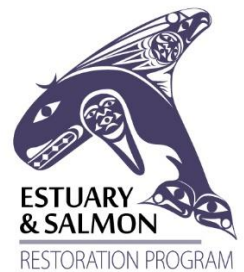

**Shore Friendly
Program**



**REQUEST FOR
GRANT
PROPOSALS:**

***Local Shore Friendly
Programs***

January 31, 2019



Local Shore Friendly Programs

REQUEST FOR GRANT PROPOSALS

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IMPORTANT DATES

January 31, 2019	Request for grant proposals released
February 28, 2019	Questions due for Q&A document
Mid – March 2019	Q&A document posted
April 15, 2019	Proposals due at 12:00 p.m. (PST)
May 1 – 10, 2019	Applicant presentations to review team
May 2019	Announce selected programs
June 1 – August 31, 2019 <i>Approximately</i>	Grant agreements negotiated and awarded
July 1, 2019 – June 30, 2021	Initial contract implementation
July 1, 2019 – June 30, 2025 <i>Approximately</i>	Program implementation

This grant opportunity is provided by the Estuary and Salmon Restoration Program’s (ESRP) Shore Friendly program led by the Washington Department of Fish and Wildlife (WDFW) and the Recreation and Conservation Office (RCO). ESRP is funded by the Washington State Legislature to restore Puget Sound nearshore ecosystem function and is recognized as an ongoing program in the Puget Sound Action Agenda.

WDFW reserves the right to amend this solicitation for administrative or technical purposes, or to make no awards. Application materials and amendments are posted on the ESRP website at http://www.pugetsoundnearshore.org/esrp/application_materials.html. **Please check this site periodically for updates.**

Purpose

The purpose of this Request for Proposals is to initiate new or expand existing programs that provide incentives to Puget Sound shoreline residential landowners to voluntarily remove shoreline armor, forgo armoring, build new homes further back from the shoreline than required, and/or use soft shore armor replacement alternatives when stabilization is required to protect landward structures. 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 an existing social marketing strategy and demonstrate how it will be utilized. Please see the ESRP [website](#) for social marketing strategy resources developed specifically for the Shore Friendly program. This grant opportunity is focused only on **residential marine shoreline landowners in the Puget Sound**.

Background

Beach Systems

Shoreline armoring, including bulkheads (seawalls) and rock revetments, interferes with ecological processes that create and maintain shoreline habitat. Substantial benefits are derived by restoring or protecting sources of sand and gravel that supply Puget Sound beaches, or removing barriers to sediment transport in large beach systems. Throughout the Puget Sound region, residential clearing and shoreline stabilization, coupled with the impacts of sea level rise, affect the sustainability of nearshore processes and threaten high value habitat, including areas where forage fish spawn. 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

Social marketing is a process that uses marketing principles and techniques to influence behavior 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, completed in 2014, was developed to identify how to support landowners in reducing hard shoreline armoring on their residential properties along Puget Sound's marine shorelines. It describes how to overcome barriers and motivate landowners to voluntarily choose alternatives to hard armoring. It included extensive audience research and identified approaches, messages, and incentives that can motivate residential shoreline landowners. In the project, residential shoreline landowners were divided into nine segments based on the characteristics of their property including presence of armor, home presence, and erosion potential. Appropriate strategies were identified for each segment.

Shore Friendly

A key recommendation of the SMS was to develop a Puget Sound region-wide Shore Friendly campaign using consistent messages and approaches that can be tailored and implemented by independent organizations at a local level. This consistency will support changing social norms around shoreline armoring across Puget Sound. Although all grant recipients must demonstrate how they will use Shore Friendly in their proposed programs, the approach is flexible and can be integrated into existing programs and adapted to local needs.

Eligibility

Program applicants may be local, state or tribal governments, Puget Sound conservation districts, and non-governmental organizations. Shore Friendly programs must focus on residential marine shoreline properties along Puget Sound, including Hood Canal and the Strait of Juan de Fuca. Freshwater shoreline properties are not eligible.

Program Period

Successful programs will be awarded a six-year agreement that identifies the local shore friendly program as eligible to receive funding through this opportunity, as well as a two-year funding contract to complete activities between July 2019 and June 2021, depending on funding availability. Additional grant funds will be awarded during the six-year agreement as funding allows. Initial contract work must be completed by June 30, 2021. See Funding Information for details.

Definitions

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

- **Shoreline armoring:** 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 armoring 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:** A monetary or non-monetary benefit or service provided to overcome specific barriers and/or motivate desired behaviors.

Program 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 programs can be tailored to the unique communities across Puget Sound, successful proposals will be designed to implement the results and recommendations of the SMS project or other existing local social marketing strategies or research that focuses on reducing shoreline armoring. If resources other than the SMS project are used to inform a proposal, applicants should clearly describe those resources. Applicants are encouraged to review all project materials available on the [ESRP's website](#).

Proposals must integrate the Shore Friendly brand and messaging focused on helping landowners reduce hard shoreline armor while addressing concerns about erosion risk. Co-branding with current programs and local adaptation is allowed. Successful applicants will be provided brand guidelines and sample materials for their use. Please visit [ShoreFriendly.org](#) for more information about Shore Friendly.

For a given geographic area, Shore Friendly Program applicants are encouraged to strategically collaborate with other partner organizations to develop a joint proposal that demonstrates programmatic efficiencies while prioritizing the delivery of services to landowners. Competing applications for similar geographic areas are discouraged.

Key Proposal Elements

Proposals will be evaluated on a program and budget narrative, a budget worksheet, a landowner decision-support conceptual map/flowchart, and any additional supporting documents that cover five specific criteria categories; incentive program design, ecological importance to Puget Sound recovery, program readiness and probability of success, cost justification, and local and regional priority alignment. Details are provided in the Proposal Submittal and Proposal Review Process sections.

Eligible activities

Two categories of eligible activities are described below: eligible activities for state capital funds and eligible activities under non-capital funding sources (which is a current funding gap). Both types of activities should be addressed in the proposal as is necessary to achieve the proposed program's vision for the protection, restoration, and improvement of beach processes through shoreline armor prevention or removal.

Example eligible activities (capital)

- Program administration, including coordination, data tracking and reporting;
- Direct monetary incentives for landowners, which may include:
 - Permit application costs;
 - Cost-share incentive grants for design services and construction
 - for bulkhead removal and restoration
 - for shoreline habitat improvements
- Non-monetary incentives for landowner
 - Technical assistance (site visits and reports from program staff, geotechnical experts, cultural resource consultants, and other relevant disciplines)
 - Permit coordination
 - Program implementation oversight

Example eligible activities (non-capital)

- Landowner/community workshops and engagement activities
- Influencer (contractors, real estate agents, others) workshops
- Development and distribution of outreach materials (mailers, flyers, social media, and other relevant communication tools)
- Social marketing and behavior change research

FUNDING INFORMATION

Funding approach

ESRP is seeking proposals that describe base funding needed to efficiently implement local Shore Friendly program activities, and demonstrate how both minimum and ideal funding levels would complete prioritized activities and produce measurable results. Although the agreements will span a six-year period, funding may vary depending on Washington State legislative appropriations.

Funding history

The Puget Sound Marine and Nearshore Grant Program (PSMNGP) funded five marine landowner incentive programs with National Estuary Program (NEP) Geographic Funds beginning in 2014. These programs piloted the application of social marketing strategies and the Shore Friendly brand to local areas across Puget Sound. A subsequent PSMNGP award, as well as additional NEP funds from the Habitat Strategic Initiative, then provided opportunities for the five programs to refine and adapt their approaches. NEP funds are not intended for long-term programmatic funding. Because of the effectiveness of the Shore Friendly approach and the strong alignment with ESRP's nearshore restoration and protection goals, ESRP

decided to adopt the Shore Friendly program in order to continue this program into the future. ESRP included this support in the 2019-21 ESRP Investment Plan.

Anticipated Funding Level

WDFW's intention is to fully fund the Shore Friendly Program as is feasible; seeking to coordinate across local, state, and federal funding sources. A maximum of \$1.72 million¹ was included as part of ESRP's 2019-2021 capital funding request to support two years of local Shore Friendly program implementation. The Washington State Governor's 2019-2021 capital budget includes a recommendation to partially fund Shore Friendly programs for one year in Puget Sound through the Recreation and Conservation Office. \$810,000 (excluding funds set aside for WDFW program administration) is recommended in the WA State Governor's Capital Budget for multiple awards as of the time of this RFP. Awards will be distributed to multiple Shore Friendly programs as funding allows. The award amount will depend on its potential impact and geographic extent. WDFW will work with successful applicants to negotiate funding levels for individual Shore Friendly contracts.

Funding partnerships

The ESRP Investment Plan process can be used to identify opportunities with other state and federal partnership funding mechanisms (e.g., NOAA, SRFB, and EPA for example) as part of a coordinated investment strategy. Funding has been distributed in previous years to ESRP projects where other funding programs, core criteria, and project outcomes are in alignment.

Providing matching resources is not required, however providing matching resources could improve the overall cost-effectiveness of a proposal. In addition, the intent of this grant opportunity is to benefit Puget Sound beyond the period of grant funding. Program sponsors are expected to demonstrate the organization's intent and capacity to continue program activities beyond the funding agreement period.

Method for Reimbursement

ESRP's Shore Friendly program requires *deliverables-based* contracts, which means grantees are reimbursed the fixed price for completing specific deliverables identified in the contract. *Once the grantee has completed and provided a deliverable — and ESRP has accepted it — ESRP will reimburse the grantee for the pre-stated cost of that deliverable.*

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

The Recreation and Conservation Office will administer grant agreements with successful applicants. Applicants should note that after awards are announced, the grant recipient will be responsible for providing program information in RCO's [PRISM](#). ESRP will provide awardees with detailed instructions.

¹ Additionally, the full ESRP funding request would support \$500,000 in small grants, which could include support for parcel-scale shoreline projects identified through Shore Friendly efforts.

PROPOSAL SUBMITTAL

A complete proposal will include:

1. The [narrative](#) (program and budget) as provided on ESRP's website as a fillable PDF.
2. The [budget worksheet](#).
3. Landowner decision-support conceptual map/flowchart.
4. 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.**

1. Narrative (*fillable PDF*)

The proposal narrative will be completed in the fillable PDF template provided on [ESRP's website](#). The narrative includes each of the Shore Friendly program's screening criteria, with space to respond and create a program and budget narrative. See Proposal Review Process to review the screening criteria, and below for details regarding budget. Required items to include in the program narrative:

- Describe discrete tasks and deliverables (*specific things developed or produced*) of the proposed program 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 in the budget worksheet.
- Identify priority segments of the population in the local area to be served, as well as target behaviors and proposed incentive strategies. For example, a Shore Friendly program might target properties with existing hard armor in low erosion areas, and might promote armor removal with technical assistance and cost share opportunities.
- Identify mechanisms (such as conservation easements or deed restrictions) that will provide long-term protection of incentive investments in ecological benefits to Puget Sound. For example, if a program includes providing financial assistance to landowners to remove hard armor, the proposal should describe the legal mechanisms that will ensure that the benefits to Puget Sound are not lost by new hard armor being installed.
- Describe your program team
 - Summarize who would be involved with implementation of the proposed program and their respective roles. Identify the name and organization of the grant recipient, as well as anyone the grant recipient would partner with to implement the program. 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 staff (including any contracted resources) will enable them to successfully implement the program.

- Demonstrate and provide examples of successful implementation of past incentive programs by your organization in similar size, scope, and relevance to the proposed program. Describe whether and how you were able to successfully complete and manage the agreements within the original budget and schedule.

2. Budget Worksheet (MS Excel spreadsheet)

The budget worksheet and narrative document together provide a complete overview of the proposed budget. Use the information provided below to:

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 applicant must be indicated in “contractual.” Both capital and non-capital activities, separated by cost and deliverable, should be included in this worksheet in order for ESRP to accurately seek other funding sources. This budget worksheet must describe the two year funding request.

- ‘Personnel’ refers to wages and salaries for staff engaged in program implementation. Narrative should break down costs by staff type, by rates, and hours. Identify roles for program 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 ESRP

Although not required, if applicable, proposals should describe in the budget (bottom of worksheet) matching dollars or resources that would be used to leverage the grant dollars, thereby improving the cost effectiveness of the program for ESRP and increasing the benefit to Puget Sound.

3. Landowner decision-support conceptual map/flowchart

Applicants must create a conceptual model or flow chart that clearly articulates the strategy that the proposed Shore Friendly Program will implement to engage landowners and achieve the goals of the program. Create a visual demonstration of the vision for the program. This **decision-support conceptual map/flowchart** of work will likely not exceed 1-2 pages in length.

4. Additional attachments (optional)

Supporting documents may be provided in order to improve reviewers' ability to evaluate proposals.

Please combine any additional attachments into a single PDF.

- A resume or curriculum vitae for program managers and key technical staff.
- Photographs or other graphics that illustrate past experience working with landowners to reduce shoreline armoring.
- Letters from partners or other stakeholders committing to contribute resources that support program success.

Submittal Format

Complete proposals should be received by **12:00 PM (Noon), Monday April 15, 2019**. *Proposals received after this time may be rejected.* Please send complete applications to: esrp@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. Applicants are encouraged to submit materials sufficiently in advance of deadlines, and request return receipt notification of successful e-mail message delivery.

WDFW may choose to not review or inform applicants 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 applicants 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 applicant.

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

PROPOSAL REVIEW PROCESS

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

- Reflect the intent of the RFP.
- Address how efforts will result in the restoration and protection of ecosystem processes as identified by ESRP and PSNERP technical reports.
- Identify long-term protection mechanisms, if direct financial incentives to landowners are proposed.
- Meet any other stated requirements.
- Incorporate the use of the Shore Friendly campaign for relevant elements.

An advisory review panel made up of individuals with subject-matter expertise will review, evaluate, and rank responsive proposals. Eligible applicants will have the opportunity to present their proposals to the review panel in early May 2019. ESRP will then select proposals for funding.

Evaluation Criteria

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

1) Incentive Program Design (35 points)

Ideal proposals will describe a programmatic approach that has a high likelihood of leading to a reduction (through prevention or restoration) of hard armor.

Criterion	Points
Clearly identify priority segments of the population in the local area to be served, and propose incentive strategies to effectively achieve target behaviors and address the relevant barriers and motivators.	10

Describe how your program will effectively implement results and recommendations of the Social Marketing Strategy project and/or lessons learned from past program implementation, and incorporate the Shore Friendly brand.	10
Clearly identify how your program effectiveness will be measured using appropriate measures/monitoring, and will build performance measurement and adaptive management into the scope of work.	10
Describe a clear vision for continuing and adapting the program over the six-year contract period and demonstrated commitment by entities with authority to use outcomes of the program beyond life of the grant.	5
TOTAL POINTS	35

2) Ecological Importance To Puget Sound Recovery (30 points)

Ideal programs will incorporate the best available science into the delivery of incentives to landowners.

Criterion	Points
Demonstrate how available information on ecosystem processes at the regional or local scale is incorporated into the selection of landowners to receive incentives.	10
Demonstrate an understanding of threats to Puget Sound habitat and species from shoreline armoring, and make a clear and compelling case that proposed activities and guidance to landowners would improve protection or restoration of shoreline processes identified by ESRP and PSNERP technical reports .	15
Demonstrate the integration of climate change resilience best practices into the program design, such as how this information will inform selection of landowners to receive incentives.	5
TOTAL POINTS	30

3) Program Readiness & Probability of Success (20 Points)

Ideal programs will be poised to implemented quickly and have a strong track record of successfully delivering marine landowner incentives.

Criterion	Points
Describe how key program staff have the expertise and qualifications to successfully accomplish tasks and activities, as well as demonstrated relevant experience.	5
Demonstrate successes in developing and implementing site-specific landowner incentive programs.	5
Explain how proposed partnerships are effective and will contribute to achieving program goals.	5
Provide a program activities schedule that is realistic and can be achieved by June 30, 2021. Demonstrate a readiness to proceed and to implement priority program activities.	5
TOTAL POINTS	20

4) Cost Justification (10 points)

Ideal programs will have clear budgets that are appropriate for the type of actions proposed in the given location.

Criterion	Points
Describe a complete budget that provides a fair estimate of all elements required for successful implementation of proposed activities.	5
Explain how non-state funding sources are leveraged to maximize landowner engagement and participation in site-scale incentive activities.	5
TOTAL POINTS	10

5) Local and Regional Priority Alignment (5 Points)

Ideal programs will address priorities identified in local and regional planning documents.

Criterion	Points
Describe how the proposal is consistent with Local Integrating Organization (LIO) Plans or other local priorities.	5
TOTAL POINTS	5

QUESTIONS

Questions about this grant opportunity should be sent to esrp@dfw.wa.gov. Questions received by February 28, 2019 will be answered and responses posted on the ESRP Grant Application and Material page: http://www.pugetsoundnearshore.org/esrp/application_materials.html. Any other communication will be considered unofficial and non-binding. Applicants are to rely on written statements issued by the ESRP.