the infrastructure project, not the total population of the city or county.

- ◆ Please explain the calculations or factors that were used to estimate the number of children and youth that are expected to benefit from this project. (E.g., the proposed project is a regional park, and approximately 300 children visit the park each year; a community survey revealed that many local families do not use the park because of the lack of safe and accessible equipment; the survey also found that 50% of respondents who do not currently use the park would use the park following the proposed improvements.) Responses should clearly demonstrate the logic used to estimate the number of children and youth that will benefit. (150 words / 1,200 characters)

This asks for the reasoning behind your answer to the previous question. Please explain how you arrived at the number of children and youth beneficiaries that you indicated.

- ◆ What is/are the primary city/ies served by this project?

Please select all cities where residents will benefit from your proposed project.

Please select all counties where residents will benefit from your proposed project.

- ◆ What is/are the primary county/ies served by this project?
- ◆ Please estimate the **number** of youth who will be served by this project, by race/ethnicity.

Race/Ethnicity	Number
Alaska Native or American Indian	
Asian	
Black/African-American	
Hispanic/Latino	
Native Hawaiian or other Pacific Islander	
White	
Multi-racial	
Other – describe:	
Unknown	
Total (<i>this should be the same as the answer in Q5</i>)	

We acknowledge the difficulty of tracking demographic data for children and youth. If you do not track this data, please estimate to the best of your ability. This information is important to help the Stewardship Council monitor and evaluate the reach of its grant funds.

- ◆ Please estimate the **number** of youth who will be served by this project, by gender.

Gender
Male
Female
Total (<i>this should be the same as the</i>

Under the court settlement agreement that established the Stewardship Council and our grantmaking program, our grant funds can only be used to support underserved youth. We use free or reduced price meal eligibility as a proxy for household income, because many grantseekers work in partnership with schools who track this data for all students. If you don't track household income, you can estimate based on the free and reduced price meals statistics for the schools that youth beneficiaries attend. We consider this response together with the description of the population served, above. For Infrastructure projects, a community's need for access to safe outdoor facilities is weighed equally with the household income of expected beneficiaries.

- ◆ Please indicate the **percentage** of youth served that are eligible for free or reduced price meals.

Project Staff

- ◆ Please indicate the total **number** of full-time equivalent (FTE) staff employed for this project. For example, two half-time staff would equal 1 FTE. Do not include volunteers.

VIII. FINANCIAL INFORMATION

Proposed Project Financial Information

- ◆ Please describe the specific elements of the proposed project that will be supported by Stewardship Council Infrastructure grant funds. (75 words / 600 characters)

This question asks for a summary of the project costs that will be funded by the Stewardship Council (e.g., playground equipment, landscape architect fees, building materials, etc.)

- ◆ Project budget and budget narrative. (Upload)

We want to understand how you manage your project budget and allocate your resources. Budgets should clearly reflect the costs of building or renovating your infrastructure project.



Please upload a project budget and a budget narrative. **For each major line item in the budget for which Stewardship Council funds will be allocated, please provide a brief description of how the requested funds will be used.** Please show the entire budget for the project in addition to specific budget items that will be supported by Stewardship Council Infrastructure funds.

See the Stewardship Council [website](#) for examples. For example:

Expenditure	Total Cost	Stewardship Council Request	Other Funding Sources	Narrative
Site Preparation	\$10,000	\$5,000	\$5,000	Cost of rough grading, base preparation and drainage
Trail Construction	\$40,000	\$20,000	\$20,000	Trail costs include materials, labor, benches at the vista points and railings; total will range from \$3.95-\$5.15 per sq. ft. depending on trail engineering
Design and Engineering Costs	\$20,000	\$10,000	\$10,000	Consultant services for project design, engineering and construction/bid documents
Basketball Court	\$40,000	\$20,000	\$20,000	Construct asphalt basketball court with lighting
Landscaping	\$20,000	\$10,000	\$10,000	\$10 per sq. ft. for landscaping and trees for the areas surrounding the field
Totals	\$130,000	\$65,000	\$65,000	

A note on Administrative/Overhead expenses:

The Stewardship Council asks that applicant organizations limit indirect/overhead expenses to no more than 15% of the total project budget.

This is important. Please do not request more than 15% in combined indirect/overhead expenses.

Indirect/overhead expenses are costs not directly related to the project, but necessary to run the organization. These costs may include rent; salaries of administrative, fundraising, and executive staff; utilities; mailing supplies; etc. Grantseekers should be careful to separate out direct and indirect costs in their budgets and make sure that budget items are accounted for in only one of the categories.

For more financial information and budget templates please visit the [website](#).

- ◆ Other major funding sources for this project (e.g., grants and contracts from foundations, corporations, government agencies, individual donors, etc.). Please include the name of the funding source, the \$ amount requested and the status of the request (Pending, Committed, or Received). For example: Company ABC – \$5,000 – Pending, Fee for Services – \$10,000, XYZ Foundation – \$25,000 – Received.

We ask this question first for your project and then for your organization (next page). If your organization only operates one project, please write that in the project budget question and reply only to the organization budget question.

Organization Financial Information

- ◆ Total annual operating budget amount. If the applicant is part of a larger organization, please use the operating budget for the department or division.
- ◆ Other major funding sources for the organization (e.g., grants and contracts from foundations, corporations, government agencies, individual donors, etc.). Please include the name of the funding source, the \$ amount requested and the status of the request (Committed/Received or Pending). For example: Company ABC – \$5,000 – Pending, Fee for Services – \$10,000, XYZ Foundation – \$25,000 – Received.

IX. ADDITIONAL INFRASTRUCTURE PROJECT QUESTIONS

Project Planning

This should visually represent the location of the project relative to housing, schools, community centers, public transportation, etc.

- ◆ Map showing the location of the proposed project within the community. (Upload)
- ◆ How does the location of the project affect the ability of underserved children and youth to regularly utilize and benefit from the proposed project, once it is completed? (e.g., is it accessible by public transportation, located near housing or schools, etc?) Please provide a specific address or cross streets for the project. (150 words / 1,200 characters)

This is the explanation to accompany the map, above. We would like to understand how you expect that children and youth can / will access the infrastructure project.

- ◆ Please describe any youth or community input into the development and planning of the proposed project. (150 words / 1,200 characters)

If your organization solicited community input during the development and planning of this project, please tell us about the process and participants. In the past, our external advisors have favored proposals that incorporate and respond to community input.

- ◆ Will youth be able to gain entry to the proposed project for free, once it is completed? If there will be a cost for youth to participate, what will it be? (150 words / 1,200 characters)

Please list and explain any costs for accessing the infrastructure project.

- ◆ What type of outreach will be done to encourage youth to utilize the proposed project, once it is completed? (150 words / 1,200 characters)

Your answer to this question should include any outreach planned by you or by community partners. We want to understand how you will ensure that children and youth will use and enjoy the completed infrastructure project.

- ◆ Please describe any additional services or programming that will be provided to youth in conjunction with the proposed project (e.g., if the project is to build a pool, will swimming lessons be offered? If the project is to create a new park, are recreational activities planned?) (150 words / 1,200 characters)

Please include any programming that will be offered by partner organizations in addition to any that you have planned.

Please keep in mind that the Infrastructure Fund can only support projects that will be completed within two years. If your proposal is selected for funding, we will ask for an updated timeline and milestones to determine the schedule of award payments during the grant period.

- ◆ Timeline for the project, including significant milestones and tasks. Please include what has been accomplished to date, where the project currently stands, and what steps are still needed to achieve project completion. (Upload)
- ◆ Have needs assessments, engineering and architectural plans/blueprints been developed? If so, please upload them and enter “n/a” in the field below. (Upload)

Please include all relevant plans and assessments.

- ◆ If not, please explain why not and when they will be completed. (150 words / 1,200 characters)

We understand that many proposed projects are contingent on securing funding or other factors. Please explain any contingencies and when you expect that you will be able to complete plans.

- ◆ Has the project experienced any delays to date? If so, please describe. (150 words / 1,200 characters)

We recognize that delays are common in large projects, and we want to understand what (if any) challenges you have faced in completing this infrastructure project and how you have overcome them.

- ◆ Are there any likely or potential barriers/challenges to implementing the project successfully and/or completing it on time? Please describe any anticipated barriers/challenges. (150 words / 1,200 characters)

Please share any potential challenges (e.g., funding, partnerships, weather, etc.) to completing the project according to your proposed timeline.

- ◆ Once completed, what are the long-term maintenance and/or upkeep plans for the project? Who will complete the maintenance? How much will it cost, and who will provide the funds? (200 words / 1,600 characters)

In past reviews, our external advisors have raised a lot of concerns about the costs of ongoing maintenance. We want to know how you will ensure that the infrastructure project will continue to benefit children and youth in your community.

X. OTHER MATERIALS

Applicant organizations may upload one .pdf document with materials and/or photos of the proposed project. The .pdf may not be larger than 4mb in size.

PROCESS QUESTION

- ◆ How long did it take to complete this application?
 - less than 4 hours
 - 4–8 hours
 - 9–16 hours
 - 17–24 hours
 - more than 24 hours