

Targeted Awareness Grant Summary of Questions/Answers

Puget Sound Partnership: 4/8/2011

	QUESTION	ANSWER
1	How will the ECO Net coordinators select two LOIs to submit in the likely event that there are several local applicants?	The Local ECO Net Coordinators are not the people to "select" two LOI's to submit – their role is to certify that a collaborative process was used by the whole local ECO Net to determine the projects to move forward for application. Your membership should be the ones determining what is best for the ECO Net to submit.
2	What is the process for submitting an LOI in situations where the applicant and the Eco Net coordinator are in direct competition?	Again, use your local ECO Net membership as the determining body for submitting Letters of Intent. There should not be direct competition within the ECO Net between members. We are asking for a collaborative process in determining the project best for your ECO Net.
3	Many of the PSSH messages do not resonate well with rural audiences, how do we go about getting new PSSH messages approved? Is there a way to vet potential messages prior to the application process?	This is a request for proposals; we are encouraging the development of new messages that do resonate with rural audiences. The vetting process and audience research may well be part of your proposals.
4	Can we look at issues that are factors of concern in specific areas (such as illegal dumping and littering in Hood Canal Region)?	If it is a problem that links with the rural residential audience, then make the case in your proposal. It must connect to the primary message (Puget Sound is in trouble). This is not the grant to encourage specific Best Management Practices but rather to raise awareness.
5	If we have done a lot of the audience research already can we make that case in our LOI, to say why the project is being proposed?	Yes, but you must connect previous audience research directly to target audience in the proposal.
6	Public opinion research can often be very expensive; do you have a preference on how much of the grant should be allocated to audience research?	PSP has no preconceived notions about resource allocation. We are looking for reasonable budgets that accomplish your proposed project.
7	Will the PSSH Brand need to be included on all work related to the proposal (for example workshops related to the SMP update?)	Yes, to the best extent possible it should connect to the PSSH brand.
8	Do we need to consider submitting a definition of rural residential? (via planning dept etc)	No, this is not a legal definition but rather the intended audience for the grant. You should, however, define your audience as clearly as possible.

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9	Does the grant cover incentives for participants such as prizes or gifts?	These would be a conditionally eligible cost and be determined on a case-by-case basis. You will need to demonstrate the need and connection to directly to your project. Keep in mind that we are stewards of public funds.
10	Does the ineligibility of federal funds preclude using AmeriCorps member volunteer time?	Yes, if they are paid with federal funds.
11	Do you recommend putting expenses such as mileage, telephone, and general office supplies in actual expenses or elsewhere in the budget?	We recommend putting them in the project administration category.
12	Is it possible for several ECO-nets to share the expense and associated benefits of social science research?	Yes. You would need to show how several ECO-Nets are engaged in the partnership and provide Letters of Support. You would need to identify who will be the lead fiscal organization responsible for overall management of the contract.
13	The PSSH Website is not kept very current and is focused on a residential, more urban and suburban audience.	There are updates planned for this website and some chance that some of the messages developed through this grant program can/will inform these updates. If you have specific suggestions now you may include them in your LOI or submit them separately.
14	We are interested in doing a demonstration project (rain garden) at city hall. Is this a good fit?	This sounds more like promoting a specific Best Management Practice that might be a better match with future grant opportunities. If you do submit this as a proposed project, be sure the project's main focus is raising the awareness and the prevailing "Puget Sound is in trouble" message and secondary message is the within the scope of the overall project. The bottom line is that it needs to meet the criteria and intent of this grant opportunity.
15	Is the minimum amount \$10K and the max \$40K?	Yes but with the match requirement the total project cost would be \$20-80,000 with \$10-40,000 being the amount available from PSP.

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16	In our area, litter is a huge issue in rural areas, and we have only one Department of Natural Resources officer to monitor the area. The litter gets into streams or has toxic contents that get into the soil. Would this be an area we could focus our targeted awareness activities?	We encourage you to address how it resonates with the requirements and components of project as outlined in the solicitation document. You will have to demonstrate the impacts and differences made that raise awareness on how it relates to the primary and secondary messages.
17	Will PSP provide access to scientists and other experts to help with the vetting process?	Yes we will do the best we can to link ECO Networks and projects to those with expertise. This extends beyond the scope of this grant as well.
18	How detailed does the LOI budget needs to be- break down individual expenses?	No, individual expenses do not need to be broken down in the LOI but be thinking about them early on because if you are selected to submit a full proposal you will be submitting a detailed budget.
19	What are some sources of match for the SMP audience if the Ecology grants cannot be used?	Any non-federal funding grants (EXCEPT the Comprehensive Shoreline Master Program (SMP) Update grants); sign in sheets from volunteer citizen advisory committees, workshop room donations, food donations etc. This is not meant to offset what is in the SMP Update grants for public participation but rather to enhance the awareness of the update process, and result in better informed people attending the SMP meetings/being involved in the process.
20	What about funding from WA Sea Grant as match?	Not if their money is federally sourced.
21	Where do we get the dollar value of the volunteer match?	Page 8 of the grant solicitation. It is \$20.85/hour.
22	Is there a cap on an independent Contractor wage?	Yes. The maximum cost allowed for consultant fees, excluding subsistence and travel expenses, is \$596/day and \$74.50/hour.
23	Do you have any guidance on how to plan/budget/time monitoring and evaluation?	Majority of costs may be allocated in your activity but plan to allocate 7-15% of your project costs to evaluation.
24	Is there a recommended method for communicating between ECO-Nets? Is the beta site a good method?	Yes mypugetsound.org is a good method for communicating (if the folks you want to communicate with are using it)
25	Does match have to be spent during the project period?	Yes.

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26	What do you think of shoreline landowners as a rural audience?	Describe in your project your intended audience and why you are selecting a particular segment of the target audience (rural residential landowners or potential participants in the Shoreline Master Program updates).
27	Do you intend or expect Shoreline Master Program jurisdictions as the lead organization for the Potential Participants in the SMP Update audience?	No. They are not limited from being the lead organization, but we do not expect or intend for the Shoreline Master Program jurisdictions to act in this role.
28	Would PSP consider doing a Sound-wide evaluation of these projects?	Not at this time. We believe it is more important to get localized evaluation since you all may not be using the same strategies, have the same target audience, or have other factors that need to be considered for evaluation. We are looking at the development and implementation of another public survey related to public awareness of the state of Puget Sound. This information is used in our Dashboard Indicators and in our Government Management and Accountability Program (GMAP) measures.
29	Would PSP consider evaluating the Primary Message “Puget Sound is in Trouble” so we can focus our evaluation on the Secondary Message?	Not at this time. While the underlying message is “Puget Sound is in trouble”, how it is framed and the words you would use with any particular audience may not be the same in every area. Also, while PSP might do an evaluation that covers the whole region, the evaluation would not be valid for the very targeted audience you have chosen.
30	We understand that we cannot do any message related to behavior change in our awareness activities. Is this true?	It depends. We are asking you to raise awareness with a targeted audience using the underlying primary and secondary messages. This should be at least 85 – 95% of your messaging. Behavior change messaging must be minimal if at all while using these funds.
31	We have members of our ECO Network who don’t think they can participate and contribute to the match portion of the project because they are funded only to do behavior change.	It may be true that this grant may not be a fit for every organization within the ECO Network. Awareness is just one important small piece of the overall recovery effort.

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32	Are messages allowed for the SMP Update audience that promote advocacy (e.g. encouraging people to contact their county commissioners)?	First, there can be no advocacy or lobbying using these funds or matching funds. Second, this would be promoting a specific behavior, which we are not focusing on through this particular grant. The goal with this particular audience is to make people aware of the value of shorelines and the impacts of shoreline management on the long-term health of Puget Sound.
33	We are considering a project across 3 ECO Networks. If we write a grant that we would work on collaboratively, could we still ask for \$40,000 per group, or would the grant award need to be divided among the groups.	A coordinated effort can be accomplished two ways – you can each submit a proposal (for a total of 3 proposals and 3 separate budgets), demonstrating coordination in your Letter of Intent and with a letter of support from the other two ECO Nets. This would count as one of the maximum 2 LOI's from each ECO Net. -OR- You can submit one proposal showing coordination among the 3 ECO Nets with one budget requesting between \$10,000 and \$40,000 from PSP for the entire project. You would still need to demonstrate agreements from the other two ECO Nets. And you would need to determine which ECO Net is taking the lead. This would be one of the maximum 2 LOI's for that particular ECO Net and the other two would still have 2 LOI's they could submit.
34	I would encourage the PSP to share examples (either on the web or as a document) of evaluation tools/processes (plan?) that you would consider models for this type of grant program. I think you will get a more consistent evaluation between the grants and the grantees will understand more of what you want.	We intend to develop examples of evaluation models for targeted awareness initiatives by mid-April. We also will also provide more guidance for those invited to submit a full proposal.

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35	<p>Could you explain what “targeted awareness” is about</p>	<p>We are providing an opportunity for members of local ECO Networks to apply for funding to <i>target their awareness activities</i> to two different audiences – one is rural residential homeowners and one is potential participants in the shoreline master program update process.</p> <p>Here is a link to our website where we have the Targeted Awareness Grant solicitation document, about half way down the page under "Announcements". Click on the "Learn More" and you will be directed to the solicitation document so you can read the grant information.</p> <p>http://www.psp.wa.gov/</p>
36	<p>Can the 50% match come from multiple agencies?</p>	<p>Yes</p>
37	<p>Can the funds be used for habitat restoration/student learning?</p>	<p>No, not unless it is a small part of an overall targeted awareness initiative – applicants will have to demonstrate how it fits for their particular audience and project and how audience research supports such an activity.</p>
38	<p>When will grants be awarded and what is the project length?</p>	<p>We hope to have contracts in place no later than July 1. The length of the project is 6 – 24 months and is determined by the applicant.</p>
39	<p>How are we to submit LOIs by April 29 via an ECO-net coordinator as requested in the subject solicitation? Is the intent that we (our “old” ECO-net) still work together informally and create LOIs and submit them as a group – thus showing collaboration and consensus? Or can some other consortium/alliance/ad-hoc group of our local Enviro-educators be the de-facto coordinator?</p>	<p>The Local ECO Network is the only entity we will accept Letters of Intent from for this particular grant. We understand this is an awkward process and apologize for that. Our expectation is that the “old” local ECO Net coordinator or Alternate will pull the network together and facilitate the collaboration process to help develop and select up to 2 letters of intent, then indicate or certify that the ECO Network went through this process to submit the Letter of Intent(s).</p>

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40	Regarding the rural residential designation, you said that these folks process information differently. What does this mean?	<p>Every audience is unique, not just in geography and in demographics, but also in values, attitudes, and perception. Audience research from around Puget Sound frequently reveals differences between rural and urban audiences regarding many issues. It's likely that someone who lives in the Tahuya or upper-Skagit values different things than someone who lives in Belltown, Capitol Hill or Lynnwood. Messages that work in town don't necessarily work where there are no storm drains and no paved driveways. A primary goal of these grants is to stimulate messages that resonate with rural audiences – messages that reflect the values and attitudes that make our rural Puget Sound culture special.</p>
41	<p>We have a very large population of people who could be classified as "RR" by the definition of living outside the UGA. That said, we have many, many different "types" of people living in those areas. There are those living on acreage, off the grid, in the middle of the woods that may be very blue-collar and then there are those who live in middle/upper class developments who may be retired professionals. They may all identify as "RR" but have vastly different interests and education levels. How can we put all of these people into the same box? Should they all be put in the same box?</p>	<p>Yes, the rural residential audience is certainly a broad classification with many subsets. Feel free to address a narrower rural residential audience if it suits your needs. For example, a proposal addressing streamside property owners in rural areas would likely fit the guidelines. A proposal addressing all streamside property owners in a county that is half urban would not.</p>
42	<p>Regarding the secondary messaging on the Rural Residential grant, is there research regarding the "values" stated? How do we know that jobs, food production and recreation are these primary values to which we should be speaking? Is that information available to us? We, as an Eco Net group, feel as though that might help us focus.</p>	<p>A strategic decision was made to identify and connect these values to Puget Sound. Our observation is that most people are not aware of the value that is at risk if Puget Sound is not healthy. We don't mean to imply that jobs, food production and recreation are valued more in rural areas than they are anywhere else. We are not aware of research to that end. Nevertheless, most people work, eat, and play.</p>

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		<p style="text-align: center;">Additional information provided for Question #42 above:</p> <p>More often than not, people think of salmon when we talk about Puget Sound food and job production, but there are many others that upland residents don't often recognize. Our waters produce food, jobs, recreation, and define culture much as our rural lands do. Our expectation is that as people learn the diversity and value of foods and jobs connected to Puget Sound, people's actions affecting Puget Sound will have greater tangible meaning – beyond abstract notions of water quality and biological diversity. They are impacting a neighbor's job, the food available at the local grocery store, and dinner tables in Japan and New York City.</p> <p>How this is described will likely vary from community to community: In one community, septic systems may impact oyster farmers; in another, soft shell clams or mussels. Fertilizer over-use might impact the crab fishery in some community; in yet another, the shrimp, bottom fish, or sardine fishery is dead – along with Bob's, John's, and Jane's jobs.</p> <p>Through these projects, we hope to stimulate broader awareness of what is at risk and to broaden our own knowledge base of local impacts around the Puget Sound region.</p>

Logic Model Lite: Please include a couple of examples that focus on awareness rather than on behavior change. Include examples of how to evaluate the impacts of advertising and billboards (impressions/readership etc)

Response: These are in development and will be posted to the PSP website and sent to the ECO Network e-mail list as soon as they are ready. We anticipate these will be completed by April 13th.