



Puget Sound Water Quality Action Team

Public Involvement and Education **PIE** Fund



**REQUEST FOR PROPOSALS**

**Round 13**

**Deadline: August 27, 2001 • 5 p.m.**

# REQUEST FOR PROPOSALS

## Round 13

### Essential PIE Facts

Projects must relate directly to the Puget Sound Basin and one or more of the topics for funding described on page 5.

Any Washington State resident, business, organization, tribal or local government, school or educator may apply. State and federal agencies may not receive PIE funds.



The Puget Sound Basin

We encourage but do not require matching funds.

Maximum funding per project is \$45,000. Consider applying through our website for a [PIE SMALL AWARD](#) if your project costs are \$3,000 or less.

Services provided under a PIE contract are compensated on a reimbursement basis.

### ROUND 13 TIMELINE

- July 2001 .....Request for Proposals released
- July 23-30, 2001 .....Proposal Assistance workshops
- August 27, 2001 .....Proposals due
- October 22-25, 2001 .....Finalists interviewed
- November 2001 .....Contract awards announced
- December 2001 .....Contract negotiations begin
- Early 2002 .....Projects begin
- May 15, 2003 .....Projects completed; reports due

# Public Involvement and Education **PIE**Fund

**REQUEST FOR PROPOSALS**

**ROUND 13**

**JULY 2001**

## **TABLE OF CONTENTS**

Introduction .....1  
General Guidelines .....3  
Topics for Funding .....5  
Preparing Your Proposal .....7  
Formatting Your Proposal .....9  
Proposal Deadline .....15  
Selecting Proposals .....17  
Next Steps .....19  
Appendix .....21  
Proposal Package Checklist .....23  
Cover Page .....25  
Contacts .....back inside cover



P.O. Box 40900  
Olympia, Wa 98504-0900  
(800) 54-SOUND  
(360) 407-7300

The Puget Sound Water Quality Action Team is an equal opportunity and affirmative action employer. If you have special accommodation needs or need this document in an alternative format, please contact the Action Team's ADA representative at (360) 407-7300. The Action Team's TDD number is (800) 833-6388.

## **DEADLINE**

**Proposals must be received at the Action Team office by  
5 p.m., August 27, 2001**

## Welcome to the PIE Fund

Thank you for your interest in applying for funding from the Puget Sound Water Quality Action Team's Public Involvement and Education (PIE) Fund.

From our perspective, a PIE Fund project succeeds when a creative and committed individual or group:

- ▶ Identifies an opportunity to involve and/or educate people about a local water quality or habitat issue that affects them and Puget Sound.
- ▶ Determines what is needed to better understand and solve the problem.
- ▶ Organizes and presents this information clearly and in ways that encourage people to take short-term and long-term stewardship actions to protect and restore Puget Sound.

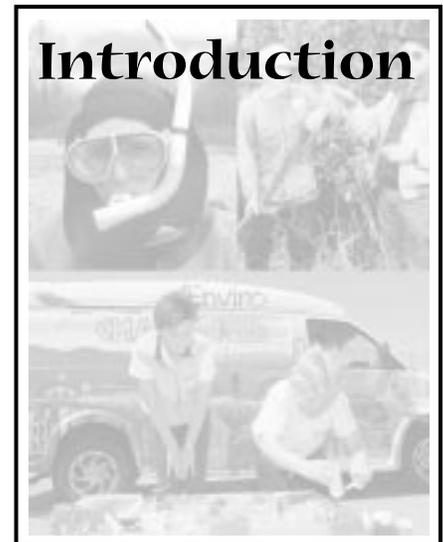
If this describes you, we encourage you to develop an education and public involvement proposal for PIE funding. The following information will help you prepare your proposal. Please read it carefully.

### Who Are We?

The Puget Sound Water Quality Action Team and Puget Sound Council provide vision and oversight for protecting and restoring the water quality and biological resources of Puget Sound. As a program within the Governor's Office, the Action Team includes the heads of 10 state agencies; representatives of a city, a county and federally recognized tribes; and non-voting representatives of three federal agencies. The 12-member Puget Sound Council includes representatives of agriculture, business, the environmental community, the shellfish industry, cities, counties, tribal governments and the legislature. The Council advises the Action Team on the development and implementation of a biennial work plan to protect Puget Sound. The governor appoints the chair of the Action Team and Council. The chair manages the staff, which supports the work of the Action Team and Council.

The [Puget Sound Water Quality Management Plan](#) provides long-range guidance for the protection and restoration of Puget Sound. Each biennium, the Council and Action Team develop a short-range work plan to coordinate federal, tribal, state and local actions to implement the management plan. The "Topics for Funding" (see page 5) reflect the priorities outlined in the [2001-2003 Puget Sound Water Quality Work Plan](#).

The PIE Fund is a part of the Public Involvement and Education Program of the [Puget Sound Water Quality Management Plan](#). During the previous 12 rounds of funding, over 280 projects totaling more than \$5 million dollars reached millions of people with the message of clean water and healthy resources. The legacy of this program is a better informed and more involved public and enhanced stewardship of Puget Sound.



### PUGET SOUND ONLINE

The Action Team's website ([www.wa.gov/puget\\_sound](http://www.wa.gov/puget_sound)) contains a wealth of information about Puget Sound. You can find Action Team publications, including the [2001-2003 Puget Sound Water Quality Work Plan](#) and our quarterly newsletter [Sound Waves](#). Check out [More PIE Success Stories](#) for descriptions of PIE projects from Rounds 7 and 8 or review the lists of projects funded since Round 1.



**A**t the heart of the PIE Fund is the belief that community-based organizations and diverse partnerships can involve and educate people about the health of Puget Sound in ways that state government, by itself, cannot. As in the past biennia, the 2001 Washington State Legislature appropriated money from the Water Quality Account for this public involvement and education program.

The PIE fund is not a grants program. Through personal services contracts, the Puget Sound Water Quality Action Team obtains the services of individuals and organizations to directly educate and involve residents of Puget Sound as they carry out the *2001-2003 Puget Sound Water Quality Work Plan*. Services provided under contract are compensated on a reimbursement basis. The Action Team staff provides guidance on fulfilling a state contract, as well as technical information and advice related to the project.

PIE 13 projects should:

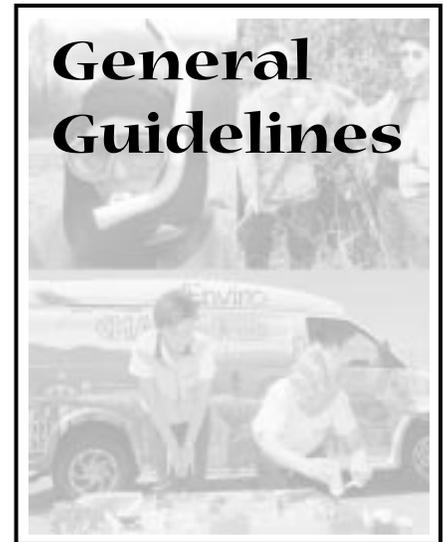
- ▶ Develop an ethic that promotes protecting Puget Sound as a treasure.
- ▶ Move beyond the “us vs. them” attitude and emphasize water quality and habitat as being in everyone's self-interest.
- ▶ Develop means for cooperation among the public sector, private sector and educational institutions.
- ▶ Emphasize interesting, innovative activities which involve people, put them in charge of decisions and lead to local action.
- ▶ Provide people with solutions and things they can do to help protect the Sound.

Project proposals that replicate or continue a previous PIE project are eligible for funding. Replicating a project is a positive means of leveraging our investment in earlier PIE contracts. A successful project may be repeated in another setting or perhaps with a different audience. Proposals to continue an existing program should describe in the proposal design how that program would be expanded and/or improved.

Any Washington State resident, business, organization, tribal or local government, school or educator may apply. State and federal agencies **may not** receive PIE funds.

## Success Tips

Developing a convincing project proposal requires your thoughtful consideration. Perhaps you know the audience you want to work with but are unsure of the best message to take to them. Maybe you know the message but are uncertain about who exactly should hear it. A well-written proposal pulls all these pieces together and presents them clearly and persuasively.



## General Guidelines



**EFFECTIVE PROJECTS WITH LONG-TERM RESULTS WILL INCLUDE THE FOLLOWING COMPONENTS:**

- ▶ A well-thought-out project design.
- ▶ Quality training and ongoing coordination of participants, including the "care and feeding" of volunteers.
- ▶ Ongoing efforts to evaluate the success of the project.
- ▶ If applicable, an infrastructure to continue maintenance and/or monitoring after the life of the PIE contract.

Consider the following guidelines when designing your project:

**Know your target audience.** The target audience is the specific group(s) of people the project will educate and involve. Knowing some details about your target audience helps you better define your messages, activities and desired outcomes.

**Define project objectives that are specific, realistic and measurable.** PIE 13 projects should produce measurable changes in people's knowledge, attitudes, skills, aspirations and/or behaviors. Examples of measurable objectives include:

*Knowledge Change:* Twenty high-school biology students will improve their knowledge about why shellfish areas are downgraded.

*Attitude Change:* Fifty percent of the participants will indicate that that they are more likely to consider conservation easements as an option for their land.

*Skill Change:* Sixty-five percent of the workshop attendees will learn how to compost horse manure.

*Aspiration Change:* Twenty percent of the association's homeowners will report that they plan to participate in a stormwater basin cleanup day.

*Behavior Change:* Thirty percent of the on-site sewage system workshop participants will have their system inspected, monitored or pumped within six months of attending the class.

**Consider including a "hands-on" component.** Give participants an opportunity to put their new knowledge and skills into action. Engaging project participants in actions to protect and restore Puget Sound will help demonstrate the power of individual actions and will enhance the learning experience.

**Establish new partnerships.** Cooperating with other individuals and organizations can yield big results. Partners can bring you closer to your target audience, contribute expertise or other resources and help a wider community to understand that a healthy Puget Sound is in everyone's interest. Enlist new partners at the start by inviting them to help you create your proposal and ask them to join a continuing advisory committee. Look to local businesses, nearby tribes, neighborhood organizations, churches and others who may have an interest in your project and its eventual outcome.

**P**IE Fund projects should improve the environmental quality of Puget Sound through direct actions or changes in the way people think or behave. The Action Team seeks proposals for projects that educate and involve people in the priorities defined in the [2001-2003 Puget Sound Water Quality Work Plan](#) or in one of six specific approaches associated with those priorities. All proposals will be reviewed and evaluated equally based on the criteria in this RFP.

## Work Plan Priorities

The Action Team will consider proposals for projects that advance one or more of the following priority topics outlined in the work plan. Priority topics are:

- ▶ Prevent and remediate contaminated sediment sites.
- ▶ Preserve, restore and enhance nearshore habitat.
- ▶ Protect and restore salmon, ground fish, forage fish and other species at risk.
- ▶ Protect shellfish beds from downgrades or closures and restore closed areas.
- ▶ Manage stormwater runoff.
- ▶ Prevent failures from on-site sewage systems.

We encourage you to seek out more information about the priorities from the work plan. While some actions in the plan are directed specifically at government implementers, nongovernmental groups can augment and support these efforts through their involvement.

The [work plan is available](#) at the Action Team's website at [http://www.wa.gov/puget\\_sound](http://www.wa.gov/puget_sound) or you may request a copy by calling (800) 54-SOUND.

## Defined Approaches

The Action Team also has defined six distinct project approaches eligible for PIE funding. The Action Team will consider proposals for projects that seek to accomplish one of the following:

- ▶ Promote Smart Growth and Low Impact Development through one or more of the following avenues:
  - ▲ Educate elected officials, local government staff, developers and builders through peer education, workshops and/or visits to demonstration sites.
  - ▲ Educate residents about the effects of urban sprawl on water quality and techniques for planning communities in ways that reduce these impacts.
  - ▲ Demonstrate to consumers how homes, businesses and communities can be designed or redesigned to protect water quality.
- ▶ Involve citizens (e.g., divers) in assessing biological resources of a local marine protected area and encourage local stewardship of at-risk shoreline habitat and marine resources.





- ▶ Educate landowners in watersheds or along shorelines draining to threatened or downgraded shellfish growing areas about actions to prevent or reduce sources of fecal contamination.
- ▶ Increase the awareness of new Puget Sound residents, including non-English speaking individuals, about behaviors that protect Puget Sound's health.
- ▶ Increase public awareness of the benefits of land trusts, conservation easements and county-based Public Benefit Rating Systems to protect habitat and wildlife-rich parcels in the Puget Sound basin.
- ▶ Promote increased knowledge of shoreline processes, ecology and best development and maintenance practices by involving design professionals, businesses and shoreline property owners in peer education, workshops and site visits.

## DOING THE GROUND WORK

**Thorough research will assure your project is on target.**

- ▶ Your proposal should reflect a familiarity with Puget Sound issues and the Action Team. The following publications can help: *2000 Puget Sound Update*, *Puget Sound's Health 2000*, *Puget Sound Water Quality Work Plan* and *Puget Sound Water Quality Management Plan*. These publications and others can be found on the Action Team's website at [http://www.wa.gov/puget\\_sound](http://www.wa.gov/puget_sound).
- ▶ Be familiar with past PIE projects that might be useful to your current project ideas. Can you build from past projects or use materials from them? Are there partnership opportunities? Our website contains a list of all projects funded since 1987—and it's sorted by county for easier reference.
- ▶ Many plans for local watersheds, shellfish protection districts and clean water districts already exist and contain identified solutions in specific areas. Be sure to check with tribes, county and city planning departments and community groups to see what efforts are already underway. Consider how your project can complement or integrate with those projects. Contact the Action Team's local liaison for your county (see the list on the inside of the back cover) for information on what local watershed plans currently exist.

Once you have read this RFP and have developed your idea into a project that is interesting and workable, you are ready to begin preparing and assembling your PIE Fund proposal. *Carefully* follow the instructions in the "Formatting Your Proposal" section. You may use reprints of the forms, prepare new masters using our format or download the forms from the web page. We also have included a proposal checklist (on page 23) to help you through the process. You must submit one completed copy of this checklist with your proposal package.

As you develop your proposal, be sure you can clearly and concisely answer these questions:

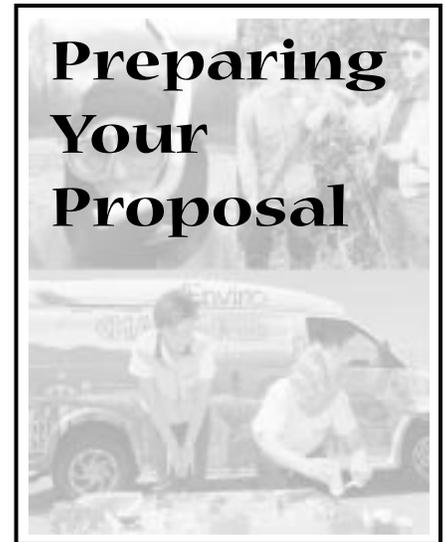
- ▶ What are you trying to do?
- ▶ Who else should be involved?
- ▶ How will you accomplish it?
- ▶ How much time will each task take?
- ▶ How much will it cost?
- ▶ How will you know if you have accomplished what you set out to do?

### Proposal Assistance Workshops

We encourage you to attend one of five proposal assistance workshops to review the goals of the PIE Fund, review the RFP, get answers to questions you may have about the preparation and submission of your proposal and meet potential project partners. Workshops will be held at the following times and locations:

<b>Date/Time</b>	<b>Location</b>	<b>Phone</b>
Monday, July 23 6:30 to 8:30 p.m.	Skagit Valley PUD, Aqua Room 1415 Freeway Drive Mt Vernon	(360) 424-7104
Tuesday, July 24 12:30 to 2:30 p.m.	Mountaineers Club 2302 N 30th Tacoma	(253) 566-6965
Tuesday, July 24 6:30 to 8:30 p.m.	Givens Community Center, Kitsap Room 1026 Sydney Avenue, Port Orchard	(360) 337-5743
Thursday, July 26 6:30 to 8:30 p.m.	WSU-Cooperative Extension Spruce Room (in Shold Business Park) 201 W. Patison Street Port Hadlock	(360) 379-5610
Monday, July 30 12:30 to 2:30 p.m.	Bothell Regional Library 18215 98th Ave NE Bothell	(425) 486-7811

We will compile a record of frequently asked questions following the workshops. This record will be available for all applicants on the Action Team website within 10 days following the last workshop.



### NEW IN 2001!

#### PIE SMALL AWARDS

Consider applying through our website for a PIE Small Award if your project costs are \$3,000 or less. The application process is easier and successful applicants can receive their award more quickly. Look for more information on our website at

[http://www.wa.gov/puget\\_sound](http://www.wa.gov/puget_sound).



## Proposal Presentation

These presentation details must be adhered to in order for your proposal to qualify for review and be eligible for funding.

1. Use plain, white 8 ½" x 11" paper.
2. Font size must not be smaller than 10 point.
3. Use one-inch margins.
4. Limit your proposal to six (6) pages plus appendices. ("One page" refers to one side of a single-spaced typed page.)
  - a. Page 1, Cover Page
  - b. Page 2, Abstract Page
  - c. Pages 3-6, Project Design, Project Team and Budget
  - d. Appendix A (Required)
  - e. Appendices B-D (Optional depending on proposal)
  - f. Appendix E (Optional depending on organization)
5. Include copies of all relevant appendices with each proposal. Do not include any additional information.
6. Include eight (8) copies of your proposal with appendices. Staple each copy in the upper, left-hand corner with the cover page on top.
7. Include one (1) copy of the proposal package checklist. Bundle your proposals with the checklist on top and secure with binder clip or rubber band.
8. Do not send information after the deadline.
9. Do not send proposals or other supporting materials via FAX or e-mail because they will be disregarded.

**IMPORTANT: Use the following format to present your proposal. Assemble and number your proposal elements as described below. Use the same headings used here to identify the different elements of your proposal. The elements must appear in the order they appear here. If the proposal is not formatted correctly, or if any of these elements are missing, the proposal will not qualify for review and will be ineligible for funding.**

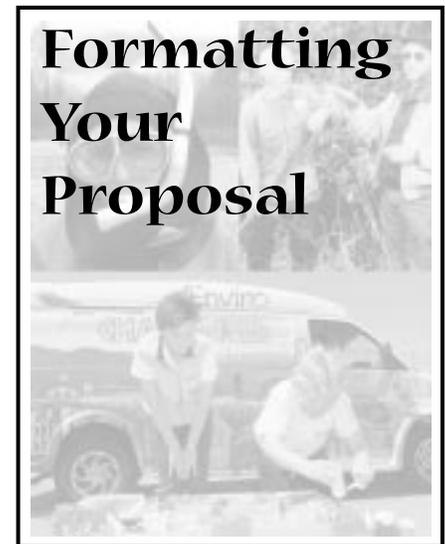
### I. Proposal Package Checklist

The Proposal Package Checklist is a guide to be used during the preparation of your proposal. Submit one (1) completed checklist with your proposal package. Photocopy the form provided on page 23—or use the original. Once it is completed and signed, bundle your proposals with the checklist on top and secure with a binder clip or rubber band.

### II. Cover Page

The cover page form must be the top sheet of each of the eight (8) copies of your proposal. It is considered one of the six pages. Use the Cover Page form provided on page 25. Do not include a cover letter.

An authorizing signature, verifying that the organization submitting the proposal has approved the application request being submitted, is



required on the cover page. If your organization requires a Board resolution authorizing submission of the proposal, a copy should be included as Appendix E.

### **III. Abstract Page (5 points)**

The abstract page must follow the cover page. It is considered one of the six pages.

Answer the following questions in a one-paragraph summary of the project. Questions must be answered in the order they appear below. Be as clear and concise as possible in describing your project.

- A. What is the goal or purpose of the project and how will this be accomplished?
- B. Who is the individual or group responsible for completing the project?
- C. Who is the target audience?
- D. What results, outcomes and/or changes are expected from this project?
- E. How does this project promote the protection of Puget Sound?

No other information should appear on the abstract page.

### **IV. Project Design (50 points)**

Your project design must include sections A-F in the order they appear below. Also make sure your proposal responds to the points addressed in the "General Guidelines" section on pages 3-4.

#### **A. Issue and/or problem**

Describe the issue and/or problem to be addressed. The issue or problem must be clearly tied to the protection of Puget Sound and the topics for funding in Round 13.

#### **B. Continuing projects**

In order for an existing project/program or previously funded PIE project to qualify for PIE Round 13 funding, the funding must be used to significantly expand or improve the project. If you answered no to Question #15 on the Cover Page, note in your proposal that this element is not applicable. If you answered yes to Question #15 on the Cover Page, describe how this proposal will significantly expand or improve your project or program.

#### **C. Target audience**

*The target audience is the specific group(s) of people the project will educate and involve. The Action Team encourages involvement from low-income, culturally-diverse groups and other underserved populations.*

Specifically describe your target audience, the number and age-level of people involved, which geographic area of Puget Sound will be served and any other pertinent information.

#### **D. Objectives**

List the objectives of the project. They should be specific, realistic and measurable and should define the results of the project. Well-written objectives define who will benefit and what people will learn or do. See the "General Guidelines" section of this RFP for examples.

#### **E. Activities**

Describe in detail the project activities you will do to achieve the objectives. In the description, clearly state what will be accomplished and produced. Use suitable, innovative activities and/or products to achieve your objectives. Explain why the particular activities are effective for informing, educating and involving that particular audience. Emphasize actions that involve people, put them in charge of decisions and engage them in local actions and solutions. Include plans for disseminating the results of the project or the products developed. *Note: For monitoring projects or projects that have a monitoring component, be sure to complete **Appendix C**. For restoration projects or projects that have a restoration component, be sure to complete **Appendix D**.*

#### **F. Evaluation**

Describe how you will evaluate your project to determine its effectiveness. Link your evaluation strategy to your project objectives. Describe how you will gauge participants' reactions and/or changes in knowledge, attitudes, skills, aspirations and behaviors. Explain what these changes in participant reactions (measurable and immeasurable) will mean for the water quality and habitat of Puget Sound. *PIE contractors are required to prepare an evaluation plan early in their project. PSWQAT will reimburse contractors for this expense under the terms of their PIE contract. Make sure to include this expense in your budget.*

### **V. Project Team (25 points)**

Your project team is comprised of the individual(s) involved with the day-to-day activities of the proposed project as well as individuals, groups or organizations assisting with the project. Your team will be judged on its qualification and suitability for the work you propose and on the clear commitment of appropriate partners. In addition, your team will be evaluated on its capability to meet product delivery, program management and contract administration requirements.

#### **A. Project Personnel**

*Project personnel are individuals directly involved in the day-to-day activities of the proposed project. They are familiar with the project's work plan and budget, play a lead role in most or all elements of the project and are responsible for managing the contract. They may be paid staff or volunteers.*

Provide a brief description of the sponsoring organization and its mission. List the name and affiliation of the individual(s) proposed as project lead(s). In **Appendix A (required)**, provide a

one-paragraph description of each project personnel member noting his or her current position and relevant experience.

**B. Project Partners**

*The Action Team seeks proposals that create partnerships and cooperation among public sector, private sector and educational institutions. Partnerships are considered to be a major factor in the success of projects and are therefore highly recommended.*

*Project partners are individuals, groups or organizations that will provide some significant assistance to the project but are not integrally involved with the daily activities of the project. Federal or state agencies can be project partners. Example: An organization will donate materials, equipment or technical expertise for a project but is not specifically involved with the day-to-day details of the entire project.*

List the agencies, organizations or individuals that will be involved as project partners. Briefly describe the level of involvement and resource commitment from each partner. The Action Team requires **letters of commitment** from all groups named as project partners. They should be included as **Appendix B** as described on page 13.

**C. Advisory Committee**

*The role of the Advisory Committee is to help plan and provide oversight of the project and to review products for appropriateness and technical accuracy. Advisory Committee members help assess the needs of the target audience and plan a program and/or product to meet those needs. The committee should include representatives from each stakeholder group involved in the project and should consist of at least three individuals. Because Advisory Committee members should provide a unique outlook on the project, they must not be project personnel. Proposals for education projects in schools must include a teacher on the Advisory Committee. Finalists will be asked to provide the names of invited members.*

Describe how the Advisory Committee will conduct its work (i.e., how often it will meet, how it will communicate, what it will need to review, etc.) List the stakeholder groups you will seek to represent on your Advisory Committee (e.g., watershed landowner, neighborhood association board member, etc.).

**VI. Budget and Cost Justification (20 points)**

Your budget and cost justification will be evaluated on how clearly funding needs are described and how realistic and appropriate the costs seem for the project.

**A. Budget**

Present your budget using the categories below. See the information in the Appendix on page 21 for definitions of these categories and details about allowable costs. You may omit a category if you have no costs associated with it.

- |              |                   |
|--------------|-------------------|
| 1. Personnel | 5. Indirect Costs |
| 2. Office    | 6. Special Costs  |
| 3. Travel    | 7. Total Costs    |
| 4. Materials |                   |

**B. Cost Justification/Explanation**

Write a brief narrative summarizing the funding needs for your project and describing how the costs are appropriate for your project design. Remember to budget personnel time to develop your project's evaluation plan. Noteworthy budget items and explicit resource commitments of in-kind donations, funds and/or volunteers from other groups should be described. In-kind donations and matching funds are encouraged but are not required. Note that PIE Funds cannot be used as a match for other state-funded programs or grants.

**VII. Appendices**

Attach the following in order from A-E, at the end of the proposal. Do not count them as part of the six-page proposal limit. Only include the information requested. We will disregard any separate information, including letters of commitment from project partners, sent directly to the Puget Sound Water Quality Action Team.

**A. Project Personnel Description/Qualifications (REQUIRED)**

For each individual identified in Section V.A. as project personnel, provide a one-paragraph description noting their current position and relevant experience. Recall that project personnel are individuals (paid or volunteer) directly involved in the day-to-day activities of the proposed project.

**B. Project Partners' Letters of Commitment (REQUIRED for each team partner if there are partners. No letters are required if there are no partners.)**

A one- or two-page letter from each individual, group or association named as a partner **explaining their role in the project and confirming their willingness and ability to fulfill that role.** Letters expressing general support for your project will not meet our rating criteria. Do not include other letters, including letters of support or endorsement, from other individuals or groups.

**C. Monitoring Description (REQUIRED if your project includes a monitoring component)**

*The Action Team encourages monitoring as a hands-on learning experience for students or other citizens or as a means of documenting environmental changes resulting from your project. We seek to fund projects where the monitoring data is both useful and usable.*

Your monitoring description should address the following items. Your response to all items should not exceed one page. Note that the end-user and the scientist may be project personnel or project partners.

1. Briefly describe the monitoring included in your proposal.
2. What is your objective for the monitoring component of your proposal?
3. Who (include name and title) will advise you? A qualified scientist or someone qualified in the type of monitoring proposed in this project should provide guidance for your work. This person could be project personnel or a project partner. If this person is a project partner, then enclose their letter of commitment in Appendix B.
4. Who will conduct the monitoring? Specify whether these individuals are subcontractors, paid staff or citizen volunteers.
5. Who is the end-user for the data you intend to collect? The end-user may be project personnel or a project partner. If the end-user is a project partner, then enclose their letter of commitment in Appendix B.

**D. Restoration Description (REQUIRED if your project includes a restoration component)**

*In addition to improving habitat, small-scale restoration projects can provide hands-on learning opportunities for your target audience. But even small restoration efforts require considerable preparation. For example, in order to measure the effectiveness of your project, you first need to characterize and record the condition of the site prior to beginning work there.*

Reply to the questions below. Your response to all questions should not exceed one page.

1. Briefly describe the restoration included in your proposal.
2. What is your objective for the restoration activities? What historic habitat type are you attempting to re-create or improve?
3. What permits have you obtained or will you need to obtain in order to proceed with your proposed activities?
4. Describe how you will characterize and record pre-restoration conditions at the site. (Your evaluation in Section IV.F. should describe how you propose measuring the outcome of the restoration.)
5. Who will conduct the restoration activities? Specify whether these individuals are subcontractors, paid staff or citizen volunteers.

**E. Copy of Board Resolution (OPTIONAL-only include if required by organization submitting proposal.)**

**E**ight (8) copies of your proposal **MUST BE RECEIVED** in the Puget Sound Water Quality Action Team office, 1st Floor, Department of Ecology Building, Lacey, Washington by 5 p.m., Monday, August 27, 2001. *We have established this deadline to provide an equal opportunity to all applicants.*

Being postmarked on or before the deadline does not qualify the proposal. Late proposals will not be considered for funding. Faxed or e-mail submittals will not be accepted.

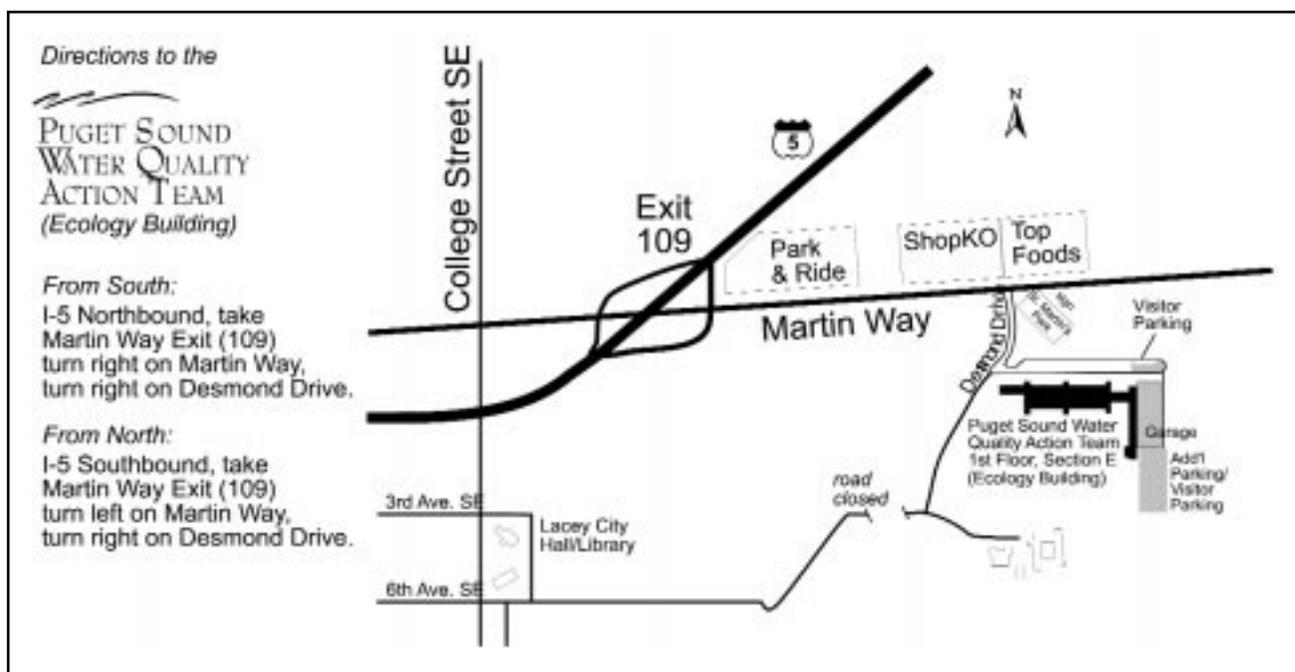
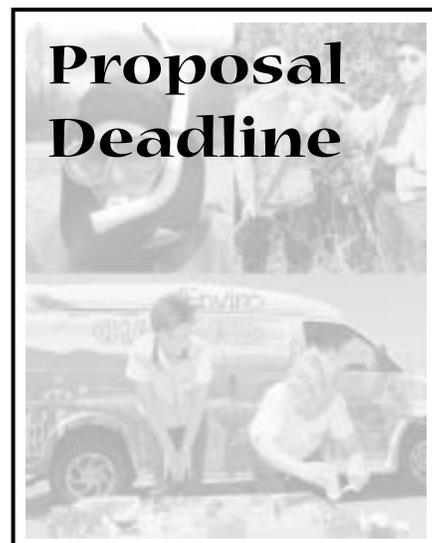
Due to the possibility of last minute delays in mail delivery, you are encouraged to mail early, hand deliver or send your proposal package by express mail.

**For proposals that will be mailed, send them to:**

PIE RFP  
Puget Sound Water Quality Action Team  
PO Box 40900  
Olympia, WA 98504-0900

**For proposals that will be sent Federal Express or UPS or hand delivered, deliver them to:**

Puget Sound Water Quality Action Team  
St. Martin's Park  
1st Floor, Ecology Building, Section E  
300 Desmond Drive  
Lacey, WA 98503





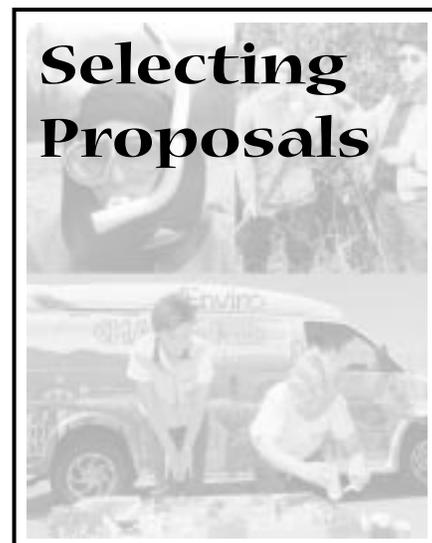
Proposals are evaluated by the Puget Sound Water Quality Action Team support staff and the PIE Fund Community Advisory Committee. The advisory committee includes citizens from around the Sound. Members represent diverse interests, including agriculture, business, education, industry, local and tribal governments and nonprofit organizations. At least one previous PIE contractor also participates on this committee.

Each PIE proposal will be first screened to ensure that it addresses one or more of the priorities in the [2001-2003 Puget Sound Water Quality Work Plan](#). **Proposals that do not address a work plan priority or one of the defined approaches described in "Topics for Funding" constitute non-responsive proposals and are not eligible for funding.** Second, each proposal will be evaluated based on whether it meets the criteria described in "Formatting Your Proposal" on page 9. **If any of the following elements are not included, the proposal will be considered non-responsive and will not be eligible for funding:**

- I. Proposal checklist
- II. Cover page
- III. Abstract page
- IV. Project Design
- V. Project Team
- VI. Budget and Cost Justification
- VII. Appendix A is required for all proposals. Appendix B is required if proposal includes Project Partners. Appendix C is required if proposal includes monitoring. Appendix D is required if proposal includes restoration. Appendix E is optional.

The most qualified proposals will be invited for interviews during the week of October 22, 2001. Final selection will be based on the quality of the proposals and how well they meet the needs of the Action Team. The "Next Steps" section on page 19 provides important details about additional requirements for PIE finalists and successful applicants.

In accordance with the legislative findings and policies set forth in Chapter 39.19 RCW, the State of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or on a subcontractor basis. However, no preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as a condition for receiving an award, and proposals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulations or statutes included or referenced in the contract documents will apply.





## If You Are a Finalist

In Round 13 we have reduced the amount of information required in the initial proposal to those elements most essential for selecting finalists. As a result, applicants who are chosen as finalists will be required to present supplementary information at their interview. We will notify finalists by telephone the week of October 1, 2001, to arrange an interview. Interviews will be held the week of October 22, 2001. Immediately following that contact, we will provide additional directions for the presentation of the supplementary information.

At a minimum, finalists will be asked to provide the following:

- ▶ A draft scope of work showing project deliverables and milestones.
- ▶ A detailed budget, including information about other sources of funding.
- ▶ Names of individuals invited to be members of the Advisory Committee.
- ▶ References for three (3) people familiar with the work of the proposing organization and/or project lead(s).

Individuals participating in the interview should also be prepared to provide additional details about the project team's qualifications and explain how the technical merit/accuracy of products will be ensured.

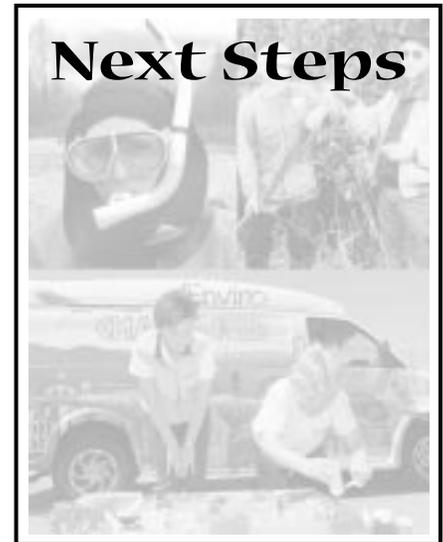
## If You Are Selected as a PIE Round 13 Contractor

The Action Team will contact each successful finalist by phone the week of November 5, 2001, to offer the award and negotiate the initial terms of the contract. Selected contractors will be required to provide additional paperwork, including a scope of work, as part of the contract negotiations. Action Team staff will brief selected contractors on PIE contracting requirements at one-on-one conferences beginning in late November 2001.

A Washington State Tax Registration Number and/or an IRS Employer Identification Number will be required for all successful contractors. The Action Team can provide information about how to apply for these numbers. Successful applicants who are individuals or non-incorporated organizations may need to select a responsible fiscal agent prior to execution of their contract.

Once their PIE Fund contract is executed and work can begin, a contractor is required to prepare an evaluation plan as their first deliverable and prior to reimbursement of other project expenses. The Action Team will reimburse contractors for this expense under the terms of their PIE contract. Applicants should budget this expense in their proposal.

Services provided under contract are compensated on a reimbursement basis. Reimbursements may be scheduled monthly, bi-monthly or quarterly. Reimbursement requests must be accompanied



## Next Steps



by a progress report informing the Action Team about the status of the project relative to the agreed-upon scope of work. All PIE Fund contractors are required to submit a final report and project evaluation at the conclusion of the contract period.

PIE contractors retain all rights to any materials and all other information delivered under the terms of their contract. However, the Action Team retains the right to use, publish or reproduce these materials or information without notification or additional reimbursement to the contractor. When applicable, and as defined in the contract, contractors will be required to provide final products in an electronic format in addition to printed copies.

# Allowable and Non-allowable Costs

## Allowable Costs

All costs must result solely from work performed under the PIE project contract. The contractor must provide the durable equipment and property needed to complete the work of the contract. The following are contract performance costs that are allowable under the PIE Fund.

### Personnel

- ▶ Salaries and wages, employee benefits (must be comparable to related programs within the organization and generally **not** to exceed 20 percent of salaries/wages).
- ▶ Professional services (per hour rate with estimated/budgeted time allowed).
- ▶ Legal expenses limited to legal needs of the contractor related to contract work (not for defense of claim against the contractor).

### Office

- ▶ Postage, shipping, copying, printing, office supplies, telephone costs (solely related to contract work).
- ▶ Rental of office space and insurance (prorated for the life of the contract).

### Travel

- ▶ Mileage rate at \$0.345 cents a mile.
- ▶ Lodging/meals reimbursement per diem according to state guidelines for volunteers and staff (copies available through the Action Team office).

### Materials

- ▶ Materials necessary to carry out the work of the contract (give the actual price only).
- ▶ Equipment rental for the sole use of contract work (maintenance and repair only to keep this equipment in operating order for the life of the contract).
- ▶ Reference materials (if related to contract work but must be available to the public).

### Indirect costs

- ▶ Limited to 10 percent of costs of employees' salaries and benefits (include such costs as utilities and administrative assistance solely related to PIE project contract work).

### Special costs

*Expenses unique to your project that do not fit into other budget categories.*

- ▶ Computer software is allowed only if it is unique to your project and specified in the contract.
- ▶ Hosting meetings and conferences is allowed only if clearly defined in contract.





- ▶ Attending meetings and conferences is allowed only with prior written permission and then only for presentations of information related to contract work.
- ▶ Only organizational (not individual) memberships are allowed and only if necessary to complete contract work (memberships in organizations that influence legislation are not allowed).

### **Non-allowable Costs**

Costs that have benefits outside the contract's scope of work will not be allowed. The following costs are not allowable:

- ▶ Computer hardware and supplies
- ▶ Contingency funds
- ▶ Contributions and donations
- ▶ Depreciation
- ▶ Entertainment
- ▶ Fines and penalties
- ▶ Bad debts
- ▶ Interest rates and cost of borrowing
- ▶ Prepayments
- ▶ Legislative expenses
- ▶ Unexpended funds
- ▶ Food (unless state guidelines are met)

This worksheet is a guide to be used during the preparation of your proposal package. When you have completed each item below, as described in the RFP, check it off. Bundle your proposals with the completed checklist on top and secure with a binder clip or rubber band.

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

**Proposal Deadline**

- Eight (8) copies of proposal mailed or delivered to the Puget Sound Water Quality Action Team office, 1st Floor, Department of Ecology Building, Lacey, Washington by 5:00 p.m., Monday, August 27, 2001. Late proposals will not be considered for funding. No fax or e-mail submittals will be accepted.

**Proposal Presentation**

- Cover page on top followed by abstract page.
- Plain, white, 8 1/2" x 11" paper used.
- Minimum of 10 point type size used.
- Does not exceed six (6) pages (including cover page and abstract page but not including appendices).
- Eight (8) copies of proposal, with appendices submitted.
- Copies stapled in left-hand corner, no fancy paper or binding.
- No extra materials attached.

**Proposal Organization**

- I. Proposal Package Checklist
- II. Cover Page including authorizing signature
- III. Abstract Page
- IV. Project Design
  - A. Issue and/or Problem
  - B. Continuing Projects
  - C. Target Audience
  - D. Objectives
  - E. Activities
  - F. Evaluation
- V. Project Team
  - A. Project Personnel
  - B. Project Partners
  - C. Advisory Committee
- VI. Budget and Cost Justification
  - A. Budget
  - B. Cost Justification/Explanation
- VII. Appendices
  - A. Project Personnel Description/Qualifications
  - B. Project Partners Letters (Only required if proposal includes project partners)
  - C. Monitoring Description (Only required if proposal includes a monitoring component)
  - D. Restoration Description (Only required if proposal includes a restoration component)
  - E. Board Resolution (If required by organization submitting proposal)







# Cover Page

## Proposal for PIE Funding to the Puget Sound Water Quality Action Team

1. **Organization submitting proposal:** \_\_\_\_\_

2. **Authorizing signature for organization:** \_\_\_\_\_  
(To confirm proposal has been authorized by the submitting organization or individual.)

3. **Address:** \_\_\_\_\_  
\_\_\_\_\_

4. **Geographic area served by project (be specific):** \_\_\_\_\_

5. **Water body(ies) that will benefit from project:** \_\_\_\_\_

6. **Water Resource Inventory Area (WRIA) that will benefit from project:** \_\_\_\_\_  
(Look up your WRIA at <http://www.ecy.wa.gov/services/gis/maps/wria/wria.htm> or contact your local liaison for help.)

7. **This project addresses the following "Topics For Funding"** (select one or more):

**Work Plan Priorities:**

- Contaminated Sediment Sites
- Nearshore Habitat
- Salmon, Ground Fish, Forage Fish and Other Species at Risk
- Shellfish Beds
- Stormwater
- On-Site Sewage Systems

~OR~

**Defined Approaches:**

- Low Impact Development/Smart Growth
- Monitoring Biological Resources of Marine Protected Areas
- Shellfish/Fecal Contamination
- Outreach to New Residents of Puget Sound
- Land Trusts/Conservation Easements/Open Space
- Shoreline Processes, Ecology and Best Development Practices

9. **Exact funding amount requested:** \$ \_\_\_\_\_

10. **Matching/in-kind funds?**  No  Yes **Estimated Amount** \$ \_\_\_\_\_

11. **Name of contact person for the project, telephone, e-mail, fax** \_\_\_\_\_  
\_\_\_\_\_

12. **Name of alternate contact person, telephone, e-mail** \_\_\_\_\_  
\_\_\_\_\_

13. **Name of fiscal officer, telephone** \_\_\_\_\_  
\_\_\_\_\_

14. **Are you a previous PIE Fund contractor?**  No  Yes

**If yes, what was the contract number or, if number unknown, the PIE Round number and/or year** \_\_\_\_\_

15. **Is this a proposal to continue**

- an existing project/program and/or
- a previously funded PIE project?

**Name of project/program:** \_\_\_\_\_

*Be sure to describe in Section IV.B. how the project or program will be significantly expanded and/or improved through funding this proposal.*



## **Puget Sound Water Quality Action Team Support Staff**

The Action Team's education staff and local liaisons are available to answer your questions about PIE.

**PIE FUND CONTRACT ADMINISTRATOR:**

**Karin Van Vlack**  
(360) 407-7304  
kvanvlack@psat.wa.gov

**EDUCATION AND PUBLIC INVOLVEMENT PROGRAM LEAD:**

**Mary Knackstedt**  
(360) 407-7336  
mknackstedt@psat.wa.gov

**LOCAL LIAISONS:**

**Harriet Beale:** Clallam, Jefferson and Kitsap counties  
(360)379-4441  
hbeale@psat.wa.gov

**Ginny Broadhurst:** San Juan County  
(360) 738-6122  
gbroadhurst@psat.wa.gov

**Joan Drinkwin:** Island and Snohomish counties  
(360) 848-0924  
jdrinkwin@psat.wa.gov

**Stuart Glasoe:** Mason, Skagit and Whatcom counties  
(360) 407-7319  
sglasoe@psat.wa.gov

**Tim Ransom:** Thurston County  
(360) 407-7323  
transom@psat.wa.gov

**Kathy Taylor:** King and Pierce counties  
(206) 263-6344  
ktaylor@psat.wa.gov

