

## **Northeast Ohio Regional Complete and Green Streets Program: Budget Narrative**

### **Section 7.a Budget Detail**

Coalition partners request a total of \$9,999,000 in CPRG Implementation Grant funds to implement the components of the Northeast Ohio Regional Complete and Green Streets Grant Program outlined in the grant application. NOACA is the lead applicant, with the support of Bike Cleveland and the City of Cleveland for Measure 1 (Regional E-Bike Rebate Program) and with the Western Reserve Land Conservancy, which will receive a subaward for Measure 2 (Regional Complete and Green Streets Program). The budget narrative for each grant measure is detailed below.

#### **Measure 1: Regional E-Bike Rebate Program**

As outlined in the attached budget table spreadsheet, the total budget for Measure 1 is \$7,000,000 and is broken into two categories: Contractual and Other.

Contractual: Coalition partners intend to allocate up to 8% (\$560,000) of the total budget for Measure 1 to hire a Program Administrator through a competitive bid process that complies with the Procurement Standards described in 2 CFR § 200. This Program Administrator will manage the day-to-day operations of the rebate program, including marketing the program, soliciting applications from potential participants, screening applications, issuing awards, reimbursing bike retailers, providing regular reports to program partners, and conducting an annual survey of program participants. The contractual fee for the Program Administrator will be divided across the three program years.

- Contractual Year 1: \$186,667
- Contractual Year 2: \$186,667
- Contractual Year 3: \$186,667
- Contractual Total: \$560,000

Other: Coalition partners intend to allocate the remaining 92% (\$6,440,000) of the total budget as program support costs (PSCs) to finance e-bike rebates for program participants. As lead applicant, NOACA will develop a written agreement to guide these PSCs, as is required by “EPA Guidance on Participant Support Costs.” These funds will be held by the lead applicant, NOACA, in reserve for regular disbursements to participating bike retailers by the Program Administrator. On a regular basis, participating bike retailers will provide proof of e-bike purchases from rebate recipients to the Program Administrator. The Program Administrator will bring the total reimbursement values to NOACA, which will release the funds to the Program Administrator for payment to the bike retailers. Coalition partners intend to issue PSCs (e-bike rebates) for market-rate, low-income, and adaptive e-bike rebates. Market-rate rebates are available to all residents of the Cleveland-Elyria MSA. Low-income rebates are available to residents whose income is less than 60% of the area median income (AMI). Coalition partners intend to direct at least 50% of rebates to qualified low-income residents and to ensure that at least 50% of all rebates go to residents of LIDAC Census tracts. Larger rebates are also available for individuals with qualified disabilities who need an adaptive e-bike.

The proposed value of PSCs, according to rebate type, is:

- Market value e-bike rebate: \$400
- Market value cargo e-bike rebate: \$900
- Low-income e-bike rebate: \$1,200
- Low-income cargo e-bike rebate: \$1,700
- Adaptive e-bike rebate: \$1,400

Coalition partners intend to issue approximately 8,140 PSCs (e-bike rebates) with an average PSC value of \$790. These numbers are subject to change, depending on the total number of each PSC awarded to applicants.

Additionally, in order to enhance program benefits for LIDAC areas, the program will provide an additional 5% rebate for e-bike purchases from qualified disadvantaged businesses (DBEs) or retailers located in LIDAC Census tracts, as identified in the Cleveland-Elyria MSA PCAP. Program partners will develop a list of retailers that qualify for this additional rebate. If rebate recipients take advantage of this 5% additional rebate, the proposed value of PSCs, according to rebate type, would be:

- Market value e-bike rebate: \$420
- Market value cargo e-bike rebate: \$945
- Low-income e-bike rebate: \$1,260
- Low-income cargo e-bike rebate: \$1,785
- Adaptive e-bike rebate: \$1,470

Coalition partners intend to divide the PSCs for participants evenly across the three program years, though the exact value of the PSCs may vary by year, depending on the type and size of the PSCs for individual rebate recipients.

- Other (PSCs) Year 1: \$2,146,667
- Other (PSCs) Year 2: \$2,146,667
- Other (PSCs) Year 3: \$2,146,667
- Other (PSCs) Total: \$6,440,000

## **Measure 2: Regional Complete and Green Streets Program**

Applicants will prioritize implementation of nature-based solutions within LIDACs by awarding the portion of funding that is earmarked for nature-based solutions approximately in proportion to the LIDAC populations of each of the five counties: Cuyahoga County, 74% (of which Cleveland is 55% of total funding); Lorain County, 22%; Lake County, 2% (excluding the city of Painesville); and Geauga County and Medina Counties, 1% each. Direct and indirect benefits of the regional complete and green streets program include:

Personnel: NOACA will manage the Northeast Ohio Complete and Green Streets Program with existing staff that have been allocated to PCAP implementation. There is no budget request for personnel.

Travel: Local travel expenses will be paid by coalition members for their staff. There is no budget request for travel expenses.

Equipment: Equipment for tree planting and distribution will be provided by WRLC, partners, and tree care contractors. There is no budget request for equipment.

Contractual: Five types of contracts are anticipated for this project. NOACA will manage contracts for a GIS study to prioritize transportation corridors for nature-based solutions (\$200,000 in Year 1); and contracts for construction of complete and green streets projects (\$905,148, allocated in Years 1-4). WRLC will manage contracts for tree planting along transportation corridors outside of Cleveland (\$399,000 in Years 1-5; managed by WRLC); 2-year contracts for watering, mulching, and pruning of young trees during establishment (\$266,000 allocated in Years 1-5; managed by WRLC); and contracts with agencies that are distributing trees for planting within priority transportation corridors on private land (\$166,250). The total contractual expenditure is \$1,936,398.

Other: Funding will also support a subaward to Western Reserve Land Conservancy (WRLC) for tree planting and distribution associated with the Regional Clean and Green Streets Program. Requested support includes wages and benefits for 100% time for 2 full-time staff who will manage planting and distribution of trees within Cleveland as part of the Reforest Our City program. This subaward with WRLC also includes 875 large containerized or balled and burlap trees for planting in Cleveland and 2,500 3- to 7-gallon containerized trees for distribution in Cleveland through Reforest Our City.

These staff will also manage contracts and partnerships throughout the rest of the NOACA service area for the planting, establishment, and distribution of trees over 5 years. Lastly, these staff members will serve as points of contact for technical assistance to partners; will develop specifications for planting and maintenance; and will organize training, outreach, and educational opportunities regarding tree planting, establishment, and public tree distribution programs. Support for these staff totals \$1,062,602 over five years.

Indirect: There is no budget request for indirect costs.

## Section 7.b Expenditure of Awarded Funds

### **Measure 1: Regional E-Bike Rebate Program**

Coalition partners have identified a number of approaches to ensure the timely and efficient expenditure of CPRG Implementation Grant funds. First, coalition partners will hire a Program Administrator through a competitive bid process that complies with the Procurement Standards described in 2 CFR § 200. This Program Administrator will manage the day-to-day operations of the rebate program, ensuring that there is an entity dedicated to implementing the program as outlined in this grant application. The Program Administrator will carry out all essential administrative functions of the program, including, but not limited to, marketing the program, soliciting applications from potential participants, screening applications, issuing awards, reimbursing bike retailers, and providing regular reports to program partners.

Moreover, coalition partners intend to promote actively the program through their communications channels and in concert with community partner organizations in order to raise awareness for the program and increase participation from residents of the region. Bike Cleveland will serve as the e-bike rebate program's liaison to bike retailers in Northeast Ohio, in order to ensure their participation in the

program and help to troubleshoot issues that may arise. Bike Cleveland will also market and promote the e-bike rebate program to prospective participants and help foster community among rebate recipients. The City of Cleveland will support the development of the RFP to select the e-bike rebate Program Administrator, market and promote the program to prospective participants, and contribute to the final program design, and support the tracking and evaluation of program benefits. The City may also launch an initial pilot phase of the e-bike rebate program for City of Cleveland residents in order to serve as proof of concept for the regionwide rebate program. The Program Administrator may also choose to hold multiple rebate application cycles during each program year, as Denver has done, in order to increase participation and make program administration more manageable

### **Measure 2: Regional Complete and Green Streets Program**

As the primary applicant, NOACA has more than 50 years of organizational experience and a track record of successful grant administration, including experience with grant-funded projects that are supported by federal programs. NOACA has a budgeted staff of 47 individuals and is well-positioned to ensure the project's goals are met and to guarantee sound reporting and fiscal management throughout the project's period of performance.

The technical expertise of the NOACA staff will be integral in developing RFPs that clearly delineate contractor responsibilities and ensure compliance with federal guidelines. A quarterly reimbursement process will provide frequent opportunities to review project spending, rectify any potential issues, disburse funds in a timely manner, and ensure that subawardees and contractors comply with reporting requirements. NOACA staff in the Strategic and Environmental Planning division developed and wrote the PCAP that supports the application; their skills will be valuable to summarizing progress and GHG reduction efforts on an ongoing basis through the life of the project. In addition, NOACA Programming staff annually evaluate requests for formula federal funding (i.e. CMAQ), making them well-suited to review applications for Complete & Green Streets projects and monitor their successful completion.

## **Section 7.c Reasonableness of Costs**

### **Measure 1: Regional E-Bike Rebate Program**

The proposed Regional E-Bike Rebate Program for Northeast Ohio builds upon successful programs from other regions, including the City and County of Denver. Denver's program, on which this proposal is largely shaped, is particularly illustrative, as it has a similar program budget (\$7.5 million) and provides comparable grants for both market-based and low-income rebates. Denver has successfully awarded nearly 8,000 total rebates (comparable to the total number of rebates proposed for this program) in two years. Available rebates typically run out within minutes of the application period opening. Based on the lessons learned from Denver and other rebate programs and input from bike retailers in Northeast Ohio, coalition partners are confident they can effectively implement a \$7 million e-bike rebate program throughout the Cleveland-Elyria MSA over the course of three years.

### **Measure 2: Regional Complete and Green Streets Program**

Tree planting and distribution costs reflect costs that have been implemented over the past 5 years of successful planting and distribution events operated by the Cleveland Tree Coalition, its members, and contractors, adjusted for inflation. Locally, tree planting costs have been quoted at \$350-\$1,500 per

tree, not including establishment activities such as watering, yearly mulching, and young tree pruning at Year 3. Costs of \$600 per tree were provided by Western Reserve Land Conservancy and a local tree care company that reflect successful plantings on vacant lots and streets rights-of-way in Cleveland with 2-year survivorship rates of at least 90%-95% (not including losses to vandalism) and using crews who were earning at least \$18/hr.

In Northeast Ohio, cost estimates are provided based on distribution of more than 8,000 trees regionally by WRLC and other members of the Cleveland Tree Coalition. Costs include nursery stock in 3- to 7-gallon pots with wholesale prices of \$15-\$30 per tree, plus delivery/transportation and materials for distribution (biodegradable bags; planting instructions; species information).