

**2010-2011 NORTH RICHMOND MITIGATION FEE  
FUNDING REQUEST APPLICATION**

**Verde Elementary Creek Champions Program**

**ORGANIZATION INFORMATION**

**APPLICANT CONTACT INFORMATION**

**Name of Organization:** The Watershed Project  
**Organization Address:** 1327 S. 46<sup>th</sup> Street  
Building 155  
Richmond, CA 94804  
**Executive Director Name:** Linda Hunter  
**Project Manager Name:** Juliana Gonzalez  
**Title:** Healthy Watersheds Program Manager  
**Phone Number:** (510) 224-4085  
**Email Address:** [juliana@thewatershedproject.org](mailto:juliana@thewatershedproject.org)

**BACKGROUND INFORMATION**

***Mission Statement Description***

Our mission is to inspire Bay Area communities to understand, appreciate and protect our local watersheds.

The Watershed project is located in Richmond, California, on the campus of the University of California's Richmond Field Station.

We promote understanding and appreciation of local natural resources; increase awareness of the human impacts upon these resources; and inspire community involvement and action that will protect and restore our local watersheds.

We show people how they are an integral part of a watershed, and how their behavior within that envelope, from mountaintop to marsh, affects and can improve the health of local water, soil, air, wildlife and even themselves. We help them realize that they are part of a living community - the interdependent web of living organisms that inhabit the watershed and depend on it for its clean soil, air and water.

For over eleven years, our programs have effectively interwoven awareness and action, education and stewardship. Our program strategies share common goals: increased individual awareness of the environment, increased individual and community stewardship of these resources, increased capacity for grassroots community groups to be watershed stewards, and promoting biodiversity and healthy watershed habitat.

***Length of Time in Operation***

We have served the community since 1997.

***Services We Provide in North Richmond***

**Green Academy.** In summer 2009, our Green Academy provided 15 youth from the North Richmond Young Adult Empowerment Center 120 hours of green job training. In summer 2010, an improved Academy program provided a total of 15 youth with 120 hours of green job training.

**Wildcat Creek Trail.** In concert with East Bay Regional Parks District, we promote recreational use of trails in the area, including Wildcat Creek Trail, the West County Landfill Loop, and a trail at the Wild Cat Creek staging area. We bring students to the trail for guided walks with park rangers and/or with our educational staff.

**Creek Care.** For the last two years, in August, we work with the EBRPD to organize a Creek Care event at the Wildcat creek staging area.

**Wildcat Creek Stewardship.** We have adopted 3 sites on Wildcat Creek (Rumrill, the staging area, and Verde Elementary school) for purposes of trash cleanup and revegetation. We bring students and recruit neighborhood volunteers to remove trash and invasive plants, and to plant natives.

**Making Waves.** We work with Making Waves' after school program and provide students various environmental service-learning education and stewardship opportunities. Many of the students are from North Richmond.

**North Richmond Shoreline Festival** – We participate in and help organize this Festival.

**Verde Elementary School Earth Day-** For the past two years we held an Earth Day event at Verde Elementary school. In 2009, we mobilized 50 youth from local high schools to help remove close to 600 pounds of trash from Wildcat Creek in North Richmond.

**San Pablo / Wildcat Council.** We work with the council on flood control and creek restoration issues.

**SPAWNERS.** The Watershed Project acts as a fiscal sponsor and provides capacity building services to SPAWNERS (San Pablo Watershed Neighbors Education and Restoration Society.) SPAWNERS involves community members in protecting San Pablo Creek and its watershed.

**Breuner Marsh and North Richmond Shoreline Visioning and Restoration:** In the last two years, we have mobilized over 100 volunteers to help restore the native vegetation of Breuner Marsh and participated in the visioning and planning for the North Richmond Shoreline as part of the North Richmond Academy.

**Richmond Clean and Green** is a multi-faceted campaign to reduce trash and dumping and educate the public on watershed awareness. The program has two main vectors: classroom and general public. Both vectors interweave stewardship and watershed awareness building. The program includes delivery of anti-litter programming at **Verde Elementary School**, Service Learning projects at the **Wildcat Staging Area** and Verde Elementary, a public trash can anti-litter/decorating projects, three **general public workdays** for cleanup of local trash hot spots, annual **trash hotspot monitoring** events. Stipends fund interns to receive training for helping coordinate and deliver these activities.

## SECTION II – PROJECT OVERVIEW

### PROJECT DESCRIPTION AND CONCEPT

#### PROPOSED ACTIVITIES

##### *Anti-Litter Classes at Verde Elementary School*

We will deliver four 1-hour anti-litter classes to students to help them understand the problems of litter. The emphasis of the program is litter prevention. The Watershed Project has provided these courses for the last five years to hundreds of students in the City of San Pablo. Last school year, the program was carried out at Edward M. Downer, Lake, Bayview and Riverside elementary schools, serving over 200 students.

The Watershed Project proposes to provide classroom presentations to four 3<sup>rd</sup> grade classes. Additionally, The Watershed Project will provide students with a take-home activity page they can use to share what they learned with their families. The classroom program presented supports California State Standards wherever possible and helps teachers incorporate further litter prevention education in their classrooms.

The goals of the activities presented are to teach students:

- The importance of creeks, watersheds and the life that surrounds them
- About the issue of urban runoff pollution with special attention paid to litter prevention
- About actions students and their families can take to reduce the pollution and litter that enters our creeks and the environment through storm drains and illegal dumping.

Proposed activities for the classes (subject to change):

- **A Creek in the Classroom:** An Introduction to Creek Ecology

- Creating a model creek in the classroom, students learn about the creek ecosystem and the plants and animals that rely on the creek for their survival, as well as discuss litter in creeks and how it gets there, what can be done about it.
- **Pollution Soup**
- Students learn about the storm drain system, and add materials to a jar of water to create a visual demonstration of the impact of urban runoff and non-point source pollution on the watershed.

### *Student-Decorated Trash Receptacles*

To help students retain their new knowledge (from the anti-litter class) and to instill stewardship in them, they then participate in a student anti-litter art project. They will create ceramic tiles to decorate public trash cans to deploy in North Richmond. The trash receptacles are purchased as part of the project and installation will be coordinated with the County Public Works Department, EBRPD, City of Richmond and the School District. This is a continuing activity.

Interns from the community will receive a stipend to work with children in creating the tile art and in installing the tiles on the trash receptacles.

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#### THE ISSUE OR NEED WE SEEK TO ADDRESS

The continued urbanization of Wildcat Creek and San Pablo Watersheds in North Richmond, the tendency to flood, and the persistent trash and dumping prevalent in the area threatens these watersheds, pollutes the Bay, and reduces possibilities for public enjoyment of parks, creeks and shorelines. Restoring urban watersheds to naturally functioning systems requires action not only along creek banks but also in other areas of the watershed.

Simply removing trash is not enough; educating the public to not litter and otherwise pollute our watersheds is a better solution. The propose work **combines education, art and stewardship**. Program participants receive the immediate gratification of communicating what they've learned to family and friends, and then creating a work of art that will promote community awareness of the need to be responsible about trash. This moves students towards a lifelong anti-litter outlook AND to communicate that to friends and family.

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#### GOALS AND OBJECTIVES

The goals are to reduce littering and increase the health and beauty of our creeks, shoreline, and community.

The objectives are to

- Reach 100-120 students with anti-litter education.
- Have the students create and deliver outreach postcards to 100-120 residences
- Have the students create beautiful anti-litter tile art.
- Decorate 3 new trash receptacles with the art and install them in North Richmond.

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#### STEPS TO ACCOMPLISH OBJECTIVES: PLAN OF ACTION    ADD CLASS

- Meet with principal and core teachers to select classrooms to participate
- Schedule the in-class visits
- Prepare in-class and art materials
- Deliver classroom session
- Take tiles to kiln for firing. Retrieve when completed
- Decorate trash receptacles
- Work with all agencies to install trash cans
- Gather survey feedback from teachers

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#### STEPS TO ACCOMPLISH OBJECTIVES: STAFF AND INTERN ROLES & RESPONSIBILITIES

Program Manager Juliana Gonzalez will

- Supervise delivery of the program
- Supervise other program staff and stipend interns
- Coordinate with partner organizations, schools, and government agency staff

- Help deliver the program

Environmental Education Coordinator Andrew LaBar will help deliver the program.

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## SUSTAINABILITY

We will continue fundraising for this program from both government and private sources.

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## PROJECT SCHEDULE

|   | <i>Aug 2011</i> | <i>Sep</i> | <i>Oct</i> | <i>Nov</i> | <i>Dec</i> |
|---|-----------------|------------|------------|------------|------------|
| Coordinate with agencies and contractors for trash can installation |                 |            |            |            |            |
| Schedule and deliver 4 school anti litter classes                   |                 |            |            |            |            |
| School trash can art project  |                 |            |            |            |            |
| Installation of trash cans  |                 |            |            |            |            |
| reporting   |                 |            |            |            |            |

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## PROJECT OUTCOMES, EVALUATION, AND ACCOUNTABILITY

Most simply, we will assess success by comparing actual outcomes with our objectives (above.) Specifically:

- Did we deliver 4 anti-litter classes?
- Did we decorate and install 3 new trash receptacles? Does teacher feedback indicate success?
- Did we deliver community workday anti-litter outreach and recruitment fliers to 100 residences?

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## ORGANIZATIONAL CAPACITY

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### STAFF MEMBERS

#### ***Biography— Juliana Gonzalez***

Ms. Gonzalez' environmental education background began with a BS in biology from the Universidad de Los Andes in Bogota, Colombia. Before leaving Colombia to continue her education in the US, she worked for the Colombian *National Planning Department* as a Natural Resource Planner and Policy Development Coordinator. There, she helped design and implement environmental projects, scheduled and contributed in team meetings for development of national conservation policy initiatives, and worked on a Dutch-funded project to protect Macarena National Park. She then earned an MS in Natural Resource Management (State University of New York), and finally, a Ph.D in Geography emphasizing Environmental Monitoring and Modeling from King's College (London, England.)

While at King's College, working on her doctorate, she was a Project Coordinator and Scientist. She headed multiple ecological, hydrological and biodiversity projects, supervised up to 5 participating scientists, and was responsible for the collection of data at several field stations. She coordinated multiple project schedules, managed extensive databases and wrote peer-reviewed papers. Also, as a Teaching Assistant she taught an upper division lab course in *Statistical Principles*, a field course on *Monitoring and Modeling Cloud Interception Processes*, and a course in *Forest Hydrology*.

Returning to the US, Juliana was briefly a professor at the *Ringling School of Art & Design* in Sarasota, Florida, where she taught a course called "Biodiversity of the Earth". Moving to the Bay Area in 2006, she became a Program Coordinator for SPAWNERS (.5 FTE) and coordinated volunteer restoration workdays, creek cleanups and surveys, environmental education, and public meetings. She conducted fieldwork in San Pablo creek using standard techniques for bio-monitoring and hydrological assessments. She presented complex scientific findings to non-scientific audiences, wrote public information messages, flyers, and a quarterly newsletter.

In 2007, Juliana became TWP's Community Stewardship Program Manager, an additional .5 FTE. In 2009, this position became fulltime. Ms. Gonzalez oversees the program, including capacity building aid to creek and shoreline groups, volunteer restoration workdays, creek cleanups and surveys, and public meetings. She supervises staff, and helps develop budgets, grants and contracts.

Resume attached.

#### BIOGRAPHY— ANDREW LEBAR

Andy is a recent Bay Area transplant, coming to us from his native Portland, Oregon. Seeking a change from the suburban growth and unstable environmental degradation of where he grew up, Andy chose to enroll in college in tiny Arcata, home of Humboldt State University, in the northernmost region of the California coast. During his tenure there, Andy's studies covered a wide range of topics that came together as a degree in Recreation Administration. He focused on Outdoor Youth Education and the environmental impacts of unsustainable tourism.

#### FINANCIAL MANAGEMENT

The Watershed Project maintains a financial management system complying with the Generally Accepted Accounting Principles (GAAP) for not-for-profit organizations. Day-to-day financial management roles are staffed by the executive director and by an outside bookkeeper as needed.

Financial reporting, including budget-to-actual performance and fundraising to meet grant match requirements, is shared monthly with the organization's treasurer and the full board of directors. The organization's financial data and accounting procedures are reviewed annually by an outside auditor. The most recent review continued to affirm that the Watershed Project's financial statements were in compliance with non-for-profit GAAP requirements.

#### OTHER DOCUMENTATION/INFORMATION THAT COULD ASSIST THE COMMITTEE

See Chronology of Awards, attached.

### SECTION III – BUDGET INFORMATION

**Total Amount of Grant Requested: \$10,029**

| TABLE 1   | Hours     | Cost            | Request         |
|---|-----------|-----------------|-----------------|
| <b>Staff labor</b>  |           |                 |                 |
| Coordinate with agencies and contractors for trash can installation | 36        | \$1,260         | \$1,260         |
| Schedule and deliver 4 school anti-litter classes                   | 24        | \$840           | \$840           |
| School trash can art project  | 24        | \$840           | \$840           |
| Installation of trash cans  | 12        | \$420           | \$420           |
| <b>Labor hours &amp; subtotals</b>                                  | <b>96</b> | <b>\$3,360</b>  | <b>\$3,360</b>  |
| benefits@10%  |           | \$336           | \$336           |
| <b>Labor total*</b>   |           | <b>\$3,696</b>  | <b>\$3,696</b>  |
| <b>Supplies &amp; Materials</b>                                     |           |                 |                 |
| Two youth stipends @\$60  |           | \$120           | \$120           |
| Copies & Printing   |           | \$50            | \$50            |
| Postage   |           | \$50            | \$50            |
| tile décor supplies and 3 trash receptacles                         |           | \$4,700         | \$4,700         |
| Travel  |           | \$55            | \$55            |
| refreshments  |           | \$50            | \$50            |
| <b>Supplies &amp; Materials subtotal</b>                            |           | <b>\$5025</b>   | <b>\$5025</b>   |
| <b>Grand Subtotal</b>   |           | <b>\$8,721</b>  | <b>\$8,721</b>  |
| Overhead at 15%   |           | \$1,308         | \$1,308         |
| <b>Grand Total</b>  |           | <b>\$10,029</b> | <b>\$10,029</b> |

\* Stipend rate is \$15/hour. Staff hourly rate is \$35.



Contra Costa County  
**Public Works**  
D e p a r t m e n t

Julia R. Bueren, Director

Deputy Directors  
R. Mitch Avalon  
Brian M. Balbas  
Stephen Kowalewski

June 13, 2011

Attn: LaShonda Wilson  
North Richmond Mitigation Funding Request Proposals  
4150 Civic Center Plaza  
Richmond, CA 94804

RE: Letter of Support for The Watershed Project

Dear North Richmond Mitigation Funding Committee,

The Contra Costa County Public Works Department, Watershed Program (CWP) is responsible for ensuring compliance with our County's Municipal Regional Stormwater Discharge Permit and protecting our waterways from pollution. In order to achieve our water quality goals and involve the public in pollution prevention awareness, we have partnered extensively with The Watershed Project.

I would like to take this opportunity to express CWP's utmost confidence in The Watershed Project's ability and integrity in managing its finances and delivering services successfully. The Watershed Project has provided CWP with a variety of watershed outreach and public education and involvement services for many years, including administration of our Contra Costa County Community Watershed Stewardship Grant, environmental education programs in school classrooms, community creek cleanups, and leading volunteer groups in creek restoration and site maintenance work days.

During the current school year, The Watershed Project has also helped us conduct trash assessments in our trash hot spots on Wildcat Creek, and helped us strategize about ways to promote trash pollution prevention in North Richmond and throughout unincorporated areas of Contra Costa County.

The Watershed Project routinely goes above and beyond the minimum criteria of our contracts with them. They deliver projects on time, within budget, with high quality and take pride in the valuable work they are performing in partnership with CWP and other Bay Area municipalities. They have earned and deserve their excellent reputation and I can endorse their proposal to provide services to the benefit of our customers in North Richmond.



Sincerely,

Charmaine Bernard  
Contra Costa County Public Works Dept.  
Watershed Program

CB  
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*"Accredited by the American Public Works Association"*

255 Glacier Drive Martinez, CA 94553-4825  
TEL: (925) 313-2000 • FAX: (925) 313-2333  
www.cccpublicworks.org

June 13, 2011

North Richmond Mitigation Fee Committee  
Attn: LaShonda Wilson  
North Richmond Mitigation Funding Request Proposals  
4150 Civic Center Plaza  
Richmond, CA 94804

Dear NRMF Committee,

I would like to make two points with respect to the Watershed Project's proposal to you. First, the proposed work will quite definitely benefit the North Richmond community.

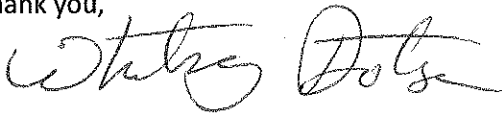
The projects they are proposing are creative and thoughtful applications that uniquely address these problems in our community, and as well leverage The Watershed Project's years of experience in community-based environmental education and action.

- The proposed education and stewardship program at Verde Elementary continues and expands on TWP's excellent work at the school. Helping students do something about local trash abatement in their own community is a great way to cultivate in our community's children a lifelong habit of not littering, and it is a gateway to moving them towards environmental appreciation in general.
- The Stakeholders Action Plan convenes a diverse group of stakeholders to collaborate on and commit to, at long last, a much-needed holistic plan to work on litter abatement in the community.
- The Cul de Sac Planter project is the best idea I have ever seen for both beautifying the neighborhood as well as preventing litter in Wildcat Creek.

I am fully supportive of The Watershed Project as the perfect NGO to deliver the proposed projects. They are a very committed group, and work hard to tackle difficult problems. I like their strategy of working simultaneously with children and adults; it is innovative and cost-effective.

To sum up, I encourage you to fund their proposals— it will be money very well spent indeed!

Thank you,



Whitney Dotson  
President  
North Richmond Shoreline Open Space Alliance



## C. Juliana González

1002 Everett Street, El Cerrito, CA 94530

Phone (510) 759-1203

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### EDUCATION

- 1999-2007 **King's College London**, London, England  
PhD Geography. Environmental Monitoring and Modeling.
- 1996-1998 **SUNY College of Environmental Science and Forestry**, Syracuse, NY  
Masters of Science, Natural Resource Management
- 1989-1994 **Universidad de Los Andes**, Bogotá, Colombia  
Bachelor of Science, Biology

### PROFESSIONAL EXPERIENCE

- 08/07 today **Community Stewardship Program Manager**
- Oversees Program development and implementation
  - Facilitates organizational development aid to creek groups
  - Coordinates volunteer restoration workdays, creeks cleanup, creek surveys, environmental education, and public meetings throughout the Bay Area
  - Coordinates after school creek base education programs in West Contra Costa County recreation centers.
  - Supervise interns and program staff
  - Support the development and management of budgets, grants and contracts
- 08/06 09/08 **SPAWNERS Coordinator**  
*The Watershed Project*, Richmond, CA
- Coordinates volunteer restoration workdays, creeks cleanup, creek surveys, environmental education, and public meetings for the San Pablo Watershed.
  - Conducts fieldwork in the San Pablo creek using standard techniques for bio-monitoring and hydrological assessments.
  - Presents complex scientific findings to non-scientific audiences.
  - Develops budgets, writes grants and solicits donations for SPAWNERS.
  - Develops public information messages, flyers, and a quarterly newsletter for SPAWNERS.
- 08/04-12/04 **College Professor**  
*Ringling School of Art & Design*, Sarasota, FL
- Taught "Biodiversity of the Earth" class to incoming freshmen.
- 01/00-05/04 **Project Coordinator and Scientist**  
King's College, London, England
- Headed multiple ecological, hydrological and biodiversity projects.
  - Supervised up to 5 participating scientists.
  - Responsible for the collection of data of several field stations.
  - Managed extensive databases
  - Wrote peer-reviewed papers



06/99-12/99

**Teacher Assistant**

King's College, London, England

- Taught an upper division lab course: *Statistical Principles*.
- Taught field course, *Monitoring and Modeling Cloud Interception Processes*.
- Taught *Forest Hydrology* to sophomore class.
- Coordinated multiple project schedules.

02/94-01/96

**Natural Resource Planner and Policy Development Coordinator**

*National Planning Department*, Bogotá, Colombia

- Participated in the development of government environmental projects to be presented to international agencies and financial institutions
- Scheduled and contributed in team meetings for development of national conservation policy initiatives
- Member of the team that got the conservation incentive incorporated in the tributary reform of 1995
- Developed mega projects to be funded by the government of the Netherlands to protect Macarena National Park

**APPLICATIONS**

- |               |             |                    |
|---------------|-------------|--------------------|
| • Word        | • ArcGIS    | • Outlook          |
| • Excel       | • In Design | • Basic web design |
| • Power Point | • Access    | • QuickBooks       |

**SKILLS**

- Fluent in English and Spanish



## Chronology of Awards

- 1993 **California Water Policy Conference Award**  
Honoring those who “Creatively integrate water planning with other resources.”
- 1996 **Friends of the San Francisco Estuary**  
Award for an “Outstanding CCMP Implementation Project.”
- 1999 **State of California**  
Integrated Pest Management Innovator Award
- 1999 **Board of Supervisors of Contra Costa County**  
Commendation for “Innovative public outreach efforts to preserve the aquatic resources of Contra Costa County and the greater San Francisco Bay Area.”
- 2002 **United States Environmental Protection Agency**  
For “Efforts to protect and preserve the environment” and for its teacher workshops: *Kids in Creeks*, *Kids in Gardens*, and *Watching our Watersheds*.
- 2002 **California Governor Gray Davis**  
Commendation for *Creeks, Wetlands and Watersheds Conference* and for “Outstanding efforts to promote the protection of our land and water to educators, students, and the general public.”
- 2002 **United States Environmental Protection Agency Region 9**  
Environmental Achievement Award “in recognition of outstanding leadership in protecting the environment and public health for this and future generations.”
- 2006 **Contra Costa Watershed Forum**  
Watershed Project of the Year. For the *Baxter Creek Gateway Restoration* project.
- 2008 From the **City of Richmond** for “Outstanding Performance” in organizing the Martin Luther King National Day of Service on the Richmond Greenway.
- 2009 **Congressman George Miller**  
Special Congressional Recognition for “Environmental Stewardship” and outstanding and invaluable service to the community.
- 2010 **California State Parks Foundation: State Parks Grassroots Champion Award**  
for efforts to protect and advocate for California’s state parks.



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248459780  
July 23, 2008 LTR 4168C E0  
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00021463  
BODC: TE

THE WATERSHED PROJECT  
1327 S 46TH ST  
RICHMOND CA 94804-4600276

014816

Employer Identification Number: 91-1767292  
Person to Contact: MR. PILLIS  
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your request of July 14, 2008, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in MAY 1997, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations I