

National Estuary Program

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**Puget Sound  
Marine and Nearshore  
Grant Program**

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**REQUEST FOR  
GRANT PROPOSALS:  
*Landowner Incentives to  
Reduce Puget Sound  
Shoreline Armoring***

June 4, 2014

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# *Landowner Incentives to Reduce Puget Sound Shoreline Armoring*

## REQUEST FOR GRANT PROPOSALS

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### IMPORTANT DATES

June 4, 2014	Request for grant proposals released
<b>July 31, 2014 12:00 PM (Noon)</b>	<b>Proposal submission deadline</b>
August 1 – 31, 2014	Proposal evaluation period
September 1, 2014 <i>Approximately</i>	Successful proposals chosen
September 1 – October 31, 2014 <i>Approximately</i>	Grant agreements negotiated and awarded
November 1, 2014 – August 31, 2016 <i>Approximately</i>	Project implementation

It is anticipated that \$1,500,000 will be available for this project for multiple awards. Individual grants for successful proposals will be up to \$375,000, depending on the scope of the proposal.

This grant opportunity is provided by the Puget Sound Marine and Nearshore Grant Program (Grant Program), co-led by Washington Departments of Fish and Wildlife and Natural Resources. The program is funded by the Environmental Protection Agency to implement priorities of the *Puget Sound Action Agenda* to protect and restore Puget Sound habitat and ecosystem function.

Washington Departments of Fish and Wildlife and Natural Resources reserve the right to amend this solicitation for administrative or technical purposes, or to make no awards. Application materials and amendments are posted at the Puget Sound Marine and Nearshore Grant Program website at [http://wdfw.wa.gov/grants/ps\\_marine\\_nearshore/rfp/](http://wdfw.wa.gov/grants/ps_marine_nearshore/rfp/). **Please check this site periodically for updates.**

### **Purpose**

The purpose of this Request for Grant Proposals is to initiate new or expand existing programs that provide incentives to Puget Sound shoreline residential landowners to voluntarily remove armoring, forgo armoring, build new homes further back from the shoreline than required, and/or use soft shore alternatives. Programs must target on-the-ground projects with landowners to remove or forgo hard armoring, and strive to produce measurable results in terms of a reduction in armoring. Programs must also be consistent with the results and recommendations of the [Social Marketing Strategy to Reduce Puget Sound Shoreline Armoring](#) project. This grant opportunity is focused only on **residential shoreline property owners**.

### **Background**

Shoreline modifications such as armoring interfere with ecological processes that create and maintain shoreline habitat. Reducing the amount of armored shoreline is critical to Puget Sound recovery. It is one of the ecosystem recovery targets described in the Puget Sound Action Agenda. In many cases, alternatives to hard shoreline armoring are available that reduce impacts on beach habitat and offer protection of shoreline property, where needed.

Social marketing is a process that uses marketing principles and techniques to influence behavioral change in target audiences that will benefit society as well as individuals. It focuses on changing behaviors by overcoming the barriers to the behavior, achieving desired benefits, then measuring the impacts of the social marketing efforts. Social marketing strategies that encourage voluntary stewardship among shoreline landowners can be used to complement regulatory, education, restoration, and other efforts that seek to protect Puget Sound beaches.

The *Social Marketing Strategy to Reduce Puget Sound Shoreline Armoring (SMS)* project describes how to overcome barriers and motivate residential landowners to voluntarily choose alternatives to hard armor. It included extensive audience research and identified approaches, messages, and incentives that can motivate residential shoreline property owners to choose alternatives to armoring.

### **Eligible Applicants**

Project applicants may be local or tribal governments, conservation districts, state agencies, non-profit environmental or conservation organizations, or institutes of higher learning.

### **Project Period**

Project awards will target work to be completed between approximately November 2014 and August 2016. *Projects must be completed by August 31, 2016. There will be no time extensions granted.*

**Definitions**

The following are definitions of terms for the purposes of this grant opportunity.

- **Hard armor:** Structures that are typically rigid and permanent, and are placed on the upper beach and at the toe of bluffs typically to stabilize the shoreline and reduce erosion. Hard armor is referred to using a variety of terms in the Puget Sound region, including bulkhead, seawall, revetment, and rockery.
- **Soft shore alternatives:** Shoreline protection designs that use indigenous materials such as gravel, sand, or logs in designs that have some degree of flexibility, mimicking natural processes. They typically entail applying beach nourishment, large logs, or both, to beach/storm berms to buffer erosion, re-sloping/re-grading bluffs that are actively eroding, and various combinations of the these techniques to reduce shore erosion with minimal impacts to nearshore ecosystem processes.
- **Incentive:** Something that is provided to overcome barriers and/or motivate desired behaviors.

**Project Design**

Grants will be provided to initiate new or expand existing programs that provide incentives to residential marine shoreline landowners to voluntarily remove armoring, forgo armoring, build new homes further back from the shoreline than required, and/or use soft shore alternatives. Although projects can be tailored to the unique communities across Puget Sound, successful proposals will be designed to implement the results and recommendations of the *Social Marketing Strategy to Reduce Puget Sound Shoreline Armoring* (SMS) project. Applicants are encouraged to review all project materials available on the [Grant Program’s website](#).

The SMS project studied the barriers and motivators for marine shoreline landowners across Puget Sound to voluntarily reduce hard armor. Using a social marketing approach, the project identified successful strategies for incentivizing desired behaviors. In the project, residential shoreline landowners were divided into nine segments based on the characteristics of their property:

Armor Status:	No Armor				Armor				
Home on Property:	No Home		Home		No Home		Home		
Erosion Potential:	No	Low-Mod-Hi	No	Low-Mod-Hi	No	Low-Mod-Hi	No	Low-Mod	High
Segment number:	1	2	3	4	5	6	7	8	9
Category:	1				2				3

For each segment, the SMS project describes:

- Shoreline landowner characteristics
- Priority behaviors that contribute to reducing hard armor
- Primary barriers and motivators to doing the priority behaviors
- Recommendations for tools and strategies to encourage priority behaviors

### *Key Project Elements*

**The following are required project elements. Proposals that do not meet these requirements will not be evaluated for funding.**

1. Proposed projects must be designed to target one or more of the segments of the shoreline landowner population. Proposals must address the primary barriers and motivators of the selected segments, and projects must be designed to encourage the priority behaviors using the recommended incentive tools and strategies. Projects can also include engaging people who work with landowners in making armoring decisions (called “influencers” in the SMS project).
2. Proposals must incorporate the ***Shore Friendly*** campaign developed by the SMS project into relevant project elements. It was created to provide a consistent and recognizable theme that will more quickly change social norms around alternatives to hard armor. It is designed to be a flexible framework that users can adapt to their unique needs and projects. Successful applicants will be provided with Shore Friendly resources, such as sample materials and brand guidelines, to use in their projects.
3. Proposals must target marine (and not freshwater) shorelines of Puget Sound. For this grant opportunity, the eligible area extends north to the Canadian border, west through the Strait of Juan de Fuca to Cape Flattery, and includes Hood Canal.
4. Proposals must identify ways to determine if the project is successful in achieving intended outcomes, including how this would be measured. The SMS project includes a framework for evaluating performance (*Performance Evaluation Plan (6)*, available on the [Grant Program’s website](#)), which applicants should use to outline evaluation tasks for their project. Performance evaluation will be a required task in all grant funded projects.
5. If proposals include providing direct financial incentives to landowners to reduce hard armor or use soft shore alternatives, mechanisms (such as conservation easements) must be identified that will provide long-term protection of that investment in ecological benefits to Puget Sound. For example: If a project includes providing financial assistance to landowners to remove hard armor, the proposal should describe legal mechanisms that will ensure that the benefits to Puget Sound are not lost by new hard armor being installed.

### *Eligible activities*

The following are eligible project activities:

- Program start-up, administration, and outreach
- Audience research beyond what is provided through the SMS project, if needed for the project
- Direct monetary incentives for landowners
- Efforts to modify or establish tax programs to incentivize alternatives to hard armor
- Non-monetary incentives for landowners (such as technical assistance, native plants, etc.)
- Trainings, workshops, or expert advice for landowners, influencers, and/or program implementers

## FUNDING INFORMATION

### **Anticipated Funding Level**

*It is anticipated that approximately \$1,500,000 will be available for multiple awards.*

Individual grants for successful proposals will be up to **\$375,000**, depending on the scope of the proposal.

*Providing matching resources is not required*, however the intent of this grant opportunity is to initiate or expand existing incentive programs that will benefit Puget Sound beyond the period of grant funding. Project Sponsors are expected to demonstrate the organization's intent and capacity to continue program activities beyond the project period.

Award amounts will be commensurate with reasonable and expected project outcomes. The Grant Program reserves the right to negotiate final project elements with successful applicants. Final award amount and scope may differ from what is proposed. The Grant Program reserves the right to reject all proposals and make no awards under this grant opportunity, or award less than the full amount of funds available.

### **Source of Funding**

Grant awards will be administered through grant agreements between Project Sponsors and the Washington Department of Fish and Wildlife. WDFW is providing these sub-awards under cooperative agreement PC-00J29801 with the U.S. Environmental Protection Agency Region 10. *All awards are subject to both state and federal terms and conditions. The federal terms and conditions specific to the EPA program are available on the [Grant Program's website](#).*

### **Method for Reimbursement**

The intent of the Grant Program is to have *deliverables-based* contracts, which means project sponsors are reimbursed the fixed price for completing specific deliverables identified in the contract. *Once the project sponsor has completed and provided a deliverable—and the Grant Program has accepted it—the Grant Program will reimburse the project sponsor for the pre-stated cost of that deliverable.*

Not all tasks, however, can be easily turned into a deliverable before payment is made, and the Grant Program will work with awardees to find the method that works best for the tasks in the project.

## PROPOSAL SUBMITTAL

A complete proposal will include:

1. **The [grant application](#)** as provided on the Grant Program's website
2. **The [budget worksheet](#)** and narrative, as provided on the Grant Program's website
3. **A single PDF of any additional attachments**

Please see guidance below for instructions on how to complete the application and budget documents, as well as information about providing any optional attachments. If you are including attachments, please *combine them all into a single PDF*, to be provided with the application. **Be sure to provide all materials required for a complete proposal.**

### Grant Application

The Grant Application document includes the following sections:

#### 1. Cover Page

Please sign and date the cover page, and include any required information.

#### 2. Project Overview

Please answer each question relating to the grant proposal. For question 4, make sure to answer each sub-question (bullets a-e) for each landowner segment by copying and pasting bullets a-e *for each segment*, and answering them separately.

#### 3. Statement of Work

The proposed Statement of Work should list and describe the discrete tasks and deliverables (*specific things developed or produced*) of the proposed project so that there is a clear understanding of what would be accomplished via the grant agreement. Each task should have one or more deliverables. Include the cost per deliverable and completion date. All projects must include the following tasks:

- *Complete a detailed scope of work and performance evaluation plan.*  
Based on the project proposal and the framework provided by the SMS project, an initial task of each project will be to complete a more detailed statement of work and evaluation plan.
- *Bi-annual progress reporting, as well as a final performance report.*  
These are federal requirements of all grant funded projects. Bi-annual reporting is completed in April and October of each year on a form (FEATS) provided by the Grant Program, and final performance reports are required after the completion of the project.

#### 4. Management Proposal

- *Project team description*  
Summarize who would be involved with implementation of the proposed project, and their respective roles. Identify the name and organization of the Project Sponsor, as well as anyone the Project Sponsor would partner with to complete the project. Clearly indicate if any partners would be sub-contractors.
- *Statement of qualifications*

- Provide organizational experience relating to the proposed activities and objectives.
- Describe how the expertise, qualifications, and knowledge of key project staff (including any contracted resources) will enable them to successfully implement the project.
- Submit a list of no more than three projects similar in size, scope, and relevance to the proposed project that your organization performed within the last three years and describe whether and how you were able to successfully complete and manage the agreements within the original budget and schedule.

### **Budget Worksheet and Narrative**

The budget worksheet and narrative document contains two sections:

- *Budget worksheet*  
Provide the **total cost** for each deliverable and the cost breakdown for the objects, such as personnel, travel, etc., using the template provided. Costs of work performed by any sub-contractors/partners to the project sponsor must be indicated in “contractual.”
- *Budget narrative*  
To evaluate project costs, we require disclosure of whole project cost estimates. A complete budget narrative that describes all proposed costs is necessary to evaluate projects. The budget narrative should, at minimum, justify costs stated in the proposal.

Although not required, if applicable, proposals should describe in the budget narrative matching dollars or resources that would be used to leverage the grant dollars, thereby improving the cost effectiveness of the project for the Grant Program and increasing the benefit to Puget Sound.

- ‘Personnel’ refers to wages and salaries for staff engaged in project implementation. Narrative should break down costs by staff type, by rates, and hours. Identify project roles for project managers and key staff.
- ‘Fringe Benefits’ are those costs employers incur for providing a package of benefits beyond salary or wages, and can be described as a percentage of wage costs.
- ‘Travel’ should include the method used to calculate travel costs (mileage rate; estimated miles traveled). Costs must not exceed the Washington State per diem rates.
- ‘Equipment’ includes items with a value greater than \$5000 per unit and a useful life more than 1 year. Items with a unit cost of less than \$5000 are deemed to be supplies, pursuant to 40 CFR 31.3 and 30.2. If applicable, provide an itemized list of equipment and indicate why it is more economical to purchase rather than lease.
- ‘Supplies’ are material costs that are not equipment. Please describe quantities and unit costs of supplies.
- ‘Contractual’ costs may not be finalized at the time of application. Individual contracts should be itemized with a brief description of scope, recipient’s qualifications, the basis for the estimate (engineers estimate, firm fixed bid, etc.) and the status of the contract (bid documents prepared, RFP released, etc.).

- 'Other' costs should be described by the nature of the expense and the method of estimation.

The following costs are **not** eligible for funding.

- Proposal submittal costs
- Management Fees or similar charges in excess of the direct costs and indirect costs. Expenses added to the direct costs in order to accumulate and reserve funds for ongoing business expenses, unforeseen liabilities, or for similar costs not allowable under this agreement.
- Mitigation Requirements or obligatory compensation incurred by the sponsor or a third-party. Funding, however, may be provided for actions associated with compensation or mitigation, if those elements are above and beyond the mitigation requirements and can be easily isolated from the required mitigation activities.
- Lobbying or litigation against Federal, State or local Governments
- Ordinary operating expenses of local government, such as the salaries and expenses of a mayor, city council member, city attorney, etc., overtime differential paid to employees of local government, and permits and fees required by federal, state, or local regulations.
- Bad debts, uncollected accounts or claims
- Alcoholic beverages
- Interest and other financial costs
- Raffle, door, or other prizes unless authorized by the Grant Program

### **Additional Attachments (optional)**

Supporting documents may be provided in order to improve reviewers' ability to evaluate projects. ***Please combine any additional attachments into a single PDF.***

- A resume or curriculum vitae for project managers and key technical staff.
- Photographs or other graphics which illustrate elements of the proposal.
- Letters from project partners or other stakeholders committing to contribute resources that support project success.

### **Submittal Format**

Complete proposals should be received by **12:00 PM (Noon), Thursday, July 31, 2014**. *Proposals received after this time may be rejected.* Please send complete applications to: [PSMarineNSGrants@dfw.wa.gov](mailto:PSMarineNSGrants@dfw.wa.gov).

All files should be decipherable when printed on standard letter size paper. These files can be delivered via one or more e-mails. Each e-mail should be less than 10 megabytes. All submittals received via e-mail will be provided with confirmation of receipt within 2 business days. WDFW is not responsible for e-mail system malfunctions or other factors which prevent successful delivery of proposals prior to the published due date. Sponsors are encouraged to submit materials sufficiently in advance of deadlines, and request return receipt notification of successful e-mail message delivery.

The Department of Fish and Wildlife (WDFW) may choose to not review or inform project sponsors of the completeness of applications prior to the grant opportunity close date. Proposals deemed incomplete or otherwise ineligible will not be reviewed and evaluated, and the project sponsors will be notified within two business days of the ineligibility determination.

***Communications regarding the submitted proposal's eligibility or evaluation will be completed by e-mail.***

WDFW is not responsible for lack of response following successful e-mail transmission to the two e-mail addresses provided by the sponsor.

All discussion of award funding level, scope, and project implementation schedules are preliminary until grant agreements are finalized. The project sponsor assumes full risks for any costs incurred prior to selection of projects and subsequent execution of grant agreement. The project description, award, and award scope may differ from the proposal.

## PROPOSAL REVIEW PROCESS

Proposals will first be reviewed by Grant Program staff to determine if they are responsive to this Request for Grant Proposals. Proposals may be rejected as non-responsive if they do not include all required information and documents, and/or if the proposed project does not:

- Reflect the results, findings, and recommendations of the SMS project
- Incorporate the use of the ***Shore Friendly*** campaign for relevant elements
- Identify long-term protection mechanisms, if direct financial incentives to landowners are proposed
- Meet any other stated requirements

An advisory review panel made up of individuals with subject-matter expertise will review, evaluate, and rank responsive proposals. The Grant Program will then select proposals for funding.

### **Evaluation Criteria**

Eligible proposals will be evaluated on the criteria listed below. Points will be awarded based on how well each evaluation criterion or sub-criterion is addressed.

#### **1) Ecological Importance To Puget Sound Recovery and Long-term Results (15 points)**

- Demonstrates understanding of threats to Puget Sound habitat and species from shoreline armoring, and makes a clear and compelling case that proposed project would improve protection of shorelines.
- Presents a viable self-sustaining program through a clearly articulated plan for perpetuating results into the future, where ongoing environmental protection is not dependent on future Grant Program funding.
- Demonstrated commitment by entities with authority to use outcomes of the project beyond life of the grant.

#### **2) Project Design (50 points)**

- Proposes an overall approach that is likely to result in a reduction in hard armor.

- For selected segments, effectively addresses the barriers and motivators identified in the SMS project.
- Effectively implements results and recommendations of the SMS project.
- Clearly identifies how project effectiveness will be measured using appropriate measures/monitoring, and builds performance measurement into the scope of work.

**3) Cost-effectiveness (10 points)**

- Budget for grant funds requested is reasonable, complete, and accurate.
- Provides good return on investment.
- Leverages other resources.

**4) Project Readiness & Probability of Success (15 Points)**

- Key project staff has the expertise and qualifications to successfully accomplish project tasks and activities, as well as demonstrated relevant experience.
- Proposed partnerships are effective and will contribute to achieving project goals.
- Project schedule is realistic and can be completed by August 31, 2016.
- Demonstrates readiness to proceed with project.

**5) Local Priorities and Partnerships (10 Points)**

- Proposal is consistent with Local Near-Term Actions or other local priorities of the *Puget Sound Action Agenda*, in the project's implementation area.

## QUESTIONS

Questions about this grant opportunity should be sent to [PSMarineNSGrants@dfw.wa.gov](mailto:PSMarineNSGrants@dfw.wa.gov). Questions received by July 18, 2014 will be answered and responses posted on the Grant Program Grant & Contract Opportunities page: [http://wdfw.wa.gov/grants/ps\\_marine\\_nearshore/rfp/](http://wdfw.wa.gov/grants/ps_marine_nearshore/rfp/). Any other communication will be considered unofficial and non-binding on the Grant Program. Applicants are to rely on written statements issued by the Grant Program.

## TERMS AND CONDITIONS

State and Federal terms and Conditions apply to this grant. Please see the sample Federal T&C on the [Grant Program's website](#). Final Federal and State T&C will be attached to grant agreements.