



**SEWAGE FREE
STREETS AND RIVERS**
Your Waterways, Your Neighborhood, Your Money, Your Voice



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 public outreach and education in targeted Combined Sewer Overflow (CSO) affected communities. The selected partner organization will educate small businesses on the impacts of CSOs, provide opportunities for community input on the development of solutions, and inform on 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.

Municipalities with combined sewer systems (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, 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 is allowed toward food.

Applications due: Wednesday, April 26, 4:30 pm, 2021. All applications must use the format/template provided below, and 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 successful grantees by April 30, 2021 by email and phone.

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

Grant range: Grant amount will range from \$500 - \$1,500

Proposal Outreach Suggestions:

- Target the small business community in your CSS municipality 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](#) 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.](#)
- Apply funds to support an existing outreach program related to education and outreach on combined sewer overflows and related street and 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 and/or residents 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 and/or residents or elected officials are aware of the plans and equitable financing options?
3. **Who are we trying to reach** through our efforts? Where are the gaps in knowledge or exposure to our target audience? For example: small business owners, elected officials, home owners, renters, and/or students.
4. **What resources can my organization bring** to this effort?
5. **What additional resources would my organization need** to support this effort?

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 assistance and resources.
- The Sewage-Free Streets and Rivers 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 on organizing effective outreach events, surveys, and meetings with elected officials.
- Sewage-Free Streets and Rivers can provide guidance on 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 and backs up into basements and onto streets. This is known as a [combined sewer overflow \(CSO\)](#).

In 2015, the [New Jersey Department of Environmental Protection](#) (NJDEP) sought to address this issue by requiring these communities to develop CSO [Long Term Control Plans](#). 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 have significant effects on residents and business owners for generations to come.

The people who live, work and run businesses in these municipalities will pay for these upgrades and should have a strong role in shaping the plan's implementation. Community voices are needed to ensure that the plans are implemented equitably. Additionally, it is important that misinformation about local green solutions and available equitable financing options is countered with facts.

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: Blank Copy the template below and paste it into a Word document; fill in responses and submit via email.

Name:

E-mail:

Phone:

Organizational or Home address:

Day and cell phones:

Organization:

Municipality:

Amount being requested:

Project description (Limit 900 words):

Be sure to include the following information in your description:

1. Brief history of your organization, business or as a community leader
2. Membership/catchment area if applicable
3. What will you do?
4. Who will you reach? When? How? Objectives?
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.

