

**REQUEST FOR PROPOSALS  
SOLICITED BY THE  
NEW YORK-NEW JERSEY HARBOR ESTUARY PROGRAM  
AND THE NEW ENGLAND INTERSTATE WATER  
POLLUTION CONTROL COMMISSION:  
  
ESTUARY AND WATER ACCESS EVENT DAYS GRANTS**

**I. Summary**

The New York-New Jersey Harbor Estuary Program (HEP), in partnership with New England Interstate Water Pollution Control Commission (NEIWPC), is requesting proposals for the organization and implementation of public events to promote access to the water and waterfront within the NY-NJ Harbor Estuary. A total of approximately \$20,000 is available. HEP and NEIWPC intend to sponsor up to 10 projects.

**II. Background on the Harbor Estuary Program**

Designated as an Estuary of National Significance by the Clean Water Act in 1987, the New York-New Jersey Harbor Estuary is a complex ecological system in the midst of a major urban center. The NY-NJ Harbor Estuary Program (HEP) is a National Estuary Program authorized in 1987 by the U.S. Environmental Protection Agency. The Program is an ongoing effort to develop and implement a plan to protect, conserve, and restore the estuary. As asserted in its mission statement, “the New York-New Jersey Harbor Estuary Program works to shape policy and implement actions that positively impact the health of the Estuary by convening a partnership of interested stakeholders, utilizing sound science to analyze the issues, and working to carry out recommendations that are environmentally and economically responsible.” Participants in the program include representatives from local, state, and federal environmental agencies; scientists; citizens; businesses; and environmentalists among others.

NEIWPC is a not-for-profit interstate agency that serves and assists its member states (Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont) by coordinating activities and forums that encourage cooperation among the states, educating the public about key water quality issues, supporting research projects, training environmental professionals, and providing overall leadership in water management in protection. NEIWPC is a partner of the NY-NJ HEP and supports the Program’s efforts by helping to manage HEP’s Grants Programs.

Geographic area of Interest

The NY-NJ Harbor Estuary encompasses the waters of the New York-New Jersey Harbor and tidally influenced portions of all rivers and streams flowing into it. The “core area” of the NY-NJ Harbor Estuary Program extends from Piermont Marsh on the Hudson River to an imaginary line at the mouth of the Harbor connecting Sandy Hook, New Jersey and

Rockaway Point, New York (the Sandy Hook-Rockaway Point Transect). This core area includes the bi-state waters of the Hudson River, Upper and Lower Bays, Arthur Kill, Kill Van Kull, and Raritan Bay. In New Jersey, it includes the Hackensack, Passaic, Raritan, Shrewsbury, Navesink, Rahway, and Elizabeth Rivers, as well as Newark and Sandy Hook Bays. In New York, it includes the East, Harlem, and Bronx Rivers, Jamaica and Flushing Bays, and the Long Island Sound up to the Throgs Neck Bridge. For a map of this area see <http://www.harborestuary.org/aboutestuary.htm>.

### III. Project Objectives and Priorities

Each award recipients will develop and carry out a project that:

- 1) Helps raise awareness about the Harbor Estuary ecosystem;
- 2) Provides hand on activities to help participants learn and experience the estuary;
- 3) Provides “access” to the estuary (access may be active or passive); and
- 4) Takes place between August 1, 2009 and August 1, 2010.

### IV. Funds Available

A total of \$20,000 is available and HEP and NEIWPC expect to select up to 10 projects, each awarded approximately \$2,000. If the project costs exceed available HEP/NEIWPC funds, the applicant will need to demonstrate in the budget section how this will be addressed. However, projects which receive additional or matching funds will not receive additional points by the Review Team during evaluations.

### V. Proposal Package

Please submit proposals in Portable Document Format (PDF). If you cannot submit electronically, you may mail a hard copy of your proposal. Each package should not exceed the equivalent of 3 single spaced pages and **must** include the following information under these headings:

- 1) **Project Title:** Provide both a short and a descriptive title for your project.
- 2) **Contact Information:** Provide main and alternative contact(s).
- 3) **Event Description:** Describe what steps you will take to carry out the event and how you will evaluate its success. How will event raise awareness of the NY NJ Harbor Estuary ecosystem? Please make sure to include the following:
  - a. **Course of action:** What specific actions will you take to achieve the event’s goals?
  - b. **Event Date and Duration:** On what date(s) will you be holding the event? What is the estimated duration of the event?
  - c. **Location:** Where will the event take place? Please provide an annotated map and describe your organization’s relationship to and interest in the site.

- d. **Participants:** Who is the target community and who are the target participants (please be as specific as possible)? How will you engage them in this project and why? How many participants are you seeking to attract? Is there a maximum number of attendees who can participate in the event?
  - e. **Delivery method:** Describe the process of how you will interact with the participants you recruit to realize the goals of the project. Is there an educational component of the event? What is the message?
  - f. **Project results and evaluation:** How will you evaluate the success of your project once it is completed? Are there specific follow-up activities planned that will build upon this event?
  - g. **Continuity and dissemination:** How will this project be useful for future endeavors by your organization? (e.g. do you plan to repeat it in the future? How will its outcomes feed into other projects?) In what ways will you share project outcomes, materials, or models with other organizations within the Estuary? How will the results impact the NY NJ Harbor and other organizations in the region?
  - h. **Expertise and Experience:** Briefly summarize any relevant skills and previous experience your organization and/or team members may have in these types of projects.
  - i. **Publicity:** How will you publicize your event? Please include any materials that you have already prepared for your event, such as schedules, announcements, etc.
- 4) **Budget:** Provide an itemized budget in table format, clearly indicating what types of expenses (personnel, fringe, supplies, etc.) are included under each expense category. Indicate in separate columns and for each category: the total costs, the amount requested from HEP/NEIWPC, and any matching funds. If matching funds are needed to complete the project, please explain how those funds will be obtained. Also please indicate if any of the matching funds will be provided as in-kind services or *pro bono* work.

## VI. Proposal Evaluation Procedures

HEP has established a Public Access Program Review Team composed of partners with knowledge, expertise, and experience sufficient to make a fair and reasonable evaluation of the proposals.

Criteria for project evaluation include:

- Expected Benefits
- Practicability
- Cost Effectiveness

Rating criteria are available for download together with this RFP.

## **VII. Deliverables**

Successful award recipients shall submit the following upon completion of this project.

A summary of the event including a brief description of the goals, courses of action, accomplishments, lessons learned, project evaluation, an estimate of participants and 4-6 photos of the event.

## **VIII. Postponement/Cancellation**

HEP and NEIWPC reserve the right to postpone or cancel this solicitation and to reject all applications.

## **IX. Time, Date, Place and Manner of Requested Response**

Responses to this solicitation must be received no later than 5:00 PM EST on Friday, June 19th, 2009. No hand deliveries, faxes, or late responses will be accepted. If submitting electronically, please email as one complete file to Susy King, NEIWPC at [sking@neiwpc.org](mailto:sking@neiwpc.org).

### **Please submit hard copy packages to:**

New England Interstate Water Pollution Control Commission  
Attn: Susy King  
Boot Mills South  
116 John Street  
Lowell, MA 01852-1124  
(978) 323-7929

### **Please address any inquiries to:**

Kevin Reilly  
(212) 637-3794  
[reilly.kevinm@epa.gov](mailto:reilly.kevinm@epa.gov)

## **X. More Information and Resources**

The following resources may be helpful in developing your proposal:

- Harbor Estuary Program Website – [www.harborestuary.org](http://www.harborestuary.org)