

**Puget Sound Partnership
Puget Sound Starts Here
Dissemination Grant**

**Guidelines & Solicitation
2010 – 2011**

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Program Description

Background:

Puget Sound Starts Here was created by a group of organizations with a shared dedication to improving water quality in Puget Sound and our local lakes, rivers and streams. The partnership is comprised of 400-plus organizations – one of the largest collaborative efforts of its kind in Washington State history. Participants include the Puget Sound Partnership, STORM (Stormwater Outreach for Regional Municipalities, a consortium of 60+ cities and counties), Washington State Department of Ecology, and more than 300 organizations in the field of environmental education, communication and outreach – utilizing the ECO Network as a coordination structure. For more information on Puget Sound Starts Here please see the website <http://www.pugetsoundstartshere.org/> or visit the Toolkit page via the ECO Net database.

Description:

The *Puget Sound Starts Here* Dissemination grant is a grant program for the 12 Local ECO Networks around the Puget Sound.

This grant will fund efforts to disseminate and raise recognition of the *Puget Sound Starts Here* brand and related messages. The funding is intended to promote strategic, collaborative efforts among Local ECO Net members to locally address the Puget Sound Partnership’s public engagement goal of raising public awareness and understanding of the issues facing Puget Sound.

Funding is from the State General Fund and must be spent prior to June 30, 2011.

Estimated Funds Available: \$100,000

Number of Awards: 10 - 20

Grant Amount: \$5,000 - \$10,000

Project Length: From the contract signature date until June 30, 2011

Puget Sound Partnership Contact: Kristen Cooley, kristen.cooley@psp.wa.gov

The Puget Sound Partnership’s Puget Sound Starts Here Dissemination 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 two pages each) that describe the proposed local strategy for raising awareness and understanding of the *Puget Sound Starts Here* campaign and it’s message. See Appendix A for LOI form. The Partnership will conduct an internal review process to select LOI’s for development into a full proposal. LOI’s will be judged by the review criteria (in the Application Process section) and not based on geography, therefore **Local ECO Networks are not guaranteed funding** with this grant. The

Partnership reserves the right to interview key participants, negotiate terms and details, and provide input into the final proposal.

Step #2: Full Proposal

Applicants will turn selected LOI's into full proposals for submittal to the Partnership for final review and approval. The full proposal will include a detailed budget, work plan, timeline and deliverables.

What is ECO Net?

ECO Net is a Puget Sound wide network of organizations working to increase public awareness, public involvement and individual stewardship for the cleanup of Puget Sound. The network is intended to build relationships and strengthens effectiveness amongst members and draw on the combined experience and community-level knowledge of existing networks and organizations.

As sub-networks of the broad ECO Net, 12 Local ECO Networks have been formalized based on geography. The 12 Local ECO Networks are:

- | | |
|-----------------------|-----------------------------|
| 1. Hood Canal ECO Net | 7. Skagit ECO Net |
| 2. King ECO Net | 8. Snohomish/Camano ECO Net |
| 3. Kitsap ECO Net | 9. Straits ECO Net |
| 4. Mason ECO Net | 10. Thurston ECO Net |
| 5. Pierce ECO Net | 11. Whatcom ECO Net |
| 6. San Juan ECO Net | 12. Whidbey ECO Net |

Contact information for these local ECO Networks is available at:
<http://www.psp.wa.gov/econet.php>

Puget Sound Partnership Public Engagement Goals:

The three goals laid out in section E.4 of the Action Agenda are 1) Significantly advance public awareness and understanding of the issues facing Puget Sound 2) Cultivate broad-scale practices and behaviors among Puget Sound residents that benefit Puget Sound 3) Build a social and institutional infrastructure to support broad-scale public engagement, foster stewardship and advance specific beneficial practices and behaviors.

This grant works to achieve the first goal through the *Puget Sound Starts Here* campaign.

1. Awareness & Understanding – Significantly advance public awareness and understanding of the issues facing Puget Sound, individual and cumulative impacts on the Sound's resources, and the public's ability to contribute to a sustained recovery effort.

Who can receive grant funding?

Proposals are to be submitted via the Local ECO Networks, but separate lead organizations may be designated for receipt of the grants. Lead organizations must

be identified for each LOI. These organizations will provide project management, financial management, contract management and be responsible for fulfilling contract requirements.

A lead organization must be one of the following

- **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) tax exempt status with the U.S. Internal Revenue Service. 501(c)3 registered non-profit or government entity
- **Government entity.** 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.

What costs can the grant pay for?

Grant funds are provided on a reimbursement basis. Grant funding may be used for advertising, workshops, events, printing and distributing materials, rental equipment, and supplies. Grant funds may also be used for project-related administrative costs up to 15% of the total grant agreement.

On a case-by-case basis, the Partnership may approve some activities or purchases not listed above.

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.

Examples of Projects

Successful Past Projects

Examples of successful and creative PSSH Dissemination efforts from last year's grants include.

Movie trailers: Skagit ECO Net converted the 30 sec. PSSH television ad into HDD5 format for showing at the Skagit Cinema during movie previews. They ran for 13 weeks at an average of 392 times a week to an audience of some 40,000 viewers per month. The HDD5 version of the ad is available for use by other groups.

Bus boards: Bus advertising was developed and displayed in Jefferson and Mason Counties, Everett, Bellevue, Redmond, Kirkland, Shoreline, Seattle and Port Angeles.

Posters: Posters were put up at coffee shops, bars, grocery stores, community centers, libraries and many other locations throughout Puget Sound.

Radio Ads: Snohomish/Camano ECO Net reached over 20,000 radio listeners with 5 – 10 paid radio ads on stations like KOMO AM, KING FM, Spirit FM and KSER.

Golf Tournament Competition: Hood Canal ECO Net members worked with members of the Resort at Port Ludlow to create and stage a quiz competition on Puget Sound to be integrated into a golf tournament. The competitive participants became engaged in the quiz and the information involved.

Drain Rangers: The Drain Ranger kit (complete with badge, certificate and pledge) is available for use in kids booths at fairs or festivals to recruit more Drain Rangers to save Puget Sound. This has only been recently trialed but there is a lot of potential.

Dog Poop Program: From dog bandanas to specialized bag dispensers, from posters in veterinary clinics and pounds to installation of pet waste stations there are many ways to promote pet waste pick up using the campaign.

Geocaching: Over 100 PSSH focused geocache sites were developed on the Kitsap Peninsula.

Funding Information

- Grant funds are provided on a reimbursement basis.
- This grant does not require matching funds. These grants can pay 100 percent of the **grant-eligible** costs of the project.
- Certain costs are not eligible. Appendix B lists the general types of costs that are eligible. 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 agreement, unless approved in advance by the grant officer.

Costs eligible for reimbursement or payment must meet all of the following conditions:

1. They fall within parameters of the program guidelines.
2. They appear specifically in the grant agreement.
3. They have previous approval from the grant officer for compliance with the grant agreement and from the technical advisor to assure compliance with the Partnerships scientific and technical guidelines.
4. They move the project *toward the goal* defined in the grant agreement.

Lead Organizations

Lead organizations may be designated for receipt of the grants. Lead organizations must be identified for 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 defined budget estimate. A detailed budget is required for the full proposal

Overview of Competitive Methods

If you plan to use a contractor or consultant for any work on your project, you must follow the state requirements for competitive procurement. With few exceptions, RCW 39.29, "Personal Service Contracts," requires grant recipients to follow a competitive process. You should conduct the competition carefully to ensure it is open, fair, and objective. The following chart outlines competitive methods you can use to procure personal services depending upon the estimated cost of the proposed contract. Please refer to the sections in this chapter for more detailed requirements for each dollar range.

Dollar Threshold	Competitive Process	Personal Services Competitive Procurement - Major Activities
\$1 - \$4,999	Not Required	<ul style="list-style-type: none"> • We recommend you always seek competition, though it's not required for this dollar range. • You can call firms or individuals, describe the services desired and request price, schedule, and qualifications. • You enter into a written contract with the selected contractor, regardless of dollar amount. • Sign contract and begin work.
\$5,000 - \$19,999	Informal Competition - also called "Evidence of Competition"	<ul style="list-style-type: none"> • Prepare written document or letter including, at a minimum: description of services required, project schedule, request for consultant's qualifications, request for costs or fees, and due date for responses. • Send to a minimum of three firms or individuals. May be faxed or e- mailed and responses may be faxed or e-mailed back to agency. • Evaluate responses and make award decision. • Negotiate contract. • Place in your files a list of firms solicited, a copy of solicitation document, a copy of bids received, a statement of the basis for award decision, and a copy of contract. • Sign contract and begin work

<p>\$20,000 or more</p>	<p>Formal Competition</p>	<ul style="list-style-type: none"> • Prepare a formal solicitation document, for example Request for Proposals (RFP) or Request for Qualifications/Quotations (RFQQ). Include all requirements so proposers understand what the agency needs and how the agency will evaluate responses. • Publish legal notice in major daily newspaper in Washington State to notify firms of upcoming solicitation. Develop mailing list from firms responding to notice, internal agency listings, etc. • Post solicitation document on agency website (optional). • Develop score sheets for use by evaluators. • Issue RFP or RFQQ to a minimum of 6 firms or businesses. Agencies may also just send a notification to 6 or more businesses that the solicitation document is available on their website. • Conduct pre-proposal conference, if required in RFP or RFQQ, and issue minutes. • Provide answers to bidders' questions via an addendum to all who receive the RFP or RFQQ, or advise those who download the RFP or RFQQ from the website to check back for any addenda that you may have posted. • Date and time stamp proposals received by the due date. Electronic proposals will have the date and time automatically noted. • Evaluate proposals strictly against criteria set forth in the RFP or RFQQ and score. You must use a minimum of 3 evaluators for scoring and score proposals using score sheets. • Schedule and conduct oral interviews of top finalists, if desired. • Determine final scoring and select apparent successful contractor. • Notify successful and unsuccessful firms. • Negotiate contract with apparent successful contractor. • Conduct debriefing conferences with unsuccessful proposers, if requested.
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If you have questions about the competitive procurement process please contact the PSP Contracts Manager, Mike Klos at (360) 725-5447

Application Process

Process for Applying

To apply for the *Puget Sound Starts Here* Dissemination grant, a Local ECO Network must complete and submit no more than two Letters of Intent (LOI). The LOI application template is available in Appendix A. LOI's can be submitted via email to Kristen Cooley Kristen.cooley@psp.wa.gov or mailed to

The Puget Sound Partnership
ECO Net Public Engagement Grant Program
c/o Kristen Cooley
210 11th Avenue SW, Ste. 401
Olympia, WA 98501

Deadline for Application

LOI's will be accepted **until 5:00 p.m., September 10th, 2010.**

Application Review

Once the Partnership has reviewed the LOI's for eligibility, applicants may be contacted to provide additional or clarifying information, participate in interviews, negotiate terms, and/or provide other details for the final proposal.

An expedited review process will be held by Puget Sound Partnership staff to select LOI's to be developed into full proposals. The full application will be made available to approved LOI sponsors. The due date for the full proposal will be approximately two weeks after the final approval of an LOI by the Partnership.

Review Criteria

The Partnership will use the following criteria to evaluate the LOIs from each Local ECO Network.

- Number of people exposed to the *Puget Sound Starts Here* brand and associated messages
- Creative partnerships developed to further reach and impact
- Ability to leverage successful activities and efforts
- Use of existing social and institutional infrastructure to further goals

Timeline

September 10th – Letters of Intent due from Local ECO Networks to the Partnership by COB.

September 10th - 24th – Approval process and selection of LOI's for creation of full proposal.

Two weeks after LOI approval received – Full proposals due to Partnership.

Two week after full proposals received by the Partnership – Proposal details negotiated and contracts drafted.

Appendices

A: Letter of Intent Form

B: Project Costs Eligible/Ineligible for Reimbursement

Appendix A
Letter of Intent Form

ECO Net Public Engagement Grant Letter of Intent FY11

Organizational Information

Name of Local ECO Network:

Lead Organization:

Project Coordinator:

Mailing Address:

Street Address:

(if different from the mailing address)

Telephone:

Fax Number:

E-mail Address:

Fiscal Manager:

Telephone:

E-mail Address:

Federal Tax ID No.:

(if organization is a 501(c)3)

Estimated Budget

Please briefly list the best estimate you have for major costs associated with this LOI.

Grant Administration/Overhead

Project Coordination

Supplies and Equipment

Total Project Budget \$

Project Summary:

Please provide a brief summary of the project in no more than 500 words. Be sure to include the following information:

- **Descriptive Project Title**
- **Geographic Service Area**
- **Target Audience**
- **Estimate and justification for number of people reached**

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 fall all applicable state and federal laws.

If neither the grant agreement nor the guidelines specify the eligibility of an item, the grant officer determines if your grant will reimburse you for the cost of the item. 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:

- Procuring technical assistance – advertising the need, developing the Request for Proposals, and contracting for the services.
- Mileage paid at the state reimbursement rate (currently \$.50/ 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 or audience.
- Administrative expenses directly related to the grant project:
 - 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.
 - Record keeping (\$15/hour standard).
 - Project coordinator salary (\$20/hour standard).

Please ask the grant officer about the eligibility of project costs before you spend money. 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.
- Office rental or overhead costs.
- 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.

Conditionally Eligible Costs

The Partnership does not usually consider the following expenses eligible for reimbursement, but may negotiate them as a term of the grant agreement under special circumstances. Recipients must demonstrate that conditionally eligible costs are necessary to the success of a grant project. The grant officer must approve such costs before they are included in the scope of work and grant budget. Examples of conditionally eligible costs are:

- Staff wages
 - Must not exceed the prevailing state employee rate for comparable services.
 - Billable staff time for taxes and benefits. Up to 25% or actual cost, whichever is less.
- Light refreshments and/or beverages.
- Car or boat rental.
- 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.
- Display equipment that identifies the recipient and grant project at special events.
- Staff salaries, benefits, and taxes.
- Per Diem; meals, lodging, airline or rail passes.