

WEEP Grant

Project Information

Applicant Name: City of Chula Vista

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Account number: 3724940-000

Project Type: Second Phase of Relaunch, City of Chula Vista NatureScape Program

Installation Address: At residences throughout Chula Vista

Location of Proposed Activity: City of Chula Vista

Brief Description of Project and Educational Value:

This grant proposal covers activities to further facilitate the Relaunch of the City of Chula Vista's NatureScape Program, envisioned as a 3-year program. Efforts would continue the work performed during late April through June 2018, supported by a FY 2017-18 WEPE Grant. Our previous effort involved initial communications to reengage past NatureScape participants to recruit residents for potential NatureScape demonstration gardens and eight potential sites were identified. The flagship NatureScape educational brochure and website were developed, as well, and are now in use.

With a new WEPE Grant for FY 2018-19, the NatureScape Program would take the next steps in this relaunched educational program. The focus would be to efficiently use WEPE Grant funds by implementing key aspects of Relaunch tasks described in the "Revised Concept Proposal Outline: Relaunch of Chula Vista's NatureScape Program" (Attachment A). This effort would, Develop and Conduct NatureScape Workshops and implement Program/Workshop Promotion and Sharing Informational Resources (portions of Tasks 3 and 4, Attachment A). The City would develop and implement the first workshop on the five key components of natural yard care: 1) building healthy soils with composting; 2) WaterSmart/WaterWise irrigation techniques; 3) plant right for your site; 4) toxic-free pest control; and 5) natural lawn care. The workshop is envisioned to feature expert presenters, informational handouts, tour of a demonstration garden at the facility where the workshop is held, a hands-on component to advance learning and giveaways to enhance residents' gardens. The City would also work with partners to promote and market the NatureScape Program and the first workshop. The initial workshop and accompanying promotional activities would serve to lay the groundwork for future workshops and partnering and cross promotion activities. The overriding benefit is to educate residents so they learn the techniques of building healthy soils with composting, utilizing smart irrigation practices to conserve water and developing sustainable landscapes using climate appropriate native and California-friendly plants.

Note: As stated in the cover letter to the WEEP Grant, the City of Chula Vista has also proposed additional NatureScape activities that could be performed with an additional \$5,000 beyond the FY 2018-19 WEEP Grant request of \$5,000 (\$10,000 total for FY 2018-19). With this additional funding, a stronger, more cohesive effort to further lay the foundation of the 3-year program could be accomplished. Please see the Attachment B, “Potential NatureScape Relaunch Activities Beyond Scope of the WEEP Grant.”

WEEP

Project Budget

Applicant Name: City of Chula Vista

Project Type: Educational/Demonstration

Begin Date: as soon as grant is accepted by Chula Vista City Council

Completion Date: May 31, 2019

Item Description	Fixed cost or hourly rate	Time cost (estimate)
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Conduct efforts to support the Relaunch of Chula Vista’s multi-year NatureScape Program.

1. Plan and conduct first NatureScape workshop	\$95.90 x 30	\$2,877.00
2. Promote and market first NatureScape workshop/develop, disseminate promotional communications/initiate cross-promotional activities with partners	\$95.90 x 25	\$2,406.00
3. Expert presenters first workshop	\$100 each (up to 4 presenters)	\$400
4. Workshop materials, handouts, giveaways, snacks	\$15 (per workshop participant) x 40 participants	\$600
5. Workshop facility rental	For 40 participants	\$900 (may be \$0, if co-brand event with facility)
Total project cost		\$7,183.00 (\$5,000.00 from WEEP grant)

Additional funding source

Amount

1. City of Chula Vista

\$2,183.00