

Water Efficiency Education Program (WEEP) Grant Application



Project Information
Project Type: Relaunch of City of Chula Vista's NatureScape Program
Installation Address: At residences throughout Chula Vista
Location of Proposed Activity: City of Chula Vista
Brief Description of Project and Educational Value: Conduct first steps of a 3-year program that relaunches the City's NatureScape Program, which has ramped down recently due to funding constraints.
Please see next page for the full Brief Description of Project and Educational Value statement. Also, see the "Concept Proposal Outline: Relaunch of Chula Vista's NatureScape Program" that envisions the key steps for implementing the multi-year program.
<i>It is the intention of the City of Chula Vista to apply for an additional WEEP grant funding for other aspects of this project once the FY 2019 application is available.</i>

Applicant Information			
Account Number:	3724940-000		
Applicant (Business Name):	City of Chula Vista, Office of Sustainability		
Contact Person:	Coleen Wisniewski, Senior Conservation Specialist		
Mailing Address:	276 Fourth Ave Chula Vista	Zip Code:	91910
Day/Work Phone:	619-409-5828	E-Mail Address:	cwisniewski@chulavistaca.gov

Project Cost	
Total Project Cost: \$5,000 WEEP grant, \$2,000 covered by City of Chula Vista	\$ 7,000

Hold Harmless and Indemnification Agreement

I certify I have read, understand and agree to the terms and conditions of this grant program. The undersigned expressly agrees that the Authority may inspect all WEEP Grant funded project elements/installations; that installation of water efficiency educational resources may not result in lower water bills; and that the Authority does not warrant any products, materials, equipment or installation to be free of defects, the quality of workmanship, or the suitability of the premises for water efficiency resource installation and educational purposes. The undersigned further agrees to defend, indemnify and hold harmless the Authority, their directors, officers, and employees, against all loss, damage, expense, claims, suits and liability, including attorney's fees resulting from the loss, destruction or damage to property arising out of or in any way connected with the WEEP Grant funded project. .

Name (print): Coleen Wisniewski

Signature: _____

Date: _____

Coleen Wisniewski
4/12/18

Brief Description of Project and Educational Value:

Conduct the first steps of a 3-year program that relaunches the City's NatureScape Program, which has ramped down recently due to funding constraints. The overriding benefit is to educate residents to create numerous National Wildlife Foundation-certified wildlife habitat yards throughout Chula Vista to serve as demonstration gardens and to learn the techniques of building healthy soil, utilizing smart irrigation practices to conserve water, and developing sustainable landscapes using climate appropriate native and California-friendly plants. The first task of the Program will reengage with past NatureScape participants to recruit residents to determine potential sites for demonstration NatureScape gardens and to serve as catalysts to promote the Program. This would involve communication with National Wildlife Federation to determine new processes for creating and certifying wildlife habitats. Included would be development of an informative brochure on NatureScape and the benefits of smart watering practices and building healthy soil using compost. It will serve multiple purposes as an educational and promotional handout at events and workshops and will be available online.

Please see the "Concept Proposal Outline: Relaunch of Chula Vista's NatureScape Program" that envisions the key steps for implementing the multi-year program. It is the intention of the City of Chula Vista to apply for an additional WEEP grant funding for other aspects of this project once the FY 2019 application is available.

Water Efficiency Education Program (WEEP) Project Budget

Applicant Name: City of Chula Vista, Office of Sustainability

Project Type: Educational/Demonstration

Begin Date: May 1, 2018 or sooner

Completion Date: June 8, 2018

Schedule of Rates

Include fixed-rate costs for materials or equipment, and hourly rates for employee time and service

Item description	Fixed cost or hourly rate	Total cost (estimate)
Conduct Task 1 for relaunch of Chula Vista's multi-year NatureScape Program (see attachment)		
1) Conduct communications/ outreach to reengage participants	\$95.90 (hourly) X 35 hours	\$3,356.50
2) Research, create educational/ promotional brochure; graphic design; develop content for website and social media platforms	\$95.90 (hourly) X 27 hours	\$2,589.30
3) Printing of brochure	for 2000 copies	\$1,054.20

total project cost \$7,000.00 (\$5,000 from WEEP grant)

Additional project funding sources to pay for any balance of project costs not covered by the WEEP grant

Additional funding source	Amount
1. <u>City of Chula Vista</u>	<u>\$2,000.00</u>
2. _____	
3. _____	

Concept Proposal Outline: Relaunch of Chula Vista's NatureScape Program

A. Vision to Relaunch NatureScape

The City of Chula Vista is seeking funding from Sweetwater Authority to relaunch the NatureScape program which has shown to be beneficial to the overall community. The City envisions a 3-year program with workshops and associated support to certify NatureScapes as Certified Wildlife Habitats throughout the City. The concept covers five tasks (Tasks 1-5) and an optional task (Task 6) that the City would like to implement. NatureScape would help satisfy two objectives in the City's Climate Action Plan directed at utilizing water education, technical assistance and hosting workshops so citizens can apply Water Smart practices to their yards. Additionally, it supports several aspects of our Water Stewardship Plan. In turn, the Program would build upon the past program, revise and relaunch it and continue to apply key NatureScape principles of a natural yard and sustainable approach. The City would reengage with past NatureScape partners and leverage those relationships as a key building block for the relaunch.

B. Overall Program Benefits and Rationale

Benefits of NatureScapes include resident participation in: building of healthy soil through composting resulting in water saving and lower yard maintenance; conservation of water resources (save water and money) by applying Water Smart techniques favored by water districts for our drought-laden region; and providing beneficial habitat to help preserve wildlife species (insects, birds, etc.) impacted by climate change. Additionally, it would expand engagement and education opportunities around water stewardship initiatives in Chula Vista. Creating NatureScapes provides a personalized back-to-nature outdoor experience and serves to enhance lifestyles in Chula Vista along with beneficial stress-relieving environments.

C. Background

In 2006, the City of Chula Vista launched the NatureScape program with the goal of creating numerous "Certified Wildlife Habitats" in yards throughout Chula Vista using the certification process of the National Wildlife Federation (NWF). Workshops were conducted to educate citizens about key components to address to create NatureScape environment. Another goal was to meet the criteria for the City to become a Certified Wildlife Habitat and a one-year designation was awarded in 2012. Since inception, NatureScape has certified 609 sites including residents (95 percent), schools and other landscapes. Currently, the City only provides basic information handouts via booths at community events and during Home Checkup Evaluation as funding has been an issue to continue the program at its previous level of staff engagement.

D. Relunched Program Objectives

- Engage with residents and educate them through workshops and other informational resources to make changes to create NatureScapes on their properties.
- Build upon the number of existing NatureScapes and create up to 225 new NatureScape environments throughout the City of Chula Vista.

- Create a newly reengaged partnership that utilizes cross marketing using existing informational resources to further educate new Program participants.
- Through Program efforts, achieve enough NWF Certified Wildlife Habitats and conduct other tasks to annually recertify the City as a whole (recertification done on annual basis).

E. Program Tasks

- 1. Review of Current Program Status and Reengagement with Past Participants** – Research of past Program activities and the certification process to determine the baseline and current status. This includes discussions with the NWF to determine if there are new processes to follow to maintain existing certifications or to recertify participants and the “Community Wildlife Habitat” status of the City. Utilizing NWF and Chula Vista databases, the City will reengage with past participants (those with Certified Wildlife Habitats) to determine interest and viability for possible visits or tours of existing NatureScapes that can serve as examples and as catalysts to promote the Program. Some of this work is necessary to confirm participants for activities in Task 6.

Task one staff Time Costs = \$7,000

- 2. Reengage and Recruit Agency and Nonprofit Partners** – The City of Chula Vista appreciates the support of the Sweetwater Authority as a partner and envisions Sweetwater as lead for the local water agencies (Sweetwater, Otay, CalAm) for NatureScape. The key role of partners is to help promote and cross market the benefits of NatureScape. Sharing of readily available informational materials by partners would be a key attribute they could provide. If availability permits, potential partners may participate as workshop presenters.

Other potential partners for the revised NatureScape include: Otay Water District, Cal American Water, San Diego County Water Authority, Southwestern Community College Horticulture Program, Southwestern College’s South Bay Botanical Garden, Cuyamaca College Horticulture/Landscaping Program, Cuyamaca’s Conservation Garden, San Diego Audubon Society, Chula Vista Garden Club, California Native Plant Society, Living Coast Discovery Center, Friends of Rice Canyon, Friends of Del Rey Canyon, past NatureScape participants with certified yards and the National Wildlife Federation.

Task 2 staff Time Costs = \$7,000

- 3. Develop and Conduct NatureScape Workshops** - A relaunched NatureScape would ideally cover a 3-year period with up to 4 workshops per year. Attendance goals for each workshop would be from 30 to 40 participants (120-160, 1 year; 360-480, 3 years).

Workshops would focus on five key principles of sustainable landscaping for wildlife: 1) Building healthy soil utilizing composting and mulching; 2) Water-saving irrigation techniques of Water

Smart; 3) Nature-friendly plant selection (natives and California-friendly plants); 4) Toxic-free pest management; 5) NatureScape's "Certified Wildlife Habitat" using the National Wildlife Federation criteria to certify yards and outdoor spaces. Additional topics may be incorporated into the Key Topics.

Workshops would feature presentations with hands-on resources to enhance understanding and participation. Partners would provide information on workshop topics for sharing with workshop participants. Materials could be used as handouts and/or electronically accessible items through websites, links, social media and other sources. Participants would be provided with information resources including handouts from partner organizations with links to websites. Workshop locations would be selected that offer opportunities to see NatureScapes (for example, South Bay Botanical Garden). Participants would also be provided with other tools, possibly starter plants, saplings, seed packs, bird feeders and other items. Past participants whose yards have been certified may be asked to participate to provide testimonials of the benefits of creating a NatureScape. Information obtained from past participants will be incorporated into PowerPoint presentations (testimonial, photos, etc.) for use at the workshops and such content could be used for explanatory purposes via placement on City and partner websites.

Task 3 staff Time Costs = \$25,000

Task 3 materials, room rental, workshop giveaways, snacks for workshops = \$11,920

Task 3 estimated Combined Costs = \$36,920

4. **Program/Workshop Promotion and Sharing Informational Resources** – The City would lead this promotional effort to announce the program, provide information on workshops and explanatory information about the program. The City's announcements would be disseminated via City's websites, electronic newsletters, press releases and other viable means. Partners, in turn, could utilize the City-provided information to cross market and promote the NatureScape program, workshops and other program information. Sharing would include cross marketing efforts to promote NatureScape Program with partners utilizing their communication methods to outreach. This also provides opportunities for partners to use their own materials, websites and content while simultaneously promoting NatureScape. Additionally, partners could provide access to informational videos on their websites that directly compliment NatureScape concepts and workshop topics. Partners would also have the opportunity to promote their closely related programs that compliment NatureScape whereby participants could utilize this information to enhance their knowledge and apply proven practices.

Task 4 staff Time Costs = \$15,000

Task 4 materials, printing = \$2,000

Task 5 estimated Combined Costs = \$17,200

5. **Certifications of Yards as Certified Wildlife Habitats** – Certification of NatureScapes utilizing National Wildlife Federation criteria with goal of obtaining up to 225 (75 per year) or Certified Wildlife Habitats over the course of 3 years. National Wildlife Federation criteria will be applied. A checklist is used as a tool to prepare a NatureScape. Criteria includes: food (three types of plants or feeders); water (one or more sources for wildlife to drink or bath); cover (two or more places for wildlife to find shelter from weather or predators); place to raise young (at least two places for wildlife to engage in courtship behavior, mate and then bear and raise their young); and conduct sustainable practices from two of three categories (soil and water conservation, controlling exotic species, and organic practices). Certification will be done directly online (self-certify) or via the City. Certifying of yards may be completed by City's Office Sustainability Specialist or partners such as Southwestern College's Horticulture and Landscape program students. Those that are certified would be eligible to receive a "Certified Wildlife Habitat" sign for placement in their NatureScape.

Task 5 staff Time Costs = \$24,000

Task 5 materials, signs (Certified Wildlife Habitat), postage = \$7,875

Task 5 estimated Combined Costs = \$31,875

TOTAL ESTIMATED COSTS – Tasks 1-5 = \$ 99,995

6. **Optional Task - Testimonials, Driving tour stops, Visits/Tours of NatureScape Yards** – Using information obtained from Task 1 regarding past participants that express interest in providing their yards as NatureScape, the City would establish relationships to create testimonials, driving tours or possibly organized walk-through tour visits. It is envisioned that 3 testimonial fact sheets of NatureScapes would be produced, a list of up to 10 driving tour homes where residents could view NatureScapes (front yards) and up to 5 possible walk-through site tour visits (front and/or backyards). Driving tour sites would contain brief signage explaining concepts of NatureScapes and point out the key features. Walk-through site tours could utilize the same signage but would also feature tours from the homeowners and experts from the City or partners (if available). Ideally, walk-through site tours would highlight use of compost and backyard compost techniques, irrigation suited to each NatureScape highlighting key features (drip systems, irrigation controllers, rain barrels, rotating sprinkler nozzles, etc.) plants selected and water sources for wildlife.

Optional task 6 staff Time Costs = \$ 25,900

Optional task 6 materials, signs for yards, directional signs, printing = \$4,000

Optional task 6 estimated combined costs = \$29,900

Contacts:

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