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## **Municipal Land Use Center at The College of New Jersey Sustainable Communities' Implementation Grant Program**

### **Granting Program Overview:**

The Municipal Land Use Center at the College of New Jersey with generous support from the Geraldine R Dodge Foundation is proud to offer a \$15,000 matching grant program to New Jersey municipalities through its ***Sustainable Communities' Implementation Grant Program***. The goal of the grant program is to support municipalities that have shown leadership, vision and commitment to creating sustainable community plans and programs. Municipalities that are taking on the tough sustainability challenge understand the value and benefit of linking their economic, social and environmental systems to meet their needs and those of future generations. This grant program will allow municipalities that have started the process of defining their sustainable future to begin to implement sustainable actions.

Through this competitive grant solicitation, MLUC hopes to expand the number of community sustainability programs from which other New Jersey municipalities can learn.

**Eligibility Requirements:** Municipal governments are the eligible grant applicants. Collaboration with schools and academic institutions, business and civic organizations, local and regional nonprofit organizations, county government and state agencies is strongly encouraged. Applicants who demonstrate strong collaborative proposals will be given bonus points in the evaluation process.

**Available Funding:** Approximately \$75,000 in grant funding will be awarded through the "*Sustainable Communities' Implementation Grant Program*." Maximum grant funding for projects submitted is \$15,000.

**Matching Requirements:** A mandatory match of \$7,500 is required. Up to 50% of the match may be provided through in-kind contributions. This match may include in-kind participation by municipal staff and professionals; municipal in-kind contribution of direct costs (such as printing, postage, and mapping and data analysis). The source of all matching funds must be identified. The total grant budget should show the sources of funding- both in-kind and cash contributions, and these sources must meet the \$7,500 match requirement. Total project budgets would be a \$15,000 grant and \$7,500 local match for a project total of \$22,500.

**Administration:** Projects selected for funding will be administered through a subcontractor agreement. Funded projects will be required to submit quarterly one page project status reports and a final project summary along with copies of any grant funded materials or deliverables. Projects will be funded on a reimbursement basis. Reimbursement will be provided in the following manner upon submission of a municipal invoice and receipts:

- End of first quarter - 25% of project grant expenses
- Third quarter - 25% of project grant costs
- Completion of project and submission of all project deliverables and final report – final 50% of project costs

**Application Procedure & Deadlines:**

**Proposals must be postmarked by March 14, 2008** to be considered for funding.  
**All grants postmarked after March 14, 2008 will be returned unopened.**

Grant **awards will be announced on or before April 22, 2008** and municipalities are expected to initiate their projects by June 2008.

**Two paper copies** of the project proposals should be mailed to:

Donna Drewes, Community Planner  
 Municipal Land Use Center at The College of New Jersey  
 Mc Cauley House  
 PO Box 7718  
 Ewing, NJ 08628-0718

**An electronic version of the grant proposal package must be emailed to [drewes@tcnj.edu](mailto:drewes@tcnj.edu) by March 14, 2008.**

Please do not enclose grant proposals in binders or folders (staple in the top left corner of the proposal) and do not include any unsolicited materials. Please double side your grant proposal. For more information you may contact MLUC at 609-771-2832 or [drewes@tcnj.edu](mailto:drewes@tcnj.edu)

**Grant Period:** Grantees will be given 1 year to complete their projects. The grant period will begin June 2008. Project reports will be required on September 1, 2008, March 1, 2009 and the final project report and deliverables must be submitted within 45 days of the end of the grant period – or no later than July 15, 2009.

**Training Requirement:** Municipalities selected for funding will be **required** to send representatives of their Project Steering Committee to a pre-launch project meeting at the Municipal Land Use Center at The College of New Jersey. This meeting will allow the Municipal Land Use Center and NJ Sustainable State Institute staff to provide technical and pre-launch planning support to the funded municipalities.

**Grant Writing Assistance:** MLUC will host **Sustainable Communities' Grant Program Information & Grant Writing Sessions** on February 11<sup>th</sup> from 7 to 9 pm at Rutgers Bloustein, New Brunswick and February 20<sup>th</sup> from 7 to 9 pm at Municipal Land Use Center at The College of New Jersey, Ewing NJ. For more information on the exact meeting room locations please call 609-771-2832. These sessions are intended to allow interested applicants to share their project ideas with staff from the NJ Sustainable State Institute and Municipal Land Use Center, as well as to provide guidance on completing the grant proposal. Attendance at these sessions is not mandatory, but is strongly encouraged. Information on technical planning and resources for sustainability efforts will be provided during each session.

## **Sustainable Communities' Grant Focus Areas:**

*Communities benefit when their natural ecosystems and social systems are used effectively, efficiently and conservatively. The benefits of following sustainability principles include more livable communities, lower costs and a safe, healthy environment. The United Nations World Commission on Environment and Development defines sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

The goal of the grant program is to support municipalities that have shown leadership, vision and commitment to creating sustainable community plans and programs. Municipalities that are taking on this challenge understand the value and benefit of linking their economic, social and environmental systems to meet their needs and those of future generations. This grant program will allow municipalities that have started the process of defining their sustainable future to begin to implement actions.

*A sustainable community is one that:*

- **Acknowledges** that economic, environmental and social issues are interrelated and that these issues should be addressed “holistically.”
- **Recognizes** the sensitive interface between the natural and built environments.
- **Understands** and begins to shift away from polluting and wasteful practices.
- **Considers** the full environmental, economic and social impacts/costs of development and community operations.
- **Understands** its natural, cultural, historical and human assets and resources and acts to protect and enhance them.
- **Fosters** multi-stakeholder collaboration and citizen participation.
- **Promotes** resource conservation and pollution prevention.
- **Focuses** on improving community health and quality of life.
- **Acts** to create value-added products and services in the local economy.
- **Supports** local food systems and addresses food security and access to food issues

**Eligible projects:** Implement any of the following:

1. **Community Sustainability Plan** – implement components of an existing municipal sustainability program or plan. Implementation initiatives must include a community outreach component.
2. **Brownfield-to-Greenfield Projects** -that foster sustainable development through Brownfield-to-Greenfield initiatives that support community health, environmental justice, expand recreational opportunities while enhancing economic benefits to the community.
3. **Resource Management Programs**- These programs focus on the development and implementation of water and wastewater conservation initiatives. Activities could include programs that assess current practices and develop plans and programs to improve municipal water conservation and wastewater practices, implement water conservation measures, grey water reuse and water recycling systems, and innovative waste water management techniques.
4. **Municipal Sustainability Education** – develop and undertake a comprehensive community sustainability education program that links municipal leaders, the local community and schools in collaborative and innovative education initiatives. Sustainability education programs should

celebrate the value and benefit of linking your community's economic, social and environmental systems to meet your current needs and that of future generations.

5. **Sustainable and Healthy Food Systems** - develop a municipal approach for sustainable agriculture, buy local campaigns, buy locally produced foods for municipal and school based programs, build community support for local food systems and NJ agricultural products; expand access to healthy, locally grown food for food insecure and at-risk community members, create municipal/county based programs that support local agriculture by assessing barriers and opportunities for food based production systems.
6. **Municipal Greening Programs**- Implement programs to assess the benefits that trees provide to offset your community's carbon footprint, develop plans to expand and increase your community's tree canopy to reduce heat island impacts and reduce energy costs, reduce stormwater runoff, improve air quality and increase carbon sequestration.

### **Submission Guidelines:**

1. **Application Information Cover Sheet** – please complete the application information sheet found in **Appendix A**. Mayors of the applicant municipalities **must** sign the application information sheet.
2. **Grant Narrative** (*12 pt font, 1 inch margins, no more than 4 pages long*) Note that the project Application Information Sheet; Project Budget and Project Work Plan Table are not included in the 4 page narrative limit.
  - a. **Title:** indicate project name.
  - b. **Statement of need:** describe the specific issue that the proposal will address, why it is important, what prior attempts have been made to address, reduce or solve the problem, what resources exist to address the problem, the impact that the project will have on the municipality, and what will the consequences be if the need or problem is not addressed.
  - c. **Project Narrative:** Please describe what sustainability goal you are trying to achieve, the process you will use to achieve that goal and what program activities and tasks will be carried out, when and by whom. The role of municipal agencies, project partners and consultants; and anticipated sources of data and project information should be clearly identified. All projects must include a public outreach component.
  - d. **Project Work Plan:** The Project Work Plan should list the project tasks necessary to achieve the project objectives in chronological order, identify the party responsible for completing the task and indicate the time frame needed to complete the tasks. Please use the *Project Work Plan* table format found in **Appendix B**.
  - e. **Evaluation:** Describe the strategy of monitoring and evaluating the program results, including how success will be defined and measured. When developing your evaluation program please think about :
    - What are we trying to do here?
    - What would it look like if we succeeded?
    - What standards are we aspiring to?
    - By what criteria would we judge the success of our work?
  - f. **Long Term Implementation:** Describe the long term strategy for implementing the project after the end of the grant period.

- g. **Project Partners:** Identify and describe the role of all participating municipal agencies and collaborating partners (county & state agencies and nonprofit groups). **Letters of support from collaborating partners detailing their participation, the in-kind value of their contributions and their role in the project, are required as part of the application package**
- h. **Deliverables and Outcomes:** Describe the project's expected deliverables and products. Please note that the deliverables must include a final report articulating what was accomplished during the grant period, and an assessment of the project's relative success, using the applicant's monitoring and evaluation process.

**3. PROJECT BUDGET:**

- **Budget Guidelines:** Budget requests must conform to the following budget categories that identify direct project expenses. Funding may be used for the project salary costs for planning, design and engineering professionals hired as employees or consultants/subcontractors. **Please note that funds CANNOT be used for general administrative overhead, purchase of land, capital construction costs or indirect costs of any kind.**

<b><u>Budget Categories</u></b>	
<b>Salaries and Benefits</b>	
Salaries	List each position with the annual rate and percentage of time to be spent on the project. Include only those who are employed by the applicant/recipient (see Contractual Services for salaries of consultants or other organizations). In-kind services from staff and professionals can be valued at their professional rate. In-kind services from volunteers can be valued at \$17.00/hour.
Fringe Benefit Rate	Indicate what rate is used and what items are included.
<b>Direct Costs</b>	
Contractual and Consulting Services	List each service being contracted and its cost, including a justification for the requested level of funding.
Supplies/Postage/Copying	Broadly list each type of item being purchased with the number of items of that type and the per-unit cost. (for example <i>public outreach mailing 1500 pieces- copying \$.10 each plus postage\$.37 =\$.47piece</i> )
Printing	List each type of item being printed with the number of items of that type and the per-unit cost.
Travel	Indicate the number of trips, number of travelers, mode of transportation, and rates (use IRS mileage rate for automobile travel)
Equipment	List only items of tangible, nonexpendable property that will have a useful life of more than one year and a <b>unit cost of more than \$5,000</b> and its unit cost. If equipment costs less than \$5,000 include items under supplies.

- **Budget Format:** Please submit the project budget using the budget table format example in **Appendix C**.
- **Sources of Municipal Match** - Applicants are required to provide a 50% project match. The sources of funding can be from the contribution of municipal staff time; municipal supplies and materials; involvement of municipal consultants employed by the municipality; or by documenting the involvement of municipal board members in the project (volunteers' rate \$17/hour). If other project partners or funding sources are involved, their contributions must be clearly defined and detailed in their Project Partner letter. Up to half of the match requirement may be met through in-kind contributions.
- **Under the narrative portion of the budget section please describe the source(s) of funding for the municipal grant match.** For example, the statement could read:

*The Planning Board will contribute the staff salaries of the municipal planner and planning board secretary as well as cover the municipal consulting engineer's costs to the extent indicated in the proposed project budget. Direct costs for copying, postage and workshop materials will be provided through the general Planning Board operating budget. Nonprofit Organization X will provide \$1 000 in staff time through an in-kind contribution. This commitment is detailed in their project partner letter dated February 10, 2008.*

### **Evaluation Criteria**

Proposals will be evaluated on how well they address each of the following criteria. When completing the grant narrative, please indicate how your proposal will address each of the following areas.

- **Prior Record of Performance** – Demonstration of the applicant's prior successes in developing and implementing projects in a timely manner; experience in partnering with other entities on said projects, and ability to leverage necessary resources.
- **Implementation Feasibility** -- The likelihood that the proposed project will be implemented and will be effective in addressing the identified issues. The degree to which project's timetable reflects a realistic appreciation of the time and effort required to conduct the activities proposed.
- **Knowledge Transfer** -- The likelihood that the proposal will serve as a "demonstration" to draw lessons learned for other similarly situated local jurisdictions, e.g., the development of model ordinances or innovative practices with wider applicability to other counties, municipalities, or local agencies. The potential for long-term sustainable results.
- **Level of Collaboration** – Level of collaboration promoted; degree to which project fosters partnerships among municipal government, schools, community groups and local businesses, county government and nongovernmental organizations.
- **Capacity Building**- degree to which project is expected to build capacity of the municipality to adopt and show action and progress on their sustainable community agenda.
- **Leveraging Funding Sources**- degree to which project budget effectively uses grant funds and leverages matching in-kind and other funding resources.

**Municipal Land Use Center at The College of New Jersey  
Sustainable Communities Grant Program  
Application Information Cover Sheet**

**Project Name:**

**Applicant  
Municipality:**

**Project Location &  
County:**

**Municipal Mailing  
Address:**

**Street:**

**City, State, Zip:**

**Phone:**

**Fax:**

**Website:**

**Mayor:**

**Project Contact:**

**Phone:**

**Fax:**

**E-mail:**

**Grant Financial  
Officer:**

**Phone:**

**Fax:**

**E-mail:**

**Project Partners**

**Partners' Phone &  
Email:**

**Project Summary:  
(100 words or less)**

*Provide an overview that explains the problem or need addressed by the project. Provide a basic explanation of the purpose, how you will implement your project and expected outcome(s) of your project. Describe the types of activities for which the grant funds will be spent. Identify your organization and key partners for this grant.*

**Projected start  
date:**

**Projected end date:**

**Grant Funds  
Requested:**

**Total In-Kind  
Match:**

**TOTAL PROJECT  
COSTS:**

**SIGNATURE OF MUNICIPAL APPLICANT REPRESENTATIVE**

***(One original signature page must be received with the application package)***

*I certify that that \_\_\_\_\_ has authorized the submission of this grant application.*

\_\_\_\_\_  
*Signature of Mayor*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Name, Title*

## APPENDIX B-- PROJECT WORK PLAN FORMAT

<b>Project Title: Community Greening</b>		
<b>Task</b> <i>(list the project tasks in approximate chronological order)</i>	<b>Responsible Party</b>	<b>Time Frame (dates)</b>
1. Create & maintain Steering Committee to provide project oversight, feedback, technical recommendations. Complete consultant search and hiring process	Town Administrator	4/08 - 5/08
2. Develop municipal greening work plan and community outreach timetable.	Town Administrator & Steering Committee	5/08 – 7/08
3. Develop and deliver educational programs on the importance of green building and energy efficiency programs to Town Council, Planning Board, Community and Civic organizations to build support for action	Steering Committee	5/08 – 6/08
4.		
5.		
6.		

**APPENDIX C – BUDGET FORMAT EXAMPLE FOR SUSTAINABLE COMMUNITIES GRANTS**

<b>Grant Title: “Community Greening”</b>			
	<b>Grant Funding</b>	<b>In-kind Match</b>	<b>TOTAL</b>
<b>Municipal Personnel</b>			
Municipal Business Administrator-10 hours @\$45/hour	0	450	450
DPW Director 40 hours @ \$35/hour		1400	1400
Administrative Assistant 40 hours @ \$15/hour	0	600	600
<b>Fringe Benefits for personnel 32.41% x salary total of \$3,800</b>	0	794	794
<b>Volunteer Time</b>			
Green Team Taskforce -4 members, 25 hours@ \$17/hour (volunteer rate)	0	1,700	1,700
<b>Consultants &amp; Subcontractors</b>			
Consultant to develop greening plan	2000	0	2000
<b>Personnel &amp; Consultants Subtotal</b>	<b>\$2,000</b>	<b>\$4,944</b>	<b>\$6,944</b>
<b>Direct Project Costs</b>			
Materials for community greening program	4000	0	4000
Educational program signs 30 signs @ \$100 each installed	1500	1500	3000
Printing- 1000 Green Team flyers, 4000 newsletters 2 times/yr	3360	2000	5360
Postage	3300	0	3300
Community workshop(s) materials 300 packets @ \$2.00 each	600	0	600
Newspaper Ads 4@\$60/ad	240	0	240
<b>Direct Costs Subtotal</b>	<b>\$13,000</b>	<b>\$3,500</b>	<b>\$16,500</b>
<b>TOTALS</b>	<b>\$15,000</b>	<b>\$8,444*</b>	<b>\$23,444</b>

**\*Project exceeds the required \$7,500 match requirement and provides \$3,500 cash contributions for project materials**

**SUSTAINABLE COMMUNITIES'  
APPLICATION CHECK OFF LIST**

- Is your proposal:
  - In a 12 point font
  - With one inch margins
  
- Has the Mayor signed the completed **Application Information Sheet**?
  
- Have you included letters of support from all significant collaborating partners which describe their participation and role in the project and include an estimate of the in-kind value of their participation?
  
- Is your grant narrative **4 pages or less** (excluding the project Budget Table -Appendix C and the Project Work Plan table- Appendix B)
  
- Have you followed the grant narrative format included on pages 4-5?
  
- Does your budget include the minimum required 50% funding match requirement? A minimum of \$7,500 in match either through in-kind or cash contributions is required for the \$15,000 grant funding amount (total project budget = \$22,500). Are the sources of matching funding explained in the grant budget narrative section?
  
- Does your budget follow the sample grant budget categories and budget format on pages 5-6 and conform to the budget format in Appendix C?

**Proposals must be postmarked by March 14, 2008** to be considered for funding.  
**All grants postmarked after March 14, 2008 will be returned unopened.**

**Two paper copies** of the project proposals should be mailed to:

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