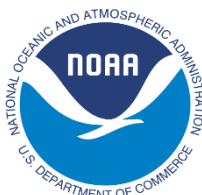


A Risk Communication Campaign for Coastal New Jersey: Community-Based Art Grant Program

Program Support Grant Application

Application Checklist:

- Cover page
- Application Checklist (this form)
- Narrative Statement
- Resumes of Key Personnel
- Proof of Non-Profit Organization status
- Budget Chart



Community-Based Art Grant Program: Program Support Grant Application

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Community-Based Art Grant Program: Program Support Grant Application

This Notice of Funds Availability (NOFA) solicitation seeks up to four community-based organizations (CBO) that will each be paired with one artist (4 artists will be selected in total through a separate and open process). CBOs will be responsible for providing financial support to the artists, with the funding awarded through this Notice of Funds Availability (NOFA), and hosting a community event and/or promotion (virtual or in-person depending on public safety parameters due to the COVID-19 pandemic) to showcase the artist's art installations in geographically diverse locations within New Jersey to engage communities as a part of a larger risk communications campaign.

The NOFA solicitation was originally announced in February 2020, however, due to the COVID-19 pandemic, the solicitation opportunity was delayed. Any application questions submitted will not be considered at this time and this solicitation will be treated as a new funding opportunity and process.

How to Apply

All application requirements must be completed and submitted consistent with the Application Submission requirements below. For Application Requirements, please see page 7.

Questions about Application

Any questions about the application process should be submitted in writing via email to NJCZM@dep.nj.gov by **5:00 P.M. EST on November 16, 2020** to be eligible to receive a response. Staff are not able to answer any questions about the grant application process over the phone.

Applicants seeking assistance are advised to submit questions well in advance of the deadline. Prior to submitting questions, applicants should read the application requirements thoroughly.

Responses will be posted to the program website, <https://www.nj.gov/dep/cmp/309-riskcommunication.html> on **November 23, 2020** with a follow-up notification to the applicants that submitted questions.

Application Submission

Applications can be submitted electronic. The application and all required documents must be submitted to the New Jersey Department of Environmental Protection (DEP), Bureau of Climate Resilience Planning at NJCZM@dep.nj.gov by **5:00 P.M. EST on December 7, 2020** to be eligible for funding.

A notification of receipt will be provided to the applicant by email. An applicant that submits an incomplete application shall be deemed ineligible.

Requirements for Final Approval and Funding

The announcement and notification of all grant recipients will occur by **Mid-January 2021**. Prior to final approval and the award of funding, all participating entities must provide a final statement of work and budget agreed to by the applicant and the Bureau of Climate Resilience Planning.

Community-Based Art Grant Program: Program Support Grant Application

Background

As part of the National Oceanic and Atmospheric Administration (NOAA) Coastal Zone Management Act (CZMA)'s Enhancement Program Projects of Special Merit (PSM), the New Jersey Department of Environmental Protection (DEP) Coastal Management Program (CMP) was awarded funds to partner with the New Jersey State Council on the Arts (Arts Council) to develop and implement a Community-Based Art Grant Program (Grant Program) as part of a larger risk communications campaign. The Grant Program, along with the other components of the risk communications campaign, will address the need to involve and inform the public about the coastal hazards impacts they will face and what actions they can take to reduce their risk.

For the purposes of this grant program coastal hazards are limited to flooding caused by a number of coastal conditions such as increasing sea levels, coastal storms such as nor'easters and hurricanes, high-tide flooding when no storm is present.

Risk can be perceived very differently by populations that experience similar kinds of events based on culture, economic practices, education, and length of flooding events. Due to this, it is not enough to relay to people that they are at risk; it is necessary to help them understand, through compelling and clear messaging, what can be done so they feel empowered to take action. The CMP wishes to adopt new methods of communication to have a more wide-spread and effective approach to communicating risk. The risk communication campaign and Grant Program have the purpose of:

- Increasing public awareness of how individuals will be impacted by coastal hazards and what they can do about it;
- Using innovative approaches and outreach methods and materials that are tailored to the needs of local communities throughout the coastal zone;
- Elevate awareness in New Jersey of the risks of flooding caused from sea-level rise and coastal storms;
- Increase knowledge of local decision-makers on innovated approaches and the best ways to effectively communicate risk through available tools and resources;
- Advance resilience planning efforts in New Jersey through effective risk communication methods, materials, and actions; and
- Effective communications that facilitate the necessary behavior change to make New Jersey more resilient to coastal hazards such as sea-level rise and coastal storms.

The full risk communication campaign will involve several components, each of which aim to improve the methods and materials used by the CMP and local-decision makers when communicating about the risk of coastal hazards. However, each component is meant to work together to result in a comprehensive strategy.

Risk Communication Materials: Materials such as infographics, images, and short videos will be developed for the CMP and local-decision makers to use through handouts, electronic communications, and social media

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Social Media Strategy: Using the risk communication material as a base, a social media strategy will be developed to engage audiences on the impacts of coastal hazards and risk reduction actions.

Community-Based Art Grant Program: Selected community-based organizations (CBO) will be paired with artists that specialize in environmental topics to create art installations in specific locations within New Jersey. Artists, with assistance from the CBOs, will develop installations that engage communities and will culminate in a community event. The social media strategy will be used to get the word out about each installation and the opportunities for communities to get involved.

Coastal Hazards Risk Communication Training: To help increase the understanding of the best ways to communicate risk, the CMP will utilize NOAA's "Building Risk Communication Skills" training to provide local decision-makers with communication tools, insights, and teach new skills on ways of creating the desired behavioral changes. The CBOs and artists will be invited to participate in this training.

Note: The DEP, Arts Council, CBOs, and NOAA will have rights to take and use images of the artwork produced as a result of this Grant Program. Artists will retain the rights to the artwork itself.

Expectations of Community-Based Organizations

The CBOs that are selected will be primarily responsible for supporting artists to develop art installations and hosting and/or promoting the art installations through the community where they are located. Ideally, this will be through a community event to showcase the artwork. However, due to COVID-19 it is necessary for CBOs to have the capability to promote the art installations virtual or in-person depending on public safety parameters.

The intent of the Grant Program is to engage communities around the development and display of artwork to provide an innovative approach to more effectively communicate the risks of flooding due to sea-level rise and coastal storms. The CBO will be awarded funding to:

Required:

- Participate on the artist selection panel (which will be held virtually if necessary) through the Arts Council to assist in the selection of an artist that will work directly with the CBO to complete work under the Grant Program;
- Provide funding awarded through this Notice of Funds Availability to one artist for development of a community-based artwork. Up to four CBOs will be selected through this NOFA and up to four artists will be selected through an Arts Council's solicitation process;
- Advertise for and host a virtual or in-person community event to showcase the developed artwork; and
- Disseminate developed risk communication materials through their communication platforms.

Community-Based Art Grant Program: Program Support Grant Application

Additional Opportunities:

- Participate in risk communication training that will be provided by NOAA. This training provides insights into how and why people respond to risk and is an opportunity to develop new skills to better connect with a variety of audiences.

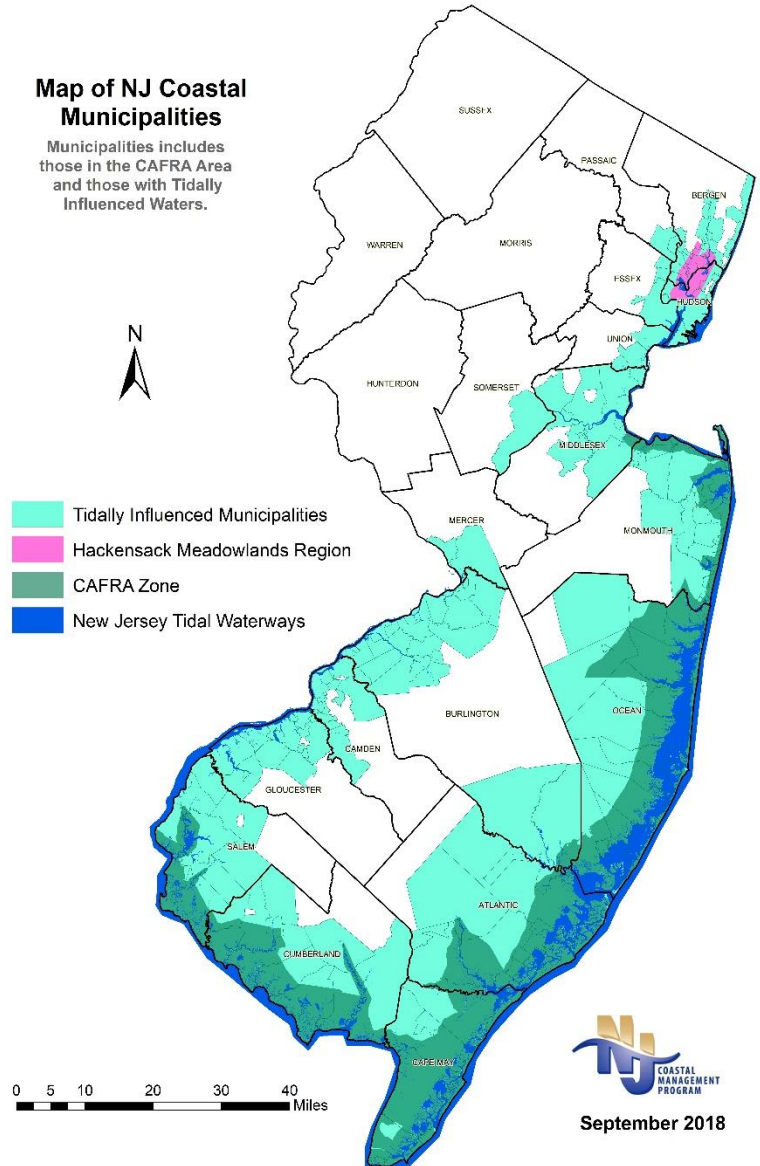
Where the Work Will Take Place

Art installations are to be in existing public spaces located in the coastal zone and could include, but would not be limited to, murals, light displays, installations created from community-collected trash, performances (dance, music) or performance art. The installations can be located on the CBOs property, or other publicly accessible location and agreed to by the CMP and upon sufficient proof of any rights necessary to use such land. The location of installations cannot result in any new environmental disturbance due to their installation, and installations will not be located in, or cause impact to, environmentally sensitive areas such as, but not limited to, wetlands, sand dunes, threatened and endangered species or habitats, historic preservation sites, or marine mammals.

Amount of Funding

CBOs will be awarded funding to reimburse for administrative expenses, as well as funding for artists to accomplish the expected actions listed above. Up to four CBOs throughout New Jersey's coastal zone may be selected under this solicitation. Each CBO will be paired with selected artists through a selection panel administered through the Arts Council.

Each CBO may be awarded up to \$12,500. Of that award \$7,000 must be provided to the artist for reimbursement of materials and for their development and presentation of the art installation



Click on the link [here](#) to view the list of New Jersey municipalities that are located in the coastal zone, which include those in the CAFRA area and those with tidally influence waters.

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selected. Up to \$5,500 may be provided to the CBOs for reimbursement of documented costs, such as time and materials. CBOs will be selected based on the selection criteria and funds available. The DEP and Arts Council will serve as the review team to consider the submitted budget and proposed costs and recommend an award amount, which may differ from the requested amount. DEP will make the final determination regarding the award of funding.

Community-based Organization Eligibility Requirements

To be eligible for the Grant Program, an applicant must:

1. Be incorporated in the State of New Jersey as a non-profit corporation or be a unit of government, college or university;
2. Be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4;
3. Be an organization in “good standing,” with the State of New Jersey; and
4. Have established programs that occur in and are impactful to communities within New Jersey’s coastal zone (see the map on page 4 for reference).
5. Register in NJSTART, if selected for award. If you are a new grantee (not in the State’s Treasury system) or an existing grantee with a new payment address or wish to receive direct deposit, you must register/update information at www.njstart.gov in order to process a contract;
6. Have the ability to submit required contract reporting and invoicing;
7. Have the ability to promote and support community knowledge and engagement in the art installation either in-person or in a virtual capacity; and
8. Have the ability to submit a Project Accessibility (ADA) Checklist when the grant agreement has been signed with DEP; the Checklist is available here: <https://njtheatrealliance.org/resources/self-assessment>.

In addition, the applicant must demonstrate that it has a(n):

1. Independent board of directors responsible for the governance and administration of the organization, its programs, and finances;
2. A demonstrated history of providing public programs or services for at least two years prior to the application;
3. Demonstrated ability to provide public programs and services virtually; and
4. At least one half-time administrative staff person on payroll (not a combination of staff);

If the applicant is affiliated with a college, university or municipal government, it must demonstrate that it is both programmatically and administratively distinct from its parent organization. To qualify for eligibility, the following must also be in place:

1. A community-based independent board or advisory committee that has substantial responsibility for oversight and management;
2. A mission that is separate and distinct from its parent organization;
3. Dedicated staff and volunteers for its programs;
4. A budget separate from the parent organization; and
5. Demonstrated community support.

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- a. The applicant must receive at least 25% in revenue from sources outside the parent organization. Community support is defined as corporate/foundation support, ticket/admission sales, and individual contributed revenue. State and/or federal grants do not satisfy the requirement.
- b. If affiliated with a college or university, the applicant must provide programs or services to the general public and must document that its activities serve 75% or more non-student or faculty audiences across a three or more New Jersey county region.

Evaluation Criteria

The Department shall evaluate applications based on their compliance with and responsiveness to the requirements set forth herein including, but not limited to, the eligibility and application requirements. The Department shall also consider and may make awards under this solicitation to ensure that the program reaches a broad and diverse range of communities and populations across the state in consideration of:

1. the geographic locations of proposals with the intent to represent a balanced distribution of messaging across the coastal zone;
2. the vulnerability of the communities being served by the CBOs to coastal hazards; and/or
3. the potential that selected art installations are accessible by socially vulnerable communities and populations.
4. High programmatic quality throughout the project as related to the Grant Program's purpose.
5. Commitment to providing meaningful and innovative opportunities for selected artists and communities to work together.
6. Appropriate programmatic planning, including governance, management, and human resources as they relate to the Grant Program.
7. An appropriate project budget that includes sufficient resources and demonstration of fiscal responsibility.
8. A sound understanding of who is/will be served by the project that is clear, measured, and documented.
9. Commitment to broad accessibility and service to a diverse group of artists and community members in pursuit of Grant Program's purpose.
10. Demonstration of current community impact through established programs that will help bring new audiences to CMP's risk communications.
11. Demonstration of current/recent involvement with activities of municipalities located in the coastal zone.
12. An understanding of how coastal hazards impact their community, and why resilience is important to them.

Community-Based Art Installation Grant Program Anticipated Timeline

- **November 2, 2020:** NOFA Announcement;
- **November 16, 2020:** Questions about Application deadline;
- **November 23, 2020:** Question and Answer Document provided;
- **December 7, 2020:** NOFA submission Deadline;
- **February 1, 2021:** Call for Artists Announcement;
- **January 11, 2021:** NOFA Awardees Announced;
- **March 31, 2021:** Call for Artists Submission Deadline;
- **April 1-14, 2021:** Artist Selection Panel Preliminary Review of Artists' Submissions;
- **April 15, 2021:** Artist Selection Panel Selection of Artists in-person meeting;
- **May 1, 2021:** Selected Artists Notified; and
- **June 1, 2021 – October 1, 2021:** Development and display of Art Installations.

Note: The in-person and virtual community event, promoted and hosted by the CBO, will be dependent on when the art installations are completed.

Application Requirements

All applications shall address all requirements of this solicitation including, but not limited to, the evaluation criteria, as set forth below.

For Application Submission and Instructions, please see page 1.

- Cover page**
 - Name of the project
 - Applicant organization
 - Point of Contact name and contact information (mailing address, email, phone)

- Application checklist**

- Narrative Statement**

This statement is limited to 5 pages, not including the project budget and supporting materials. It should clearly and concisely communicate your organization and project to the panel and provide context for the other materials in the application. The narrative should directly address all requirements of this solicitation, including but not limited to, the Evaluation Criteria, your organizations' history of experience and capacity to successfully complete the tasks outlined in this NOFA and demonstrate how your community will benefit from a better understanding of their risks to coastal hazards. Successful narratives are clear and convincing and are supported by budgets and links to support materials. Each narrative must include:

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- *Overview* – briefly provide an overview of your organization and describe the proposed location for where the artwork could be displayed or showcased and where the community event would be held.
- *Project Management* – briefly describe the management structure of the applicant organization and its connection to and oversight of this project. Address the eligibility requirements, as applicable. Be sure to include:
 - all required or otherwise relevant information about the organization’s board and any advisory committee responsible for oversight of the project, and any staff or volunteers essential to carrying out the project.
 - Qualifications of Personnel
 - Board and staff chart
- *Overview of Network and Coordination* – describe the overall network your organization has access to and works through, and how this coordination will benefit this project. Be sure to describe:
 - How your organization currently works or has had recent involvement of activities within their municipalities and other organizations, including municipalities located in the coastal zone.
 - Provide a history of relevant public programs or services to demonstrate the experience and capacity to complete projects, programs or services of similar scope, including virtual programming.
 - Describe how other partners will help you engage new audiences.
- *Project Budget* – in conjunction with the information provided on the Budget Chart (Appendix A), describe the financial planning for this project. Be sure to detail:
 - How the awarded funds will be used by the CBO.
 - The plans and methods used to earn and raise all additional funds that are determined to be necessary to accomplish the project.
 - Any expenses pro-rated to the project.
 - Sufficient resources and demonstration of fiscal responsibility.
- *Audience Development and Assessment* – describe the audience who is/will be served through this project. How will the organization identify, measure and document the benefits of this project in a clear manner? Be sure to:
 - Demonstrate commitment to providing meaningful and innovative opportunities for selected artists and communities to work together.
 - Identify the target community of New Jersey intended to benefit from this project, including their geographic region, number, and experiences with coastal hazards.

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- How your organization currently impacts the community through established programs that will help bring new audiences to the CMP's risk communications.
 - Distinguish between those who will attend event(s) and those who may be served through secondary means, i.e. radio, television, blogs, web-based learning, publications, virtual programing, etc., if applicable.
 - Detail the methodologies in which the organization seeks feedback and how it is integrated into the project's evaluation.
 - Provide an understanding of how coastal hazards impact target communities, and why resilience is important to them.
- *Accessibility and Diversity* - describe all the steps you will take to ensure wide accessibility to the project and ability to outreach to a diverse group of artists and community members in pursuit of Grant Program's purpose.
 - Describe how barriers (economic, geographic, cultural, linguistic, physical, transportation, COVID-19 pandemic, etc.) which may impede access to and participation in the project will be addressed. What strategies are in place to overcome them?
 - What goals and strategies are in place for increasing the number or diversifying the group of artists with which your organizations engages?
 - What goals and strategies are in place for deepening the relationship with or the experience of those artists?

Resumes of Key Personnel

Proof of Non-Profit Organization status

Budget Chart

Additional Application Process Information

1. Any materials submitted after the application deadline will not be accepted.
2. Incomplete applications will be deemed ineligible and will not advance to the panel process.
3. The applicant's potential project does not need to be regional in scope and can serve a specific or local population; however, the organization itself must demonstrate regional or statewide impact (see Eligibility Requirements).

Appendix A

Budget Chart

BETWEEN

Community-Based Art Grant Program: Program Support Grant Application

 (Name of Grantee)
 AND
 THE STATE OF NEW JERSEY
 BY AND FOR
 THE DEPARTMENT OF ENVIRONMENTAL PROTECTION

GRANT IDENTIFIER:

APPROVED PROJECT BUDGET

ACCOUNT DESCRIPTION	TOTAL BUDGET	FEDERAL	STATE	GRANTEE	OTHER
A. Personnel Costs	0.00	0.00	0.00	0.00	0.00
Salaries					
Fringe Benefits	0.00	0.00	0.00	0.00	0.00
B. Consultants and Subcontractors	0.00	0.00	0.00	0.00	0.00
C. Other Costs					
Specify:					
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
_____	0.00	0.00	0.00	0.00	0.00
D. Audit	0.00	0.00	0.00	0.00	0.00
Subtotal Direct Costs	0.00	0.00	0.00	0.00	0.00
Less Program Income	0.00	0.00	0.00	0.00	0.00
Total Direct Costs	0.00	0.00	0.00	0.00	0.00
Indirect Costs	0.00	0.00	0.00	0.00	0.00
TOTAL PROJECT AMOUNT	0.00	0.00	0.00	0.00	0.00