



## Enhancement Grant Program Application

Before filling out this form, please read the Enhancement Grant Program Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project Pesticide-Free Neighborhoods OC / Soaking it In for Spanish Speakers

Organization Northwest Center for Alternatives to Pesticides

Is this a Non-Profit Organization? Yes \_\_X\_\_ No \_\_\_\_\_

Non-Profit Federal tax exempt ID Number 93-0715778

Address PO Box 1393

City, State, Zip Eugene, OR 97440

Project Coordinator Sharon Selvaggio Phone 503-704-0327

Email sselvaggio@pesticide.org

Chairperson of Governing Board (If Applicable) Tony Brand

Phone 208-420-3052

Signature 

*(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)*

**\*\*\*Complete the budget sheet on page 7 first.**

**Amount totals from that sheet will auto fill into this table**

<b>Grant Amount Requested:</b>	<b>\$</b>	24,850
<b>+ Matching Funds (Cash):</b>	<b>\$</b>	8,176
<b>+ In-Kind Matching Funds (See question #15):</b>	<b>\$</b>	6,286
<b>= Total Cost of Project:</b>	<b>\$</b>	39,312

## **Proposal Information**

### **1. Is this your first grant application to the Enhancement Grant Committee?**

Yes \_\_\_\_\_ No   X  

### **2. Have you received an Enhancement Grant in the last 3 years? (Include past Metro Enhancement Grants)**

Yes   X   No \_\_\_\_\_

If yes, please describe the projects/programs for which you received funding.

**2018-19:** Under *Boots in the Rain Oregon City*, NCAP trained 49 landscape professionals and city residents on rain garden benefits and stormwater facility design, installation, and maintenance techniques. In addition, NCAP launched Pesticide-Free Neighborhoods Oregon City, which aims to put concrete information on alternatives for managing common home, garden, and lawn pests and weeds into residents' hands and to gain pesticide-free pledges.

**2017-18:** NCAP trained 25 residents at a three-hour pollinator workshop titled *Thinking Like a Bee: Excelling at Pollinator Gardening* in June, 2018. The training included well-known pollinator experts Andony Melathopoulos and John Edwards, and featured a trip to the pollinator-friendly garden of an Oregon City resident. We raised attendees' awareness about pollinator diversity and education, native bee habitat needs, and management techniques for garden pests. We helped residents become pollinator protectors, and encouraged an increase pollinator habitat across Oregon City.

### **3. If you received an Enhancement Grant last year, what is the status of the project?**

To date, we have reached hundreds of City residents at neighborhood association and community group meetings, community events, and door-to-door outreach for our Pesticide-Free Neighborhoods Oregon City project. We are on track to distribute resource packets to at least 900 households by June 30, 2019, and to reach several hundred more at community events and through media. We anticipate having pesticide-free pledges from 150 or more households by that date. A social media campaign has been underway since January, and an article about the project is scheduled for publication in the *Oregon City News*. We also recruited and trained 12 volunteers who are helping with this effort, and channeling their own passions and commitment for clean water and healthy communities into this effort.

We attracted 49 landscape professionals and seven presenters to our Soaking It In stormwater training on March 1, 2018. We installed a rain garden at the Environmental Learning Center at Clackamas Community College as a culmination of the training. An article about the rain garden and stormwater management methods has been submitted and will also be published in the *Oregon City News*.

**4. Will this grant-funding request be used for the first phase of a project, with possible grant requests for future phases?**

Yes \_\_\_\_\_ No \_\_\_\_\_ X

If yes, please explain.

**5. Briefly describe the project for which you are requesting funds.**

During the 2019-20 year, our project has three components, described below:

a) Pesticide-Free Neighborhoods Oregon City

As described above, in 2018-19, we initiated a project in Oregon City to share information with hundreds of city residents on methods for conducting home, lawn and garden care pesticide-free, and asked residents to make voluntary pesticide-free pledges.

In 2019-20, we propose to build on our momentum, continuing this work. We look to further engage the community and volunteers at community events and meetings, distribute resource packets to 750-plus more households, and pledge 100-200 additional households to go pesticide-free. The City of Oregon City is home to more than 12,000 households, so continuing this work allows us to continue to reach up to 17 percent of the residents with needed resources for safe and effective chemical free pest management. We have observed that the Oregon City residents we contact through door-to-door methods value being provided safe, effective, and chemical-free techniques at-hand for household pests– even if some are not quite ready to swear off pesticides altogether. We will make an additional item available for our resources packet this year that we will provide for those living in multi-family housing – tips for helping maintain apartments pesticide-free and talking to property managers about pesticide concerns.

We will continue recruiting volunteers to ground this work deeply in the community and will continue our broad-based outreach strategy: conducting our outreach door to door, at numerous neighborhood association and community meetings, through tabling at community events, through outreach to community institutions such as schools and churches, through postal and email channels and via various social media channels as well as the City's website.

People who decide to pledge to go pesticide-free will receive ladybug or honey bee Pesticide-Free signs. These signs, posted in front yards around the City, will serve as a reminder to residents that their neighbors care about the impact of pesticides, and will generate neighbor to neighbor conversations, encouraging more neighbors to also choose pesticide-free methods for managing home, garden, and lawn pests and weeds. We will follow up with pledging households to determine their successes and challenges in going pesticide-free.

#### b) Weed it and Reap: Easy, Pesticide-Free Home Landscape Tips and Tricks

This portion of our project focuses on education directly to homeowners who learn best from hands-on methods. As a demonstration-focused workshop, this training will demonstrate tools, tips, and techniques for managing homes and gardens with pesticide-free methods. During a 3-hour field workshop, we will train homeowners in how to:

- grow a healthy lawn and tackle weeds in lawns with widely available, easy to use tools that are easy on the back and hands
- manage ornamental beds and hardscapes with mulching, steam weeder, and weed wrenches,
- manage those semi-wild spaces that often get overtaken with blackberry thickets and ivy, disseminating effective cutting, digging, and smothering methods.

We will demonstrate use of tools that many homeowners have not tried— such as stand up dandelion weeder, weed wrenches for small trees and shrubs, scythes, and power trimmer attachments.

#### c) Soaking it In for Spanish Speakers Workshop

Building on previous work, NCAP will work with partners to condense, translate, interpret and offer our Soaking It In workshop to 40 Spanish-speaking landscape professionals. The full-day workshop (Soaking It In: the A-Z of Stormwater Management in the Landscape for Professionals) focuses on the whys and hows of stormwater facility design, installation, and maintenance, with hands-on and field opportunities for the attendees included. As modified for Spanish speakers, the workshop (facilitated by NCAP and involving local experts as training leaders) will be condensed and simplified, fully translated (slides and handouts) and simultaneously interpreted (using interpreters fully fluent in Mexican Spanish dialect and English). By using two interpreters who will use transmitters and headsets technology, we will not lose instruction time. The workshop will be a full-day peer session directed at and designed for Spanish speakers. Approximately a third of the time will be spent in the field. Open dialogue and question and answer sessions will be encouraged, so as to create as much engagement between the attendees and instructors as possible. We will offer the training for up to 40 attendees.

### **6. Describe why this project was selected and the community need(s) to which it will respond.**

As a whole, our project responds to a community need for clean water and healthy fish and wildlife. Stormwater runoff can carry dirt, oil, and other toxics directly to the creek. Without stormwater management, these conditions erode stream channels, prevent groundwater recharge, and pollute the creek. Home pesticide use, especially for exterior applications aimed at ants, lawns, and ornamental beds, pollutes urban creeks, as shown by the high concentration of pesticides found in urban areas under monitoring programs conducted in the Northwest and elsewhere.

Oregon City encompasses streams important to native fish. Abernethy Creek supports coho salmon and steelhead trout. Beaver Creek contains resident cutthroat trout and lamprey. During high flow periods, fish also occupy the lower floodplain at the base of the bluffs.

Oregon's native fish are highly diminished and can be heavily impacted by toxics present in urban runoff, including pesticides.

Municipalities have taken steps to encourage and implement low-impact development, requiring or installing swales, planters, rain gardens and other facilities to capture, filter, and slow runoff. Since these technologies are relatively new, there is a need for enhanced understanding of their functions, design, and maintenance needs. Critically important is high-quality training for landscape professionals on best practices for site assessment, the interplay of design and function, finding and using design standards, problem-solving existing hydrology and drainage issues, installation considerations and practices, weed prevention and management, and ongoing inspection, evaluation, and maintenance practices and schedules for these important facilities.

The landscaping professionals who manage residents' yards and perform work on commercial and public lands are disproportionately drawn from the Spanish-speaking migrant population. This community is often shut out from effectively absorbing such training because most trainings are conducted only in English. Our workshop will be designed for those who will especially benefit from targeted training focused on stormwater facilities – in their language.

Our project contributes to the improvement of water quality in stormwater runoff into Oregon City creeks by improving the skills of local Spanish-speaking landscape professionals in the design, installation, and maintenance of low-impact development facilities. The expanded skill and knowledge in this group should ultimately translate into wider understanding, adoption, and better function of rain gardens, swales and other vegetated stormwater facilities on residential, commercial, and public properties.

The benefits of large public and private capital investment in such facilities can only be fully realized when the larger landscape professional community is well-equipped to perform ongoing inspection, maintenance, and redesign or reinstall as needed.

This project helps create equity in the landscape professional community by providing training normally available only in English to the large Latinx immigrant community for whom English is a second language.

This project also responds to a community need for alternatives to pesticides so that families can feel secure knowing they are providing healthy environments for children, pets, and pollinators. The hands-on Weed it and Reap training and widespread dissemination of the resources packet will put tools and techniques directly in the hands of residents, empowering local citizens with methods safe for the environment and for families.

**7a. Identify and describe how this proposal meets one or more of the goals for funding within the enhancement area boundaries (bolded and italicized those below that apply and describe by item number below).**

1. Result in significant improvement in the cleanliness of the City.
2. Increase reuse and recycling efforts or provide a reduction in solid waste.
- 3. Increase the attractiveness or market value of residential, commercial or industrial areas.***
4. Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Code.
- 5. Enhance new or existing wildlife, riparian zones, wetlands, forest lands or marine areas, and/or improve the public awareness and the opportunities to enjoy them.***
6. Preserve or increase recreational areas and programs within the City.
- 7. Improve safety within the City.***
8. Increase employment or economic opportunities for City residents.
- 9. Provide work, training opportunities, or other benefit to youth, seniors and low-income persons or underserved population.***
10. Enhance art and culture within the City.

**7b. List by item number from 7a and describe how the project meets each goal.**

- 3. Increase the attractiveness or market value of residential, commercial or industrial areas.*
  - This project will promote awareness within the landscaping community of how to build rain gardens. These beautiful features, when installed and maintained correctly, can increase the attractiveness and market values of residential areas.
- 5. Enhance new or existing wildlife, riparian zones, wetlands, forest lands or marine areas, and/or improve the public awareness and the opportunities to enjoy them.*
  - Pesticide use can impact bees and other wildlife in yards and gardens, while pesticides in runoff can hurt fish. Our work will help preserve and enhance local wildlife, riparian zones, and wetlands by reducing the amount of toxics added to the local environment and facilitating the adoption of effective mechanisms for cleansing stormwater.
- 7. Improve safety within the City*
  - Pesticides are inherently hazardous. Teaching people about safe, effective alternatives allows people to avoid the hazards inherent in chemical control.
- 9. Provide work, training opportunities, or other benefit to youth, seniors and low-income persons or underserved population.*
  - Our project will provide needed training opportunities to the underserved Latinx landscaper community, ultimately improving their ability to land higher-paying work.

**8. Project Period:** 12 months  
(Number of months in duration)  
Beginning Date: July 1, 2019  
Ending Date: June 30, 2020

**9. What is the geographic area of Oregon City where the project will take place?**

Pesticide-Free Neighborhoods Oregon City will take place throughout the City. All residents of the City will also be eligible for participating in the Weed it and Reap workshop, which will be hosted in a central area in Oregon City.

The Soaking it In for Spanish Speakers workshop will target landscaping companies operating in Oregon City and nearby, and will take place in an Oregon City location.

**10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?**

Results from a recent U.S. Geological Survey study of stormwater in Clackamas County found that urban streams and stormwater outfalls contained numerous pesticides; thirty-three pesticides were detected across the study area during just one storm, and impacts on aquatic insect populations (critical food for salmon and steelhead, as well as birds, bats and other native wildlife) were documented.

We will train up to 40 landscape professionals in rain garden, bioswale, and planter design, installation, and maintenance. We plan to obtain 100-200 pesticide-free pledges, and will reach at least 750 households directly, and hundreds more indirectly with our Pesticide-Free Neighborhoods campaign. We will train up to 40 residents at our Weed it and Reap workshop.

Through each of these methods, we aim to reduce pesticide runoff reaching Abernethy and Beaver Creeks and the Willamette River, enhancing the value of these habitats. We also to increase the beauty, value, and sustainability of private properties in the City, and improve the skills of an underserved population.

**11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?**

We will work with the City, community groups and institutions, the Farmers Market and the media to get the word out about Pesticide-Free Neighborhoods and the Weed it and Reap workshops and be visible in the community. Local venues such as Clackamas Community College or a County building will be used for the two workshops.

**12. Briefly describe prior experience managing similar projects, including any past enhancement projects.**

Founded in 1977, NCAP delivers technical assistance to urban and agricultural communities, demonstrating alternatives for pest management without the use of harmful pesticides. With forty years of history, NCAP has demonstrated experience in project management, conducting workshops and trainings to audiences of diverse backgrounds, skill levels, and languages, and demonstrating alternatives for pest management without the use of harmful pesticides.

NCAP currently employs approximately five full-time equivalent staff and has an annual budget of approximately \$467,000. Staff lead for this project will be Sharon Selvaggio, who holds a M.S. degree in Energy and Resources, and a B.A. in Biology, both from U.C. Berkley.

Selvaggio owns a house in Oregon City and currently lives in West Linn. She has successfully managed projects funded under two previous Oregon City Community Enhancement Grants, as described in Question 3.

For the Pesticide-Free Neighborhoods OC and Weed it and Reap workshop, Selvaggio will lead these efforts with the assistance of community volunteers. The Soaking it In for Spanish Speakers workshop is being planned and will be executed with advice from one of Portland's Latinx-led landscaping and training firms, Verde. Stormwater professionals who developed content for the English language Soaking it In workshop in 2019 have agreed to be part of the Soaking it In for Spanish Speakers workshop.

NCAP has existing research and contact information for companies involved in landscaping in Oregon City and nearby communities, previous experience outreaching to the landscaping community and its professional associations, experience in planning and executing trainings for professionals, volunteer recruitment and management experience, collaborative ability, and connection with community organizations in the area. NCAP also has experience conducting trainings using Spanish interpreters and in working with Spanish-language translation contractors. Selvaggio has strong outreach skills and experience, and the organizing capability to conduct such a project.

**13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).**

July 1 – October 31 2019

- Soaking it In for Spanish Speakers— Planning: Recruit presenters, plan overall agenda, Identify and vet interpreters, establish contracts, identify training location, plan logistics
- Pesticide-Free Neighborhoods Oregon City: Community outreach meetings, tabling and canvassing, social media outreach, recruit and manage volunteers



#### October 1 – December 31 2019

- Soaking it In for Spanish Speakers— Plan outreach, develop and expand contacts, develop event flyer and social media, translate and distribute via mail, email and organizational contacts, initiate preparation of presentations
- Pesticide-Free Neighborhoods Oregon City— Community outreach meetings, tabling and canvassing, social and traditional media outreach recruit and manage volunteers
- Weed it and Reap: Easy, Pesticide-Free Home Landscape Tips and Tricks— Plan agenda, recruit co-presenter, determine location, develop event flyer

#### January 1 – March 31 2020

- Soaking it In for Spanish Speakers— Initiate and continue registration, finish presentations, prepare handouts, translate into Spanish, hold Soaking It In for Spanish Speakers workshop, conduct evaluation, share evaluation results
- Pesticide-Free Neighborhoods Oregon City— Community outreach meetings, tabling and canvassing, social media outreach, recruit and manage volunteers
- Weed it and Reap: Easy, Pesticide-Free Home Landscape Tips and Tricks— Conduct outreach via mail, email and organizational contacts, conduct registration, prepare topics and demos, assemble tools

#### April 1 – June 30 2020

- Soaking it In for Spanish Speakers— Follow up with workshop attendees to determine implementation behaviors and lend support for additional questions
- Pesticide-Free Neighborhoods Oregon City— Community outreach meetings, tabling and canvassing, social media outreach, manage and reward volunteers
- Weed it and Reap: Easy, Pesticide-Free Home Landscape Tips and Tricks— Conduct workshop and demonstration day, collect, analyze and share evaluation results, follow up with workshop attendees to determine implementation behaviors and lend support for additional questions (followup contact increases the likelihood of implementation).

**14. An exit report will be required once the project is complete, per a signed Enhancement agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.**

- Soaking it In for Spanish Speakers— Number of people served, satisfaction with the trainings, degree of learning, attendee commitments for implementation of specific practices, and implementation behaviors after workshop is complete, attendee success in gaining new clients and projects post workshop using techniques.
- Pesticide-Free Neighborhoods Oregon City— Number of households receiving pesticide-free

resources packet, number of pesticide-free pledges received, number of volunteers and volunteer hours contributed, number of community meetings and events attended, ability of those pledging to solve home and garden pest problem with the provided resources

- Weed it and Reap: Easy, Pesticide-Free Home Landscape Tips and Tricks— Number of people served, satisfaction with the trainings, degree of learning, attendee commitments for implementation of specific practices, and implementation behaviors after workshop is complete, ability of attendees to use taught techniques or other methods to solve home and garden pest problems post-workshop.

**15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time refer to the Enhancement Grant Program Information sheet for current value.**

Item	Source of Support	Estimated Value (\$)
Volunteer support (75 hours @ \$ 24.14 ea)	Community volunteers	\$1,811
Pesticide-Free Signs (200 signs @ \$7 ea)	Metro	\$1400
Donated steam weeder and other tools	Garden centers, online suppliers	\$300
Venue rental	Clackamas Community College or County	\$450
Event costs	Registration fees	\$375
Donated presenter time	Clean Water Services, Plan-It Earth Design	\$1,500
Consultation on Spanish-speaking landscaper outreach	Verde	\$150
Project Administration Costs	NCAP	\$300

**16. List all grants applied for in support of this project and commitments confirmed to date.**

Meyer Memorial Trust: Secured - \$1,100

Clackamas Water Environment Services (Soaking it In workshop): Pending \$14,000 (assumed we will be approved for \$7,076 in the budget worksheet next page - Column B).

**17. What is the percentage of Enhancement will be used for personnel services or administrative costs? 13 %**

**18. Will the administrator be a paid position? Yes X No**

**19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.**

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

*\*\*\*\*These figures will be transferred to the table on the first page of this application.*

**Proposed Budget**

<b>Suggested List (not inclusive)</b>	<b>(A) Grant Dollars Requested</b>	<b>(B) Matching Funds (Cash)</b>	<b>(C) In-Kind Matching Support</b>	<b>(D) Total</b>
<b>Personnel Services (salaries, administration)</b>	15,294	2,706	1,811	19,811
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b>	2,858	807	300	3,966
<b>Materials</b>	2,072	904		2,976
<b>Equipment/Supplies</b>	360		1,700	2,060
<b>Construction Costs</b>				
<b>Event Costs</b>	975	100	825	1,900
<b>Transportation Costs</b>	404	34		438
<b>Insurance Costs (if needed)</b>	262			262
<b>Additional Costs (List)</b>				
<b>Contracts (presenter fees, translators, live interpreters for Soaking it In for Spanish speakers)</b>	2,625	3,625	1,650	7,900
<b>Totals</b>	<b>24,850</b>	<b>8,176</b>	<b>6,286</b>	<b>39,312</b>