

**Puget Sound Marine and Nearshore Grant Program**  
*Landowner Incentives to Reduce Puget Sound Shoreline Armoring Funding Opportunity*

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Here are the questions about the RFP received by the Grant Program up to July 18. Any additional questions may be sent directly to the Grant Program by emailing [PSMarineNSGrants@dfw.wa.gov](mailto:PSMarineNSGrants@dfw.wa.gov)

*Please read the statement from the Grant Program at the end of the Q&A*

Question	Answer
<b>Are you looking for proposals that achieve the greatest reduction in actual armoring, as opposed to preventative measures? If my county does not have a high proportion of armored shoreline, will my proposal still be competitive?</b>	The goal of this program is a reduction in overall armoring. Individual projects may contribute to this goal in any number of ways. The intent of these grant funds is to go towards programs that are customized for local communities, and which fit with their unique needs and characteristics. Proposals should be tailored to the communities they will serve, even if they do not have a high proportion of armored shoreline. The <i>Social Marketing Strategy</i> (SMS) outlines strategies for different types of shorelines, including armored and unarmored. Projects will be scored based on the full suite of evaluation criteria set out in the request for grant proposals, and not simply by amount of armor reduction.
<b>Will this opportunity support a wide range of activities, as long as they align with the Social Marketing Strategy (SMS)?</b>	Yes, this opportunity supports a wide range of activities and project ideas, as long as they are strongly aligned with the research and recommendations of the SMS.
<b>Given the fact that this funding opportunity is for projects to pilot strategies outlined in the SMS, is it ok that some will be more successful than others?</b>	We understand that these projects are implementing new strategies, and we have built in program evaluation as a required element of proposals. This information will help guide future efforts in Puget Sound. While we understand that there is a certain amount of uncertainty involved, proposals should be realistic, strongly aligned with the SMS, ready to implement, and have a reasonable likelihood of success.
<b>Is it okay to have partners apply together?</b>	Yes, we encourage partnerships. One entity would have to be the primary sponsor that would sub-contract the others.
<b>Are you looking for projects with regional or sound-wide coverage or more local?</b>	Projects could have regional or local coverage. Reviewers will be looking for how well proposed projects implement the SMS and if they directly

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	connect landowners to incentives.
<b>Do you have a specific number of landowners you would like reached?</b>	We do not have a specific number in mind.
<b>Will these grants be distributed geographically (a certain amount to each county, for example) or to the most competitive projects, regardless of location?</b>	Grant funds will be awarded to the most competitive projects, regardless of location.
<b>How does this grant opportunity relate to Shoreline Master Programs (SMPs)?</b>	Where removing armoring is a priority in a plan (such as described in a SMP restoration plan or a local NTA), and this is clearly articulated in a grant proposal, it will be considered in evaluating commitment to the outcomes of the project (see evaluation criteria 1 and 5 in the request for grant proposals).
<b>Does this grant provide incentives for regulatory compliance?</b>	No, grant funds are not permitted to be used for regulatory compliance. Funds cannot be used to provide incentives for landowners to comply with rules and regulations already in place.
<b>Is this grant opportunity available for freshwater shorelines, such as Lake Washington and Lake Sammamish shorelines?</b>	No, grant funds are for Puget Sound marine shorelines only, and may not be used for freshwater shorelines.
<b>Will the Grant Program be providing finished "Shore Friendly" materials, or will material preparation and production need to be part of grant proposals? If the Grant Program will be providing materials, could you provide a list of these?</b>	The Grant Program will provide "Shore Friendly" template materials, such as a logo, sample yard sign, hand-out template, PowerPoint template, and program evaluation guides. Colehour + Cohen developed some basic content for these materials, but grantees will likely want to tailor these for their own needs. The Grant Program also plans on providing a basic "Shore Friendly" website as a resource for the various incentive programs.
<b>What is the relationship between "Shore Friendly" and existing programs, such as the Shore Stewards? Is it supposed to supplant other programs?</b>	"Shore Friendly" is designed to work in concert with existing programs. It is not intended to supplant existing programs and efforts but rather to be that unifying theme and consistent message that unites activities related to reducing the impact of shoreline armoring.
<b>What are the limitations (likely on a maximum percent basis) for "indirect fees" (i.e., administrative overhead costs) for both the</b>	Those entities with a federally-approved indirect rate must use that approved rate. While we don't want to specify a maximum rate for those entities

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<p><b>Primary Applicant and any partner Sub-Awardees that may perform some of the work for awarded contracts through this RFP?</b></p>	<p>without a federally approved indirect rate, proposals that include a rate of up to 25% are likely to be more competitive.</p>
<p><b>Does the Grant Program have shoreline images (showing soft shore alternatives, etc.) available that grantees could use?</b></p>	<p>Currently, we are working on building a library of useful images, which we will make available to our grantees.</p>
<p><b>Will training on the Marine Shoreline Design Guidelines be available to successful applicants?</b></p>	<p>We would like to be able to provide training on the new Marine Shoreline Design Guidance for our grantees, but cannot confirm any trainings at this time. We are tentatively targeting a training for early fall.</p>
<p><b>Is the GIS data developed in the Social Marketing Strategy project available?</b></p>	<p>Yes, the GIS data from the SMS project is available right now to anyone upon request, regardless of whether they are selected as a grant recipient, so long as the party requesting the data has a UBI number and the ability to sign a data sharing agreement. Entities interested in the data should send a request to the Grant Program by email to <a href="mailto:PSMarineNSGrants@dfw.wa.gov">PSMarineNSGrants@dfw.wa.gov</a>. Please note that the agreement specifies exactly what the data will be used for and that it may take some time for both parties to sign.</p>
<p><b>Questions regarding whether the development of incentives can be included:</b></p> <ul style="list-style-type: none"> <li>- Developing tax incentives</li> <li>- Developing low interest loans</li> <li>- Designing soft shore alternatives</li> <li>- Providing training or outreach</li> </ul>	<p>We understand that the development of financial and non-financial incentives may be necessary to be able to change behavior. Therefore, these grants can be partially used to develop incentives, but the incentives would need to be offered to the landowners during the project. <b>In other words, we don't want to see just an incentive development proposal that doesn't engage landowners.</b> Also, the incentives must be ones that were identified for the segment of landowners you are targeting.</p>
<p><b>NEW – Questions received after 7/11/14</b></p>	
<p><b>In the application for the Request for Grant Proposals, question 4 says “for each landowner segment you are proposing to engage, please provide the following information. Provide responses separately for each segment by copying and pasting bullets a-e for each segment.” If a project is being proposed that will</b></p>	<p>You can answer question 4 with one response for more than one segment only if the approach for multiple segments is identical. If there are any differences in the proposed approach between segments, please list them separately.</p>

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<p><b>use the same approach for more than one segment, can this information be combined in a response to question 4, or does each segment need to be listed separately in the application?</b></p>	
<p><b>The SMS recommends a Shore Friendly Certification Program for professionals and contractors that influence and carry out shoreline projects, and that the Grant Program work with stakeholders to develop this program. Is this type of certification program available or being organized?</b></p>	<p>Although this is an important recommendation in the SMS, the Grant Program is not developing this type of program at this time, nor are we aware of any entities that are. Therefore, grant proposals may include development of this type of certification program in the area of the proposed project if needed.</p>
<p><b>To what extent would you like us to use the Shore Friendly branding in any proposed educational/outreach materials? Does this mean using the logo and design guidelines (to be provided as noted in the RFP), or are you requiring proposers to integrate specific content and/or other materials already developed?</b></p>	<p>We will provide the logo and design guidelines, and proposals should describe how they would use the brand, effective messaging (described in the 5A project report), and available resources (such as the fact sheet templates and yard signs) in their project. Although proposals should use the brand and messaging where appropriate in the project, it is not required to use any of the specific tools available. We do not require that applicants insert or overlay Shore Friendly into existing materials, but applicants may do so if this makes sense for their program.</p>
<p><b>What additional web/on-line presence will be available in the future for Shore Friendly to which to link proposed programs?</b></p>	<p>We are planning to launch the Shore Friendly website by the end of the year, and we will work with successful applicants to add content that would help support their programs.</p>

***A statement from the Grant Program on the intent of this funding opportunity:***

The intent of the “*Landowner Incentives to Reduce Shoreline Armoring*” RFP is to support programs that provide incentives to residential landowners to remove or forgo armor on their property. **Programs must target on-the-ground projects with landowners to remove or forgo hard armoring**, and strive to produce measureable results in armor reduction. There needs to be a clear line between the incentives you are proposing and the actual landowners in the segment you are working in. Proposals should start with what the landowners need based on the results of the *Social Marketing Strategy*.

Our goal is to fund development of programs that can be sustained past the life of the grant, rather than just on one-time incentives. Proposals must identify one or more landowner segment as identified in the *Social Marketing Strategy* project, and implement corresponding techniques to remove barriers and motivate the types of behaviors identified for that segment. This could include, for instance, direct

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financial incentives if that is what has been identified that property owners need as an incentive to do the desired behavior.

We have received a few questions about whether grants could be used to develop incentives. Since the social marketing work discovered that there are “not adequate financial incentives in place to overcome the price/cost barrier to armor removal”, we understand that the development of incentives (*including non-financial incentives*) may be necessary to be able to change behavior. Therefore, these grants can be partially used to develop incentives, but the incentives would need to be offered to the landowners during the project. In other words, we don’t want to see just an incentive development proposal that doesn’t engage landowners. Efforts to modify or establish tax incentive programs, for instance, may be an eligible activity within the context of a project, but this does not necessarily constitute a project.

Funds can be used for some supplemental activities, such as engaging “influencers” who work with shoreline property owners. However, those activities cannot be the bulk of the project because it is not the intent of the grants to focus on this audience. The primary audience is the property owner.

*Please review pages 4-5 of the RFP for more details on the intent of the grant funds.*