

**ECO Net Social Marketing Grant  
Guidelines & Solicitation  
2012**

**Eligible Applicants:** The ECO Net Social Marketing Grant is available to member organizations within the 12 local ECO Networks around Puget Sound. The project team must include a minimum of one member serving in a primary role within the project, who completed the 2012 Social Marketing for Puget Sound certificate course taught by Nancy Lee that was offered through the University of Washington Evans School and the Puget Sound Partnership. Alternative social marketing training programs will be considered but must be approved by the RFP Coordinator.

**GENERAL INFORMATION**

**Estimated Funds Available:** \$372,000

**Number of Awards:** 12

**Grant Amount from PSP:** \$20,000-\$40,000

**Matching Funds Required:** 20%(For a total project of \$24,000 to \$48,000 including matching funds from the grant recipient)

**Project Length:** Up to 24 months from signing of contract

**RFP Coordinator:** Emily Sanford: [emily.sanford@psp.wa.gov](mailto:emily.sanford@psp.wa.gov) \ (360) 339-5853

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## Program Description

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**PURPOSE:** The Puget Sound Partnership (AGENCY) is initiating this Request for Proposals (RFP) to solicit proposals from organizations that are ECO Net members and are able to implement a social marketing campaign in one of the 12 established ECO Network areas around Puget Sound. The selected projects shall demonstrate an impact which will improve the health of Puget Sound. Projects should link to Action Agenda sub-strategies and strategic initiatives. Where possible, projects shall also link to the priorities of Local Integrating Organizations in their respective Action Area.

The AGENCY intends to award one grant to an organization in each of the 12 established ECO Nets in the Puget Sound region. A minimum of one member of the project team must have completed the 2012 Social Marketing for Puget Sound Certificate program or other approved training program and this person shall serve a primary role within the projects planning and implementation.

### **How does this grant help implement the 2012 Action Agenda?**

This grant works to achieve the following Action Agenda sub-strategies found on pages 305-313:

**-D5.4:** Improve effectiveness of local and regional awareness building and behavior change programs through vetted message, proven strategies and outcome based evaluation. Guide partners in the use of formative research and diffusion of priority BMP's.

**-D7.2:** Build capacity among partner organizations to advance priority stewardship actions. Provide technical support and training to advance program effectiveness, evaluation and support of the Action Agenda priorities.

**-D 7.6:** Work regionally and locally to remove implementation barriers (e.g., physical, economic, regulatory, enforcement, policy) and enable and incentivize adoption of stewardship actions

The entire Action Agenda can be downloaded from:

[http://www.psp.wa.gov/action\\_agenda\\_2011\\_update\\_home.php](http://www.psp.wa.gov/action_agenda_2011_update_home.php)

### **Where does this grant funding come from?**

Funding comes from the Region 10 Environmental Protection Agency's Puget Sound Regional Stewardship Program Implementation grant.

The Environmental Protection Agency (EPA) requires grants to have matching funds for the project proposed. Project funded under this announcement must provide 20% of the total project cost. More information is provided later in this document

### **Who can receive grant funding?**

A single organization must be designated for receipt and management of the grant for each Letter of Intent submitted. That organization must be a member of one or more ECO Nets. These organizations will provide project management, financial management, contract management and be responsible for fulfilling contract requirements. Proposals must be submitted via the local ECO Net Coordinator.

The following are eligible grant recipients:

- **Not-for-profit public interest organizations.** Proof of nonprofit status is required with your application. You must have the following documentation:
  - Registration as a not-for-profit organization with the Washington State Secretary of State's Office.
  - Proof of 501(c) 3 tax-exempt status with the U.S. Internal Revenue Service.
- **Government entities.** This includes Washington State agencies, public and private institutions of higher education, local governments, federally recognized Indian Tribes within Puget Sound, and special purpose districts.

### Who cannot receive funding?

- Businesses and for-profit enterprises
- Any organization located outside of the twelve counties in Puget Sound
- Individuals
- Organizations that are not members of a local ECO Net

### What are the match requirements?

This grant requires a match of 20% of the grant amount – in other words, 80% of the project will be funded from the Partnership under this solicitation and 20% must come from other sources, specific to this project. Eligible forms of match include:

- Cash;
- Volunteer or donated time;
- Donated services or products;
- Equipment;
- Salaries;
- Agency overhead/indirect costs;
- Other verifiable costs.

To estimate the cost of match based on volunteer hours, use the following approach:

**Skilled Labor:** A professionally skilled individual is a person who has obtained a professional or technical certification, completed advanced training, has made a living performing those activities, or has such extensive experience in the activity that you can reasonably justify and document valuing the individual's time at a higher rate. Skilled laborers must perform their "skilled" service to be eligible for the skilled labor rate. The following information will help value skilled labor costs:

- Use the hourly rate (total mean wage) as determined by the Department of Employment Security's Workforce Explorer Washington Web site for the region where the work is performed: contact the department's Workforce Explorer Washington, 1-800-215-1617, or the [ESD Website](#)

Or

- Document the use of an hourly wage as part of the volunteer's current profession. When there is no Department of Employment Security job classification similar to the work being done, send PSP a request for an additional job classification that includes the job description, recommended volunteer wage, and documentation that supports the recommended wage.

**Unskilled Labor:** This is work performed that generally does not require any experience or technical or special training. To determine the value of donated unskilled labor costs, visit the Resource and Conservation (RCO) Web site at [www.rco.wa.gov/doc\\_pages/reimbursement.shtml](http://www.rco.wa.gov/doc_pages/reimbursement.shtml)

### What costs can the grant pay for?

Grant funds are provided on a reimbursement basis. Grant funding may be used for project coordination staff salaries and benefits, advertising, workshops, events, printing and distributing materials, rental equipment, and supplies. Administrative costs **directly** related to project activities are allowed, up to 15% of the total project budget.

### What costs can't the grant pay for?

Some project costs are not eligible for grant funding. The Partnership may terminate grant agreements if spending is inconsistent with stated guidelines.

The following activities are **not** eligible for grant funding:

- Starting a business.
- Providing services or creating products for which you receive payment from other parties.
- Collecting materials for recycling or disposal.
- Lobbying any state or local government official.
- Purchasing property, capital goods, or major equipment.
- Legal expenses.

**More information is available in Appendix B.**

## Application Process and Timeline

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### Process for Applying

#### 1. Submit Letter(s) of Intent - LOI

Local ECO Net submits a Letter of Intent (LOI). No more than two Letters of Intent may be submitted by each local ECO Net for this solicitation. Multiple local Eco Nets may collaborate and apply for comprehensive grants that apply to more than one geographic area. Requirements for proposals spanning ECO Net borders are described in more detail in the Grant Process section.

The LOI application template is available in **Appendix A**. LOI's should be submitted via email to [emily.sanford@psp.wa.gov](mailto:emily.sanford@psp.wa.gov) by the ECO Net Coordinator to ensure that no more than two LOI's are submitted per ECO Net.

#### Deadline for Letters of Intent:

Letters of Intent will be accepted **until 4:00 p.m. on October 29, 2012**.

#### 2. Application Review

Once the Partnership has received all LOI's, they will be reviewed internally against the review criteria. Applicants may be contacted to provide additional or clarifying information.

#### 3. Request for Full Proposal

Selected applicants will be invited to develop full proposals. The full application will be made available to selected applicants. The due date for full proposals will be approximately six weeks after the Partnership requests them from the local ECO Networks. Nancy Lee will provide approximately one hour of technical support to each project selected to submit a full proposal.

#### 4. Full Proposal Review and Granting

The Partnership will review the full proposals and will begin to negotiate contracts with successful applicants approximately 4 weeks after full proposals are submitted.

### Timeline

Release of <i>Eco Net Social Marketing Grant Guidelines and Solicitation</i>	September 25th
Question & Answer Period. Please submit via email to the RFP Coordinator: <a href="mailto:emily.sanford@psp.wa.gov">emily.sanford@psp.wa.gov</a>	September 25 <sup>th</sup> -October 5th
Questions and Answers posted on Puget Sound Partnership Funding Website ( <a href="http://www.psp.wa.gov/funding.php">http://www.psp.wa.gov/funding.php</a> )	October 12 <sup>th</sup>
Letters of Intent are due from local ECO Networks to the Partnership by 4:00 p.m.	Monday October 29 <sup>th</sup> by 4:00 pm
Review of Letters of Intent and selection of applicants for creation of full proposals.	October 29th- Nov. 8 <sup>th</sup>
Full proposals due to Partnership (date to be confirmed at time of invitation for a full proposal).	Approximately 4-6 weeks after LOI approval received by local ECO Network
Proposal details negotiated and contracts drafted.	Four weeks after full proposals received by the Partnership
Begin grant work	Date of grant contract execution

## **Social Marketing Project Approach and Methodology**

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Each project should consider the elements outlined below in their planning process. The LOI template is found in Appendix A. The outline below does not need to be detailed and included with the letter of intent but will inform the project planning as a whole.

Respondents are expected to use the 10 step Social Marketing Planning process as taught within the ECO Net Social Marketing Training in the implementation of their project. Projects should also plan to connect with the Puget Sound Starts Here campaign if appropriate and applicable.

### **A. Project Approach/Methodology –**

- a. Background, Purpose, Focus
- b. Situation Analysis
- c. Target Audience
- d. Marketing Objectives and Goals
- e. Barriers, Benefits and Competition
- f. Positioning Statement
- g. Strategic Marketing Mix (4 P's: Product, Price, Place, Promotion)
- h. Evaluation Plan
- i. Budget
- j. Implementation Plan

The Puget Sound Partnership's Social Marketing grant to local ECO Networks will be distributed through a two-step process.

#### **Step #1: Letter of Intent (LOI)**

Each local ECO Network will submit no more than two unique LOI's (maximum of three pages each) that describe the proposed local strategy for changing the desired behavior among the targeted audience(s). See Appendix A for the LOI template.

Letters of Intent must be submitted via the local ECO Net coordinator to ensure there are no more than two letters submitted. The LOI must demonstrate that the project(s) are supported by the membership of the local ECO Network by providing a brief description of the group decision making process used.

**NOTE:** The local ECO Network coordinator's agency does NOT have to be the agency requesting funding – the purpose of submission of LOI's through the local ECO Network Coordinator is to ensure collaboration and cooperation within the local ECO Network and coordination of projects utilizing this funding source. This also does not prohibit the local ECO Network Coordinator's organization from seeking funding to support projects under this grant; however, there still must be demonstration of support by the local ECO Network membership.

**Proposals spanning ECO Network borders:** If one ECO Net project proposal spans beyond its borders into another ECO Network, there must be a demonstration that each ECO Network is in agreement and willing to coordinate to accomplish the project. Each ECO Net may submit two LOI's. There are two options: 1) Each ECO Network may submit LOI's that clearly work with one another or, 2) One ECO Net may submit a LOI that includes activities or expansions into geographies bordering their area. In either case, the LOI must include documentation of agreement and collaboration with the neighboring ECO Network (such as a Letter of Support).

For example: if Whidbey and Snohomish/Camano ECO Networks want to implement the same project Whidbey would submit an LOI for their part of a joint effort. Snohomish/Camano would also submit a separate LOI for their part. Alternatively Whidbey could submit an LOI that proposes work in the Snohomish/Camano ECO Network region, but would need to include documentation indicating agreement and intent to coordinate with the neighboring ECO Network for the overall Whidbey project being proposed.

#### **LOI Review**

The Partnership will conduct a review process to select LOI's for development into a full proposal. LOI's will be judged by the following review criteria:

#### **Review Criteria**

1. Application comes from one of the 12 established local ECO Networks AND at least one principal project team member has completed the Evans School Social Marketing certificate program or other approved course.
2. Application is submitted by the local ECO Net coordinator and is accompanied by a description of the group decision making process used.
3. If applicable, the application demonstrates support by neighboring ECO Networks.
4. Application focuses on a well defined target audience.
5. Application focuses on a problem with defined scope and scale.
6. Application objectives include achievement of behavior change.
7. Application supports the implementation of the Action Agenda, supports the strategic initiatives, works to achieve a sub-strategy and/or (where applicable) implements priorities from their local region.
8. Overall approach to the project.
9. Applicant demonstrates the ability to meet the match requirement.
10. Applicant's budget includes only eligible costs.

## Step #2: **Full Proposal**

The Partnership will invite full proposals from **selected** LOI's. Each full proposal will include a detailed budget, work plan, timeline, evaluation plan and proposed deliverables. A template will be distributed to those projects selected at the time of notification. The Partnership reserves the right to interview key participants, negotiate terms and details, and provide input into the final proposal. An invitation to submit a full proposal does not necessarily mean the project will be funded. The UW Evans School will provide approximately one hour of technical support to each project selected to submit a full proposal through Nancy Lee. Review criteria for the full proposal will be based upon detail provided in the work plan, timeline, evaluation plan, proposed deliverables and, detailed budget.

## Evaluation

You will be responsible for evaluating whether the project meets its desired outcomes and determining what the impact is. The Partnership is using the following template to help describe this evaluation process and will also provide technical assistance resources throughout the project implementation period in support of this. An evaluation plan using this template will be required if your project is asked to submit a full proposal. Plan to allocate 10% – 15% of the project budget to Evaluation.

### Project Evaluation Plan

PROJECT: \_\_\_\_\_

Does your project have internal capacity and/or external support for conducting the evaluation activities? YES NO

Project Activities/Strategies	Expected Outcomes	Data Collection Plan
e.g., "County Place" lectures	<ul style="list-style-type: none"> <li>▪ Increased participant knowledge of specific shoreline management techniques</li> <li>▪ Increased motivation to use these techniques</li> </ul>	<ul style="list-style-type: none"> <li>▪ Use of PRE and POST survey administered before and after the lecture (proposed tool attached)</li> <li>▪ Use of FOLLOW-UP telephone survey with smaller number of participants</li> <li>▪ <b>Target population</b> is participants in the lectures</li> <li>▪ Estimated 40 individuals with survey data</li> </ul>

**Project Activities/Strategies:** Please describe each of the proposed activities/strategies included in the project that are intended to help your organization build awareness for the targeted audiences. Please focus on those activities that involve some kind of outreach, dissemination, or presentation of information to a targeted audience, or activities that involve some "implementation" directed at a targeted audience.

**Expected Outcomes:** What are some of the **short term/immediate** changes experienced by the targeted audience related to the activities/strategies implemented in the project. Please be as specific and concrete as possible about these changes, and consider outcomes that are **reasonable and realistic** given the intensity and duration of the activity being implemented. It is possible that you will have some common outcomes across different activity/strategies.

**Data Collection Plan:** Please discuss your overall plan for collecting data on the specific outcomes. This should include a discussion of the specific data collection methods with a focus on **what type of instrument you are using** (e.g., survey, interviews, secondary data) and **how often you are collecting the data**. Please identify the **target population** for your data collection and, if feasible, the **expected number of individuals** you hope to get data from.

## Funding Information

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- Approximately \$372,000 is available.
- Awards will be made to 12 grantees (one per ECO Net region).
- Awards will range from 20,000-40,000 each, for a total project of \$24,000 to 48,000 including matching funds from the grant recipient.
- Once awarded, grant funds are provided on a reimbursement basis. This means you will submit bills to the Partnership for expenses related to the grant/contract and will be paid for them.
- No funds will be provided to the grantee prior to the expense being incurred.
- A match of 20% of the total project costs will be the responsibility of the lead organization.
- Only eligible costs will be reimbursed. See Appendix B for lists of the general types of costs that are eligible and ineligible. If you receive a grant, the eligible costs will be specifically stated in the grant agreement.
- The Partnership will not reimburse any costs incurred prior to having an executed (signed) agreement.

If you receive a grant, costs must meet all eligible criteria listed under Appendix B.

### **Grant Recipient**

The grant recipient, or agency entering into a contractual agreement with the Partnership, must be designated in each LOI. These organizations will provide project management, financial management, contract management and be responsible for fulfilling contract requirements.

### **Budget**

The LOI should include a budget estimate while a detailed budget is required for the full proposal. The budget must show total project cost, Puget Sound Partnership share and match funds. Please see Appendix A for the table.

### **Appendices**

**A: Letter of Intent Form**

**B: Project Costs Eligible/Ineligible for Reimbursement**

**Appendix A  
Letter of Intent Form**



STATE OF WASHINGTON

**ECO Net Social Marketing Grant Letter of Intent  
Fiscal Year 2012**

Name of Local ECO Network:  
Local ECO Network Coordinator submitting this application:  
Project Coordinator:  
Organization:  
Mailing Address:  
Street Address (if different from the mailing address):  
Telephone:  
Fax Number:  
E-mail Address:

Fiscal Contact:  
Telephone:  
E-mail Address:  
DUNS #:  
UBI #:  
Federal Tax ID #:  
(If organization is a 501(c) 3 not-for-profit)

**Project Summary:**

Please provide a brief summary of the project in no more than two pages. Be sure to include the following information:

- **A descriptive project title**
- **The geographic service area for this project**
- **Target audience**
- **Background and purpose statement**
- **Marketing objectives (project goals: for example # of behaviors to be changed etc)**
- **Audience research resources identified or needed**
- **Areas where technical assistance is expected/needed**
- **Brief description of evaluation plan:**
- **Brief description of collaboration and effective partnerships used for this project's implementation.**
- **Brief description of how this project ties to the Action Agenda Strategies, Sub-strategies, Strategic Initiatives and/or local area priorities.**
  - The 2012 Action Agenda can be downloaded at:  
[http://www.psp.wa.gov/downloads/AA2011/080112/Action%20Agenda%20Book%202011%202012\\_redline.pdf](http://www.psp.wa.gov/downloads/AA2011/080112/Action%20Agenda%20Book%202011%202012_redline.pdf)
  - Local Area Priorities: Can be found starting on page 326 of the 2012 Action Agenda
  - Strategic Initiatives: Can be found starting on page 14 of the 2012 Action Agenda
- **Signed statement (below) certifying local ECO Network membership support and project collaboration, including brief description of the group's decision-making process.**

**Estimated Budget**

Please list costs associated with this LOI under the following categories. The matching funds must make up at least 20% of the overall project budget. If chosen to submit a full proposal, a detailed budget will be required.

Category	Requesting from PSP	ECO Network or Organizational Match	Overall Project Budget
Project Coordination/Management (Staff salaries, benefits)			
Goods, Services, and Supplies			
Evaluation (est. 10-15%)			
Project Administration <sup>1</sup>			
Indirect (Not to exceed 15%) <sup>2</sup>			
<b>Totals</b>			

I, \_\_\_\_\_, the local ECO Network Coordinator, certify that the application submitted was developed by a collaborative group decision process as described below.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

<sup>1</sup> **Project Administration** –Project specific costs tied directly to personnel such as: project support staff, cost of office or cubicle space for the Project Coordinator, phone and IT costs directly allocated to the Project Coordinator for this project

<sup>2</sup> **Indirect-** Indirect costs are not to exceed 15% of direct project costs and are for general organization operating costs. Indirect costs can not include costs otherwise included in Project Administration.

## Appendix B Project Costs: Eligible/Ineligible for Reimbursement

### **Project costs**

Project costs shown in the budget of the grant agreement's Scope of Work **are eligible for reimbursement**, so long as the costs follow applicable state and federal laws.

If neither the grant agreement nor the guidelines specify the eligibility of an item, the Stewardship Coordinator Debbie Ruggles ([debbie.ruggles@psp.wa.gov](mailto:debbie.ruggles@psp.wa.gov)) will determine if an item is eligible for reimbursement. All eligible costs must support the accomplishment of the tasks outlined in the grant.

### **Eligible Costs**

The following examples show the types of expenses that the Partnership can reimburse under the program guidelines:

- Project coordination, goods supplies, and services such as:
  - Project Coordinator salary and benefits;
  - Office supplies;
  - Long-distance telephone calls to participants or the Partnership;
  - Postage for newsletters, surveys, response cards, and grant invoices;
  - Costs of copying documents and printing fliers or notices;
  - Procuring technical assistance – advertising the need for services, developing the Request for Proposals, and contracting for services;
  - Mileage paid at the state reimbursement rate (currently \$0.51/mile) for travel to and from project events within Washington State;
  - Rental of audio/visual equipment, public address systems, or display units;
  - Rental of space in which to display exhibits and/or conduct public meetings related to the grant project;
  - Costs of developing, publishing, and distributing explanatory materials within affected communities, or throughout the project area.
  - Indirect costs are not to exceed 15% of direct project costs and, are for general organization operating costs. Indirect costs can not include costs otherwise included in Project Administration (see below).

The following costs must be directly related to the project goals and activities. The Partnership reserves the right to ask for more information about these expected costs and to consider them ineligible if they do not meet the intent of the grant purpose or the requirements of the funding source.

- Project Administration – not general indirect costs, but costs that can be tied to personnel like support staff, cost of office or cubicle space for the Project Coordinator, phone and IT costs directly allocated to the Project Coordinator for this project only, for example:
- Web page and web site update and maintenance activities;
- Computer software (data management, slide show, or word processing only) necessary to fulfill record-keeping requirements, project presentations, and tracking of grant activities;
- Telephone cards used specifically for grant activities;
- Small, portable equipment to enhance outreach efforts;
- Purchasing display equipment that identifies recipient and grant project at special events;
- Per Diem costs for meals and lodging.

If you have questions about certain expenses, talk with the Stewardship Coordinator before you budget for those expenses. Only eligible costs will be reimbursed.

**Ineligible Costs**

The following are examples of the types of expenses that the grant program will not reimburse:

- Subscriptions, contributions or donations;
- Purchases of equipment or other nonexpendable personal property, unless specified in the grant agreement;
- Purchase, operation, or maintenance of motor vehicles;
- Property or equipment depreciation;
- Land acquisitions, leases, or easements;
- Conservation easements; wildlife habitat development;
- Any activity, including data compilation, studies, plans, or campaigns, funded by other sources;
- Legal actions;
- Legal fees ;
- Lobbying any government official or agency;
- Any expense incurred prior to the authorization date on a signed grant agreement, including but not limited to costs associated with the preparation of the grant application;
- Bad debts or losses arising from uncollectible accounts;
- Fines and penalties;
- Food, unless specified in grant agreement.