

**Sewage-Free Streets and Rivers**

**Campaign Capacity Building Grant Program**

**Request for Proposals**

**April 15, 2021**

The Sewage-Free Streets and Rivers campaign seeks to fund partner organizations to conduct outreach and education activities in targeted combined sewer overflow (CSO) communities. The selected partner organizations will educate small businesses on the impacts of CSOs, provide opportunities for community input on the development of solutions, and share information regarding the benefits of green infrastructure in public and private development. Partners are *not* required to focus on small businesses for this grant.

REQUEST FOR PROPOSALS from organizations based in a New Jersey municipality with a combined sewer system (CSS).

**Municipalities with CSS**:  Bayonne, City of Camden, East Newark, Elizabeth, Fort Lee, Gloucester City, Guttenberg, Hackensack, Harrison, Hoboken, Jersey City, Kearny, Newark, North Bergen, Paterson, Perth Amboy, Ridgefield Park, Trenton, Union City, Weehawken and West New York.

**Eligible applicants:** Community organization, small business owner, or community leader located in a municipality with a combined sewer system.

**Eligible expenses:** Materials, speaker fees, professional services, printing, mailing, advertising fees, stipends for street teams, or other expenses submitted for approval. For events, a maximum of $100 from the grant may be allocated  towards food.

**Applications are due on Wednesday, April 26, 2021 at 4:30 PM**. All applications must use the template provided below and must be submitted to info@sewagefreenj.org. Application length is limited, so please be concise but thorough.

**Notification of grant selections:** Sewage-Free Streets and Rivers will notify awarded  grantees by April 30, 2021 by email and phone.

**Grant period:** This grant will last until July 30, 2021.

**Grant range:** Grant amounts will range from $500 - $1,500.

**Proposal outreach suggestions:**

* Target the small business community in your CSS municipality by using the materials the Sewage-Free Streets and Rivers campaign is developing to educate small business owners on the impacts of combined sewer overflows and the benefits of stormwater utilities. Materials will be made available in May.
* Educate residents and/or local elected officials in your community on CSOs using the [general template outreach flyers](https://sewagefreenj.org/resources/#action) developed by the Sewage-Free Streets and Rivers campaign.
* Organize a virtual community meeting about your town's CSO Long Term Control Plan (LTCP). [Fact sheets on the LTCPs, which can be used in community meetings, are available.](https://sewagefreenj.org/resources/#factsheets)
* Apply funds to support an existing outreach or education program related to combined sewer overflows and related street or basement flooding in your community.

**Questions to consider:**

1. Now that the CSO Long Term Control Plans have been submitted to the NJDEP and are publicly available, **what can my organization do between now and July 30, 2021 to most effectively educate** small business owners, residents, and/or elected officials on the Combined Sewer Overflow (CSO) Long Term Control Plans, their costs, and available equitable financing options?
2. **Why is this the most effective action my organization can take** to ensure that small business owners, residents, and/or elected officials are aware of plans and equitable financing options?
3. **Whom are we trying to reach** through our efforts? Where are the gaps in knowledge or exposure among our target audiences (i.e., small business owners, elected officials, home owners, renters, and/or students).
4. **What resources can my organization contribute** to these efforts?
5. **What additional resources will my organization need** to support these efforts?

**Support available from the Sewage-Free Streets and Rivers campaign:**

* Proposals that include multilingual outreach will be prioritized, and the Sewage-Free Streets and Rivers campaign can provide these initiatives with assistance and resources.
* The campaign can provide template presentations and outreach materials that can be customized for your community.
* Sewage-Free Streets and Rivers will also provide technical assistance for organizing effective outreach events, surveys, and meetings with elected officials.
* The campaign can provide guidance for meeting with elected officials.

**Background**: We all want sewage-free streets and rivers that keep residents healthy and allow small businesses to flourish. However, when it rains in 21 New Jersey cities and towns, raw sewage pours into rivers, streets, and basements. This is known as a [combined sewer overflow (CSO)](https://www.nj.gov/dep/dwq/cso.htm).

In 2015, the [New Jersey Department of Environmental Protection](https://www.nj.gov/dep/) (NJDEP) sought to address this issue by requiring these communities to develop CSO [Long Term Control Plans](https://www.nj.gov/dep/dwq/cso-longtermplans.htm). These plans were submitted to the NJDEP in October 2020 and are currently under review by the state. Implementing these plans will cost billions of dollars over the next 30-40 years and will significantly impact residents and business owners for generations.

The people who live, work, and run businesses in these municipalities will pay for these upgrades. Therefore, they must have a prominent  role in shaping the plan’s implementation. Community voices are necessary to ensure that the plans are implemented equitably. Additionally, it is important that evidence and data are used to counter misinformation about local green solutions and available equitable financing options.

The Sewage-Free Streets and Rivers campaign focuses on the 21 communities with combined sewer systems: Bayonne, City of Camden, East Newark, Elizabeth, Fort Lee, Gloucester City, Guttenberg, Hackensack, Harrison, Hoboken, Jersey City, Kearny, Newark, North Bergen, Paterson, Perth Amboy, Ridgefield Park, Trenton, Union City, Weehawken and West New York.

**Application form**:  Copy the template below and paste it into a Word document; fill in responses and submit via email (info@sewagefreenj.org).

Name:

E-mail:

Phone:

Organizational or home address:

Day and cell phones:

Organization:

Municipality:

Amount requested:

Project description (900 words max.):

Please include the following information in your description:

1. Brief history of organization, business, or experiences as a community leader
2. Membership/catchment area, if applicable
3. What will you do?
4. Who will you reach? When? How? What are your objectives, and how will you determine and/or measure their achievement?
5. What tangible and intangible resources will you need to reach your goals?

Please include a simple budget.

Note: All applicants will be required to submit a final report and blog post and are encouraged to sign up as a Sewage-Free Streets and Rivers campaign partner.