**Full Proposal Project Narrative**

**Chesapeake Bay SWG-PTA**

**Instructions:** Save this document on your computer and complete the narrative in the format provided. The final narrative may not exceed six (6) pages, excluding tables and figures. Please retain the outline format below. Once complete, upload this document into the online application as instructed.

1. **Goals and Objectives:**
   1. What are the overall goals and objectives for the project?
   2. How do they advance the **PROGRAM PRIORITIES** outlined in accompanying Request for Proposals?
   3. What general activities or approaches are you proposing to implement to achieve those goals and objectives?
2. **Outcomes:**
   1. Which specific **PROGRAM PRIORITIES** will be addressed by the project?
   2. What three to five (3-5) associated outcomes are anticipated as a result of proposed activities? *Outcomes may be quantitative or qualitative and should be as specific as possible to the proposed project.*
3. **Demonstrated Need:**
   1. How do the proposed activities address unique gaps in existing capacity, technical expertise, and financial resources among intended beneficiaries of the project (e.g. organizations, communities) in advancing relevant **PROGRAM PRIORTIES** and associated conservation and/or restoration actions?
4. **Communities Engaged and Impacted:** Describe the community(ies) where the project will take place and any associated target audience(s):
   1. Who will specifically benefit from the project?
   2. How were they or will they be engaged in project development and implementation?
   3. *Using the table below, provide information on key demographic and socioeconomic indicators for the community(ies) and target audience(s). Use your response to questions A or B above to provide any other representative demographic or socioeconomic data or information.*

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| --- | --- | --- | --- | --- |
| **Community(ies) and/or Target Audience(s)** | **Race/Ethnicity (%)** | **Poverty Rate (%)** | **Low Income (%)** | **Annualized Unemployment Rate (%)** |
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1. **Commitment to Implementation:**
   1. How do you intend to translate proposed planning and technical assistance activities and output resulting from the project into future on-the-ground conservation and/or restoration actions in the local community?
2. **Work Plan:** What are the major tasks or activities you plan to execute through the proposed project, who is responsible for each task/activity, and when do you plan to complete each major task/activity? *Use the general template below and add rows as needed.*

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| --- | --- | --- | --- |
| **Activity Description** | **Associated Deliverables** | **Responsible Parties** | **Completion Date (Month and Year)** |
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1. **Data Collection Activities:** 
   1. What types of data do you intend to collect as part of the proposed project activities (i.e., through grant award funding and/or matching sources).
   2. What methods are you planning to use to collect these data?
   3. How do you plan to use those data and what associated products are outputs will be generated from proposed data collection efforts?