

Questions and Answers for the 2014 ECO Net Puget Sound Starts Here Implementation Block Grant Applications

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Question: Can the grant funds be used for fundraising?

Answer: No.

Question: Since the grant is meant to fund collective efforts between ECO Net members, is there a threshold for the number of members involved?

Answer: No, there is not a specific threshold of ECO Net members required to participate in the implementation in order to receive funding. However, projects proposed should not be so narrow that only a few ECO Net members benefit. Likewise, project applications should demonstrate and describe a good faith effort was made to communicate with, engage and openly involve the full membership of the ECO Net in the project's development.

Question: Can these funds be used in K-12 education efforts? We are interested in a project that integrates PSSH into education programs, including integrating the *Puget Sound Starts Here* brand into science kits. Is this an appropriate use of these funds?

Answer: Co-branding PSSH into existing programs and materials is encouraged. However it is important that co-branding efforts are strategic and targeted to reach residents in your area in ways that would reasonably expect an increase in the brand recognition of *Puget Sound Starts Here*. K-12 audiences are an acceptable audience for these grant funds as long as there is a clear connection on how the co-branding efforts will realistically connect the target audience with the *Puget Sound Starts Here* campaign.

Question: Is an action-oriented project, rather than a project that focuses solely on awareness and communication, an appropriate use for these funds?

Answer: Projects that focus on actions and behaviors are appropriate and encouraged, especially if there is an opportunity for materials from the project to be shared broadly to other organizations throughout Puget Sound.

Question: How specific does the evaluation portion of the project need to be?

Answer: The evaluation required for this project is measuring and reporting on monitoring whether the project did what it said it was going to do (e.g., install 5,000 storm drain markers). Examples of the evaluation required include collecting output numbers (e.g. number of people reached, number of media outlet contacts), survey results and observations.

Question: Can the grant funds be used to buy advertising?

Answer: Yes, that would be an allowable cost/project as long as the advertising helped to further the goals of the *Puget Sound Starts Here* campaign, such as increasing brand recognition.

Question: How can ECO Net members get involved in developing and implementing the proposed project?

Answer: Local ECO Net Coordinators should be sending the application details out to ECO Net members and coordinating proposal efforts. Contact your local ECO Net Coordinator for more information.