

March 21, 2012

PugetSoundPartnership

our sound, our community, our chance

Request for Information (RFI)- MODEL STEWARDSHIP PROGRAMS

Questions and Answers

1. ***"THIS IS NOT A GUARANTEE OF FUNDING OR A GRANT AWARD. However the responses will be used to inform future grant making decisions. Some direct awards may result from this process."*** This makes it sound like it is a funding opportunity but not a guaranteed one. Is that true?

-There may be some confusion about whether this is an information gathering or funding opportunity based on the statement under 2.4 "all responses shall remain confidential until the grant, if any...." and in 2.5 - "this is a request for information only".
 - a. No awards will be made based solely on a response to this RFI. It is one step in our process to identify programs that might be considered for future funding.
2. **Do budgets need to be included?**
 - a. No, you do not need to include a budget. The Letter of Submittal and completed Questionnaire (Attachment A) are the only two items we are asking for from respondents.
3. **What is the selection process for those you may be interested in pursuing further?**
 - a. The Partnership will review the responses to determine if they have met the criteria outlined in the RFI. Interviews will be conducted with those respondents that met the criteria and feedback will be provided to those who did not. Results of those interviews and the information received in the responses will be used to inform future funding decisions.
4. **What is considered a complete response to the request?**
 - 1) A completed and signed Questionnaire
 - AND**
 - 2) A signed Letter of Submittal (details on page 6 of the RFI).
5. **What is the purpose of submitting this info?**
 - a. Our objective is to identify model behavior change programs within the Puget Sound region that address best management practices which affect the health of Puget Sound AND have potential for diffusion across the region. Ultimately we would like to replicate or diffuse effective programs across the region. We plan to share this information with other National Estuary Program Lead

Organizations (<http://www.psp.wa.gov/epafunding.php>) in the Puget Sound region.

- 6. Can an organization submit multiple responses for different programs or projects?**
 - a. Yes.
- 7. Can an organization attach background documentation or evaluation reports?**
 - a. Yes, but it is not required at this stage. Each respondent will need to fill out the questionnaire and letter of submittal but can also include background materials. Background materials are not included in the 4-page limit.
- 8. Can I use leveraged evaluation research (i.e., research done by others) on the effectiveness of our program?**
 - a. Yes, just fill out the questionnaire accordingly.
- 9. Can I use leveraged formative research for the development of our program?**
 - a. Yes, just fill out the questionnaire accordingly.
- 10. How does the Partnership decide whether a funding process will be competitive or direct?**
 - a. This depends on many factors including: stipulations of the funding source, the potential pool of qualified applicants, and the objectives of the program.
- 11. If my project is only in the pilot phase and the outcomes have not yet been evaluated should I still submit a response?**
 - a. Yes, just fill out the questionnaire accordingly. Our intent is to cast a wide net with this Request for Information. If you have interim evaluation data we would like to see that noted and incorporated into your response.
- 12. Why is it advantageous to our organization to respond to this request for information?**
 - a. Our intent is to identify the region's best and brightest behavior change programs. We would like particularly to highlight programs that have demonstrated measureable outcomes. This is an opportunity for local organizations to contribute their expertise toward the broader regional effort of protecting and restoring Puget Sound.
- 13. Is this solely regarding residential stewardship practices, or can it also be business oriented?**
 - a. For small businesses, where decisions are made by individuals rather than by corporate process, (e.g., mobile businesses, duct cleaning, landscaping, painting) yes, this would be appropriate.
- 14. If you select a particular program that is currently being conducted by a particular organization will the program remain linked to that organization or could it become a program that could be implemented by other groups?**
 - a. Our primary objective is to maintain the fidelity of the programs identified. Diffusion strategies would be negotiated with the RFI respondent.

15. It appears that you will be interviewing all programs that meet the criteria and objectives in the RFI - is that true?

- a. Yes.

16. What is the difference between a targeted behavior and targeted issue?

- a. A targeted behavior is a desirable behavior that you want your audience to adopt. A target issue is the problem a target behavior is intended to address. For example, in a pet waste program the target behavior might be to have homeowners with dogs pick up pet waste and put it in the trash can while the targeted issue is pollution from pet waste.

17. Can we submit letters of support with our background materials?

- a. No, they are not necessary.

18. Who can respond to the RFI; does it need to be an agency or can an individual?

- a. An individual does not meet the minimum qualifications to respond. The minimum qualifications are listed on page 3 of the RFI (Section 1.3). Organizations must be a tribal, non-profit, or governmental entity, including institutions of higher education and special purpose districts.