

Puget Sound Partnership

Citizen Action Training School (CATS)
Development and Implementation Grant

REQUEST FOR PROPOSALS
2012-37

August 2012

Citizen Action Training School Request for Proposals 2012-37

The Puget Sound Partnership seeks proposals from eligible organizations to develop and implement a Citizen Action Training School.

Overview:

The Citizen Action Training School, or CATS, is a new iteration of an old Puget Sound Action Team, Public Involvement and Education Grant funded pilot project, updated to meet today's aquatic resource needs. The Pilchuck Audubon Society conducted that pilot project in Snohomish County in 1988-1989.

Long-term outcomes of that pilot project include:

- Increased human capital supporting the health of Puget Sound
- Increased social capital supporting the health of Puget Sound
- Higher levels of civic engagement in public processes
- More focused and productive civic engagement in public processes
- A 22-year legacy of civic participation, leadership, public engagement, and education
- Improvements in local ecological health, public awareness, water quality and aquatic habitat

Based on the long-term success of the pilot program, The Puget Sound Partnership desires to resurrect and expand the program around Puget Sound.

CATS is a Civics-101 training program with an emphasis on watershed-related issues. The goal is to train and enable residents to effectively engage in public processes and to affect the system in productive ways. Through this program, we expect:

- **more people** will be able to engage in public processes
- it will be **easier to participate** in public processes
- people will engage in more **productive participation**
- we will build a **base of future leaders** in Puget Sound recovery.

CATS is not about teaching people *what* to say or do, but rather *how* to do it effectively.

Eligibility:

Only proposals from applicants meeting the following criteria will be accepted.

- All applicants must be:
 - incorporated as a nonprofit corporation under section 501(c)(3) of the internal revenue code AND registered with the Washington State Secretary of State as charitable organization
- OR
- a Washington State institution of higher learning

- All applicants must be based in, or have a significant ongoing business presence in, the twelve-county greater Puget Sound basin (i.e., those portions of Clallam, Island, Jefferson, King, Kitsap, Mason, Pierce, San Juan, Skagit, Snohomish, Thurston, and Whatcom counties that drain to the U.S. waters of Puget Sound, the Strait of Juan de Fuca, and southern Georgia basin)
- Proposals from coalitions of multiple organizations will be accepted, provided a Project Lead Organization is identified. The Project Lead Organization will serve as fiscal and contract agent for the coalition and will be held accountable for ensuring proper expenditure of funds, timely progress, and production of deliverables.

Scope of Work:

1. Design, develop, and implement a Citizen Action Training School (CATS) to train citizens in civic processes related to water quality; stormwater management; shoreline management; aquatic habitat for salmon, shellfish, marine mammals and other species; and other watershed-related issues.
2. Between January 2013 and March 2015, implement a minimum of six iterations of the program in varied locations around Puget Sound.
3. The program shall be offered and available to all residents of the twelve County Puget Sound region. Each iteration of the program shall target a different geographic portion of the region in order to make the program as accessible and convenient as possible to local residents. The target classroom size shall be 25-30 participants per iteration.
4. E-learning may be used to augment the core training or to offer learning opportunities to geographically remote areas where travel is a significant barrier to participation. If and where provided, E-learning shall provide opportunity for real-time, verbal dialogue between students, instructors, and guest speakers. E-learning shall not replace live, in-person training. Class sessions or speaker presentations may be recorded and posted online for student reference, but such recordings shall not form any part of the core training.
5. **Program format:** The pilot program applied a two-phase format. Phase-one was conducted in twenty-five 2-hour classroom and fieldtrip sessions over a thirteen-week period for a total of 50 hours of education time per participant. Phase-two required each participant to put his or her training to use in a 50-hour personal service project.

Applicants may use a similar format or may propose an alternative. Given the positive outcomes of the pilot, program formats more closely resembling the pilot are likely to receive more favorable scores.

6. The program shall include a variety of speakers representing a diversity of environmental perspectives including: development, preservation, conservation, economy, agriculture, property rights, food security, public health and welfare, subsistence, tribal, and government.
7. The program shall include speakers representing key public resource management agencies including: Puget Sound Partnership, State Department of

- Ecology, State Department of Fish and Wildlife, State Department of Natural Resources, U.S. Army Corps of Engineers, U.S. Environmental Protection Agency, National Oceanic and Atmospheric Administration, U.S. Fish and Wildlife Service, U.S. Forest Service, and municipal planning and public works departments.
8. The program shall include speakers representing appropriate tribal governments and tribal natural resource departments.
 9. All speakers shall be recognized experts in the subjects they present.
 10. Minimum subject matter to be addressed:
 - a. Watershed concept, impacts, stressors
 - b. Watershed planning: federal, state, Puget Sound region, WRIA, county, local
 - c. Shorelines: ecology; status and threats; federal, state, tribal and local regulations; shoreline master programs
 - d. Water quality / stormwater: ecology; status and threats; federal, state, tribal and local regulations; NPDES stormwater permits; point source versus non-point source pollution
 - e. Aquatic, riparian and wetland habitat
 - f. Salmon, shellfish, subsistence uses, tribal treaty rights, and the Boldt Decision
 - g. Forests and their relationship to aquatic systems
 - h. Water quantity: flow regime, minimum flows
 - i. Land use: impervious surfaces, development impacts, natural landscapes, growth management, shifting baselines concept
 - j. Key laws: Growth Management Act (critical areas ordinances, land use, comprehensive plans), Clean Water Act (NPDES program, 401 permits), hydraulic code (HPAs), shoreline management act (Shoreline Master Plans), Endangered Species Act, NEPA, SEPA
 - k. The roles of natural science, social science, and politics
 - l. The roles of the nonprofit, business and public sectors
 - m. Ethics
 - n. Communication skills, public speaking, persuasive speaking, negotiation, and conflict management
 11. Each program participant shall be required to develop and complete a personal service project as part of his or her education. Each personal service project shall directly contribute to one of the three strategic initiatives described in the 2012 Action Agenda for Puget Sound: 1) Prevention of pollution from urban stormwater runoff, 2) Protection and restoration of habitat, 3) Recovery of shellfish beds. Each personal service project shall include development of a logic model (i.e., theory of change, results chain) that describes how the project inputs, outcomes, and impacts address the strategic initiative(s).
 12. The single biggest challenge in Phase-two of the pilot program was to maintain the participants' enthusiasm and progress to finish their personal service projects. In retrospect, however, those projects formed a substantial part of the program's long-term legacy; the outcomes of some projects continue to this day.

The program shall include methods (e.g., procedures, protocols, incentives, supervision) to ensure successful completion of personal service projects by participants.

13. The program shall strive to include participants from a broad range of backgrounds, interests, motivations, and political views.
14. The program MAY include a vetting process (e.g., application, interview, selection criteria) to select for participants likely to complete the program and the requisite service project(s). The program MAY vet participants based on evidence of prior civic engagement. The program SHALL NOT vet participants based on political affiliation, organizational affiliation, race, color, religion, national origin, gender, age, sexual orientation, gender identity and expression, disability, or any other basis prohibited under federal, state, or local law.
15. The program shall include a monitoring and evaluation plan. The program shall monitor and evaluate 1) Implementation, e.g, inputs, activities, was the project implemented as designed; 2) Effectiveness, e.g., outcomes, did participants demonstrate learning, how did participants apply that learning; 3) Validation, e.g., impacts, did the program produce change in the environment, how did the program contribute to the Action Agenda's strategic initiatives. The recipient shall work with PSP to develop a set of metrics that meet the evaluation needs of the program itself, and that align with the PSP Stewardship Program Theory of Change.

Funding:

The Puget Sound Partnership anticipates awarding one funding agreement under this Request for Proposals.

Approximately \$110,000 is expected to be available for year-one of the funding agreement. Based on successful program design and performance, the Partnership expects to award an additional \$200,000 over the balance of the agreement. The maximum amount of funding, which will be awarded incrementally, is expected to be \$310,000.

Matching Funds Required:

Non-federal matching funds equal to 50% of the awarded funds are required. The **total project cost** shall be the sum of the awarded funds plus the mandatory 50% non-federal match plus any other funds.

Total Project Cost = Awarded Funds + 50% Non-federal Match + Other Funds

Matching funds may be in the form of non-federal cash or in-kind contributions. In-kind contributions may include volunteer or donated time, equipment, expertise, salaries, and other reasonable and verifiable costs necessary for carrying out the proposed work.

Program participant time toward personal service projects may be considered volunteer time and may be counted as matching funds at a rate equal to Volunteering in America's Washington State value for volunteer time http://www.volunteeringinamerica.gov/pressroom/value_states.cfm.

Guest speaker time may be counted as match, either as donated time at actual value (rate of pay plus benefits), or as volunteer time at a rate equal to Independent Sector's Washington State value for volunteer time.

Participant education time (i.e., classroom or field trip time) MAY NOT be counted as volunteer time toward matching funds.

Indirect Rate:

Indirect costs may be included in the proposed budget. The indirect cost rate shall be calculated as the ratio of indirect costs to direct costs, and shall not exceed 15 percent.

No Awards / Partial Funding:

The Puget Sound Partnership reserves the right to 1) reject all proposals and make no awards under this RFP and 2) to award less than the full amount available.

Application Process and Timeline:

1. Pre-Application due to PSP: **September 5, 2012**, 5:00 p.m.

ALL APPLICANTS MUST SUBMIT A PRE-APPLICATION

Pre-Applications must be submitted in PDF format via email to Ms. Debbie Ruggles at debbie.ruggles@psp.wa.gov

2. First-round interviews (if needed): September 2012
3. Invitations for full proposals issued by PSP: October 3, 2012
4. Mandatory pre-proposal meeting: **October 9, 2012**, time to be determined
5. Full proposals due to PSP: **November 14, 2012**, 5:00 p.m.
6. Finalist interviews: November/December 2012
7. Final selection announced by PSP: By December 20, 2012

The Puget Sound Partnership reserves the right to change the timeline as needed to ensure the best possible selection.

Applicants will be evaluated based on their ability to fulfill the stated objectives of the contract. Successful pre-applicants will be invited to submit a full application. Successful pre-applicants will be invited to a mandatory pre-proposal meeting with Partnership staff to review program strategy, contract objectives, and prospective methods used to achieve those objectives.

Pre-Application:

Submittals must be written in no less than 12-point font on letter-size paper with one-inch margins.

1. Project Summary: This one-page summary must include:
 - a. Project title
 - b. Applicant contact information: name, title, affiliation, address, phone, and email of the contact person
 - c. Name of the applicant organization
 - d. If a coalition, provide the applicant contact information for each of the coalition member organizations.
 - e. Name of the project-lead organization (if the applicant is a coalition)
 - f. EIN, DUNS number, and Washington State UBI of the project-lead organization
 - g. Abstract: a project summary of not more than 200 words
2. Project narrative: A written proposal of not more than 1,000 words describing the following:
 - a. Overall project approach
 - b. Statement of expected public benefits
 - c. Expertise of applicant to conduct the work
 - d. Capacity of applicant to conduct the work
 - e. Ability of applicant to assemble the resources to conduct the work
 - f. Experience of the applicant conducting similar programs
 - g. Ability of the applicant to effectively deliver a twelve-county program
3. Summary budget: A one-page summary budget showing:
 - a. Grant administration total costs
 - b. Project coordination total costs
 - c. Supply and equipment total costs
 - d. Indirect costs (if any)
 - e. Total project cost

Full Proposals (by invitation only):

Submittals must be written in no less than 12-point font on letter-size paper with one-inch margins.

1. Project Summary: This one-page summary must include:
 - a. Project title
 - b. Applicant contact information: name, title, affiliation, address, phone, and email of the contact person
 - c. Name of the applicant organization or coalition
 - d. If a coalition, the applicant contact information for each of the coalition member organizations.
 - e. Name of the project-lead organization (if the applicant is a coalition)

- f. EIN, DUNS number, and Washington State UBI of the project-lead organization
 - g. Abstract: a project summary of not more than 200 words
- 2. Project narrative: A written proposal of not more than 1,000 words describing the following:
 - a. Overall project approach
 - b. Statement of expected public benefits
 - c. Expertise of applicant to conduct the work
 - d. Capacity of applicant to conduct the work
 - e. Ability of applicant to assemble the resources to conduct the work
 - f. Experience of the applicant conducting similar programs
 - g. Ability of the applicant to effectively deliver a twelve-county program
- 3. Project work plan: A more detailed description of the project approach, schedule, staffing, budget, and deliverables sufficient to clearly describe how the project will be implemented. Describe any variation or deviations from the Scope of Work described above and explain the rationale behind any such changes. If the project is a partnership, clearly describe the role each partner organization will play in the project.
- 4. Project schedule: A one-page schedule showing key project activities, benchmarks, and critical path
- 5. Project team: Names and qualifications of project staff, including project manager, fiscal manager, and field instructor(s).
- 6. Past performance: Describe, in 1,000 words or less, the past performance of the applicant organization or organizations on similar projects, with an emphasis on those key individuals that will be assigned to this project. Describe the past performance of the fiscal sponsor on similar projects. If the project is a partnership, describe the past performance of the partnership on similar projects.
- 4. Summary budget: A one-page summary budget showing:
 - a. Grant administration total costs
 - b. Project coordination total costs
 - c. Supply and equipment total costs
 - d. Indirect costs (if any)
 - e. Total project cost
- 7. Detailed budget: A budget template will be provided to invited applicants.
- 8. Letters of commitment: Provide letters of commitment from ALL partner organizations describing interest in project, relationship of project to the organization's mission, role in project, and staffing and resources committed to project.
- 9. Proposed outcomes: Provide a logic model, theory of change map, outcome map, results chains or similar demonstration of linkage between program inputs and long-term outcomes. Templates will be provided to invited applicants as needed.

Proposal Evaluation Criteria:

- Project Approach – Fidelity to the pilot program; philosophy of approach is appropriate to the stated objectives.
- Project Team – The team, collectively and as individuals, displays appropriate skill sets and experience; organizational capacity is appropriate; ability to recruit a diverse base of participants is displayed; coalition or partnership (if present) member roles are well-defined and appropriate to their tasks.
- Past Performance – Past performance designing and implementing projects of comparable scope and scale, programmatic and organizational capacity.
- Project Plan – Tasks, staffing, and spending plan are appropriate and logical
- Regional Capacity – The ability of the applicant to staff, manage, and deliver a program across the twelve-county Puget Sound Region.
- Long-term legacy - Estimated likelihood of producing a long-term legacy comparable to the pilot program; consistency in approach and philosophy with the pilot program; potential for program continuation.
- Budget – Budget is clear and logical; costs and cost basis are appropriate; indirect rates fall within limits.