



# Shore Friendly

Six-Year Local Program Grants

REQUEST FOR PROPOSALS  
January 17, 2024



2025-27  
INVESTMENT  
PLAN

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## PROGRAM OVERVIEW

### CONTACT INFORMATION

The Estuary and Salmon Restoration Program (ESRP) is jointly administered by the Washington Department of Fish and Wildlife (WDFW) and the Recreation and Conservation Office (RCO). RCO functions as ESRP's fiscal agent. ESRP is funded by the Washington State Legislature to restore Puget Sound nearshore ecosystem function and is recognized as an ongoing program in the Puget Sound Action Agenda. WDFW reserves the right to amend this solicitation for administrative or technical purposes, or to make no awards. Application materials and amendments are posted on RCO's ESRP website at <https://rco.wa.gov/grant/estuary-and-salmon-restoration-program/>. Please check this site periodically for updates. Questions regarding this RFP should be directed towards:

- Jenna Jewett, Shore Friendly and Small Grants Program Coordinator - Washington Department of Fish and Wildlife, (360) 463-6988, [jenna.jewett@dfw.wa.gov](mailto:jenna.jewett@dfw.wa.gov), or
- Jason Alberich, Puget Sound Section Manager - Washington Department of Fish and Wildlife (360) 791-7764, [jason.alberich@dfw.wa.gov](mailto:jason.alberich@dfw.wa.gov), or
- Bob Warinner, ESRP/RCO Grants Manager- Recreation and Conservation Office (360) 543-3485, [bob.warinner@rco.wa.gov](mailto:bob.warinner@rco.wa.gov), or
- Tish Conway-Cranos, Nearshore Science Manager –Washington Department of Fish and Wildlife (360) 902-2540, [tish.conway-cranos@dfw.wa.gov](mailto:tish.conway-cranos@dfw.wa.gov)

### PURPOSE OF THE REQUEST FOR PROPOSALS

The purpose of this Request for Proposals is to initiate new or expand existing Shore Friendly programs that provide incentives to Puget Sound shoreline residential landowners to voluntarily remove shoreline armor, forgo armoring, site homes further landward from the shoreline than required, and/or use armor replacement alternatives when stabilization is required to protect existing landward structures. Programs must target on-the-ground projects with landowners to remove or forgo hard armoring and strive to produce measurable results in terms of a reduction in armoring. Programs must also be consistent with the results and recommendations of an existing social marketing strategy and demonstrate how it will be utilized. Please see the [Appendix C](#) for social marketing strategy resources developed specifically for the Shore Friendly program. This grant opportunity is focused only on residential marine shoreline landowners in the Puget Sound.

Proposed programs will be competitively evaluated based on assessment of completed project costs, technical merit and readiness, stakeholder support, and ecological benefits. A competitive review of proposals will result in a ranked project list. This ranked list, along with funding recommendations, will be the basis for ESRP's 2025-27 Investment Plan. A draft Investment Plan will be presented to the State Legislature in consideration of 2025-27 state appropriations.

## SCHEDULE AND IMPORTANT DATES

TASK	DATE	DESCRIPTION
RFP published	January 17, 2024	Request for proposals to ESRP mailing list and posted on WDFW's and RCO's ESRP websites.
Optional Pre-Proposal Support: One on One Applicant Consultations	January 18 – 25, 2024	ESRP Shore Friendly staff are offering 30 min one-on-one application consultations for applicants, as needed. Applicants may schedule a consultation by emailing <a href="mailto:jenna.jewett@dfw.wa.gov">jenna.jewett@dfw.wa.gov</a> .
Optional Pre-Proposal Support: Live Q&A Session	January 22, 2024 9:00 AM – 11:00 AM	Previously, ESRP had an Informational Webinar scheduled for the Shore Friendly RFP on January 18 <sup>th</sup> . The schedule has been revised to accommodate a more comprehensive and diverse method of early support to applicants: 1) an optional question and answer (Q&A) session, 2) optional one-on-one applicant consultations, and 3) a Frequently Asked Questions (FAQ) document. The live Q&A session will be an open time for applicants to bring questions to the Shore Friendly staff. Some questions may be answered live, while others may be included in the FAQ. Register for the session <a href="#">here</a> . The ESRP Informational Webinar for the Restoration and Protection, Learning, and Small Grants opportunities, along with a demonstration on how to apply for grants using PRISM Online is available at 1 hour 41 min. in the <a href="#">recording</a> .
Publish FAQ	February 2, 2024	An FAQ document will be published to the RCO and WDFW ESRP Shore Friendly websites.  In addition to the two live support options, applicants may submit questions directly via email to <a href="mailto:jenna.jewett@dfw.wa.gov">jenna.jewett@dfw.wa.gov</a> by January 26 <sup>th</sup> for inclusion in the FAQ.
Pre-proposals due in PRISM	February 15, 2024 11:59 PM	Pre-proposal submitted through <a href="#">PRISM Online</a> .
Pre-proposal review complete; invitation to submit full proposal	March 8, 2024	Pre-proposal review complete; applicants invited to submit Full Proposals to Shore Friendly Grants.
Applicant presentations	April 22 – 24, 2024	Applicant presentations to reviewers.
Final applications due in PRISM	May 15, 2024	Final applications due for Shore Friendly Grants.
Technical review	June 10-13, 2024	Technical review week.
2025-27 ESRP Preliminary Investment Plan Released	October 1, 2024	Preliminary ranked project list and funding recommendations published and submitted to the Governor's Office and the Washington State Legislature for funding consideration.
Final Investment Plan released	Spring 2025	Determined by WA Legislature.
Grant Funds Become Available	July 1, 2025 – June 30, 2027	Funding notification dependent upon final 2025-27 state budget. Funds are anticipated to be available July 1, 2025.

## ESRP SHORE FRIENDLY PROGRAM OBJECTIVES

The mission of the ESRP is to ***restore and protect the natural processes that create and sustain the Puget Sound nearshore ecosystem.***

ESRP Shore Friendly local programs are one of four ESRP investment types managed through the ESRP. The four investment types include:

- Nearshore Restoration and Protection,
- Regional Pre-Design (Learning),
- Small Grants, and
- Shore Friendly

ESRP's investments are projects of regional importance that provide substantial and cost-effective nearshore ecosystem restoration or protection of ecosystem functions, goods, and services. ESRP's work is centered on the scientific principles and ecosystem restoration strategies developed by the [Puget Sound Nearshore Ecosystem Restoration Project](#) (PSNERP) during the feasibility phase of the Sound-wide PSNERP General Investigation.

The Shore Friendly component of ESRP addresses restoration and protection of private beach systems along the Puget Sound shoreline with a unique social science approach developed through the *Social Marketing Strategy to Reduce Puget Sound Shoreline Armoring* (SMS) project, completed in 2014. The SMS was developed to identify how to support landowners in reducing hard shoreline armoring on their residential properties along Puget Sound's marine shorelines. It describes how to overcome barriers and motivate landowners to voluntarily choose alternatives to hard armoring. It included extensive audience research and identified approaches, messages, and incentives that can motivate residential shoreline landowners. In the project, residential shoreline landowners were divided into nine segments based on the characteristics of their property including presence of armor, home presence, and erosion potential. Appropriate strategies were identified for each segment.

Social marketing is a process that uses marketing principles and techniques to influence behavior change in target audiences that will benefit society as well as individuals. It focuses on changing behaviors by overcoming the barriers to the behavior, achieving desired benefits, then measuring the impacts of the social marketing efforts. Social marketing strategies that encourage voluntary stewardship among shoreline landowners can be used to complement regulatory, education, restoration, and other efforts that seek to protect Puget Sound beaches.

A key recommendation of the SMS was to develop a Puget Sound region-wide Shore Friendly campaign using consistent messages and approaches that can be tailored and implemented by independent organizations at a local level. This consistency will support changing social norms around shoreline armoring across Puget Sound. Although all grant recipients must demonstrate how they will use Shore Friendly in their proposed programs, the approach is flexible and can be integrated into existing programs and adapted to local needs.

## LOCAL PROGRAM FUNDING HISTORY

The Puget Sound Marine and Nearshore Grant Program (PSMNGP) funded five marine landowner incentive programs with National Estuary Program (NEP) Geographic Funds beginning in 2014. These programs piloted

the application of social marketing strategies and the Shore Friendly brand to local areas across Puget Sound. A subsequent PSMNGP award, as well as additional NEP funds from the Habitat Strategic Initiative Lead (HSIL), then provided opportunities for the five programs to refine and adapt their approaches. NEP funds are not intended for long-term programmatic funding. Because of the effectiveness of the Shore Friendly approach and the strong alignment with ESRP's nearshore restoration and protection goals, ESRP decided to adopt the Shore Friendly program to continue the program into the future. ESRP included this support in the 2019-21 ESRP Investment Plan, ran a competitive grant process resulting in the award of six-year contracts to six local programs which expanded Shore Friendly services to all Puget Sound residential marine shoreline landowners. The Shore Friendly local program grantees received three state capital biennial investments since 2019, including the current 2023-2025 biennium and multiple HSIL Investments from 2019 through 2022 for non-capital work. Through a competitive process, the regional Shore Friendly program and grantees were awarded non-capital HSIL funding from 2023 through June 2027 to accelerate the work of the program and fund critical non-capital program activities. The non-capital funding through the HSIL will overlap and supplement the state capital investments made through this RFP for the 2025-2027 biennium.

## PROTECTING AND RESTORING NEARSHORE ECOSYSTEM PROCESSES

The nearshore ecosystem of Puget Sound is a dynamic environment strongly shaped by physical and ecological processes. PSNERP research and findings suggests that projects designed to protect and restore the ecosystem processes that shape and maintain nearshore structure will result in self-sustaining improvements in ecosystem functions, goods, and services, thereby justifying our capital investments in nearshore ecosystem projects. The broad restoration objectives of ESRP include:

1. Restore the size and quality of large river delta estuaries and the nearshore processes that deltas support.
2. Restore the number and quality of coastal embayments.
3. Restore the size and quality of beaches and bluffs.
4. Increase understanding of natural process restoration to improve the effectiveness of program actions.

This Request for Proposals will address ESRP objective #3: Restore the size and quality of beaches and bluffs. Shore Friendly proposals are being solicited that intentionally focus on restoring beach systems on Puget Sound's private, marine shorelines using the best available science and [social marketing](#) principles.

### *Beach systems*

Shoreline armoring, including bulkheads (seawalls) and rock revetments, interferes with ecological processes that create and maintain shoreline habitat. Substantial benefits are derived by restoring or protecting sources of sand and gravel that supply Puget Sound beaches, or removing barriers to sediment transport in large beach systems. Throughout the Puget Sound region, residential clearing and shoreline stabilization, coupled with the impacts of sea level rise, affect the sustainability of nearshore processes and threaten high value habitat, including areas where forage fish spawn. Reducing the amount of armored shoreline is critical to Puget Sound recovery. In many cases, alternatives to hard shoreline armoring are available that reduce impacts on beach habitat and offer protection of shoreline property, where needed. Shore Friendly directly implements the 2022-26 Puget Sound Action Agenda Strategy 3 - Healthy Shorelines (Puget Sound Partnership), as well as operationalizing the Habitat Strategic Initiative Lead's Shoreline Armoring Implementation Strategy.

## DIVERSITY, EQUITY, INCLUSION (DEI) AND ESRP

### Definitions:

**Diversity:** Any difference in the characteristics that make individuals unique. It is used to describe the various combinations of group/social differences (e.g., race/ethnicity, class, gender, gender identity, sexual orientation, country of origin, and ability, as well as cultural, political, religious and other affiliations) and human differences (e.g., personality, learning style, and life experiences).

**Equity:** The act of developing, strengthening, and supporting procedural and outcome fairness in systems, procedures, and resource distribution mechanisms to create equitable (not equal) opportunity for all people, with a focus on eliminating barriers that have prevented the full participation of historically and currently oppressed groups.

**Inclusion:** Intentionally designed, active, and ongoing engagement with people that ensures opportunities and pathways for participation in all aspects of group, organization, or community, including decision-making processes. Inclusion refers to how groups show that people are valued as respected members of the group, team, organization, or community.

**Environmental Justice (EJ):** The fair treatment and meaningful involvement of all people regardless of race, color, national origin, gender, physical and mental ability, or class with respect to the development, implementation and enforcement of environmental laws, regulations, and policies. Justice will be achieved when everyone enjoys the same degree of protection from environmental and health hazards, access to the decision-making process, and benefits of a healthy environment in which to live, learn, and work.

As a regional grant program serving nearshore restoration and protection project applicants that include state, federal, and local agencies, Native American tribes, and non-governmental organizations throughout Puget Sound, ESRP is committed to applying a Diversity, Equity, and Inclusion/Environmental Justice (DEI/EJ) lens to each component of our work. To meet this goal, we are exploring ways to incorporate DEI/EJ values into all aspects of our grant program, including the way we form review teams, hire staff, evaluate projects, make decisions, and develop communication materials. As a starting place, for the 2024 ESRP grant round (projects and programs to be funded in the 2025-2027 biennium), we will ask applicants about how their project or organization is supporting the values of DEI and EJ. We anticipate using the responses to inform a programmatic approach toward a holistic and thoughtful application of a DEI and EJ lens throughout our work to restore and protect Puget Sound nearshore ecosystems. Responses to this question are optional and will not be scored by reviewers. Links to DEI and EJ resources are provided in [Appendix C. Supporting Information](#).

## FUNDING OPPORTUNITIES

### ESRP SHORE FRIENDLY LOCAL PROGRAM OPPORTUNITIES

ESRP is currently accepting applications for six-year (2025-2031) Shore Friendly local programs across Puget Sound. Successful programs will be awarded a six-year agreement that identifies the local Shore Friendly program as eligible to receive funding through this opportunity, as well as a two-year funding contract to complete activities between July 2025 and June 2027, depending on funding availability. Additional grant funds will be awarded during the six-year agreement as biennial funding allows. Initial contract work must be completed by June 30, 2027.

## OTHER 2024 ESRP FUNDING OPPORTUNITIES

The [ESRP Small Grants Program](#) released a request for proposals on November 1, 2023. The [ESRP Learning Program](#) or Regional Predesign Projects and the [Nearshore Restoration and Protection Program](#) released a request for proposals on December 7, 2023.

## ANTICIPATED FUNDING SOURCES

### STATE FUNDING

This RFP will be used to develop the 2025-27 ESRP Investment Plan containing a ranked project list and funding recommendations. This spending plan will be used to direct 2025-27 state capital appropriations to sound conservation investments in Puget Sound. ESRP anticipates a \$25 million request for the biennium, with a maximum \$5 million of that request for the Shore Friendly. ESRP received a \$14,309,000 biennial appropriation during the 2023-25 fiscal period.

### FEDERAL FUNDING

Each existing Shore Friendly local program is under contractual agreement with the Habitat Strategic Initiative Lead (HSIL) to implement a scope of work through April 30, 2027, awarded as part of a regional grant to the Shore Friendly program. As stated in the pre and full proposal application question, upon submitting a pre-proposal, all new program applicants must acknowledge that, if awarded a contract as a lead Shore Friendly organization, they are aware of and understand the local lead's HSIL geographic scope of work and agree to take on the remaining contracted work of the existing lead or will describe a plan to subcontract the work to a qualified and willing organization.

### FUNDING PARTNERSHIPS

The 2025-27 Investment Plan process and the resultant ranked project list can be used to identify opportunities with other state and federal partnership funding mechanisms (e.g., NOAA, PSAR, HSIL, FEMA, USFWS, and EPA) as part of a coordinated investment strategy or for new state or federal funding sources, or potentially a future shoreline revolving loan program. ESRP has successfully leveraged supplemental funding from federal and state partners in the past to support projects on the ESRP investment plan that align with the core criteria and goals of those partner programs.

## ELIGIBILITY INFORMATION

### FUNDING REQUEST LIMITS

There is no maximum or minimum funding limit for proposed programs. Final award amount and scope may differ from proposed amounts and will reflect a thorough evaluation of investment plan alternatives, technical reviewer recommendations, and a project sponsor's readiness to complete work within the award



period. For the 2025-2027 biennium, we anticipate a maximum \$5,000,000 investment in the regional Shore Friendly program. Negotiation of final award amounts will occur after a capital budget is passed for ESRP.

## AWARD PERIOD

Successful programs will be awarded a six-year agreement that identifies the lead local Shore Friendly program as eligible to receive funding through this opportunity, as well as two-year funding contracts to complete activities for the following biennia: 2025-27, 2027-29, and 2029-31. Biennial grant funds will be awarded during the six-year agreement as funding allows. Initial contract work must be completed by June 30, 2027.

## ELIGIBLE APPLICANTS

Program applicants may be local, state or tribal governments, Puget Sound conservation districts, and non-governmental organizations.

## ELIGIBLE GEOGRAPHIES AND SCOPE

1. Applicants' proposed project sites must be within the Puget Sound Nearshore (East of Cape Flattery to the Canadian border). ESRP defines the nearshore zone as 200 meters immediately upland of tidal influence to the end of the photic zone in the marine shoreline. It includes the shoreline bluffs, the tidal portions of streams and rivers, and shallow water areas out to a depth where sunlight no longer supports marine vegetation. Shore Friendly programs must focus on residential marine shoreline properties along Puget Sound, including Hood Canal and the Strait of Juan de Fuca. Freshwater shoreline properties are not eligible.
2. The proposed program's need must be identified by PSNERP, a salmon recovery Lead Entity or Marine Resource Committee, or listed in a current watershed, salmon recovery, or nearshore habitat restoration or protection plan.
3. The primary purpose of the program must be to restore or protect Puget Sound nearshore ecosystem processes or functions.
4. Programs with the primary purpose of providing recreational access are not eligible as stand-alone projects; however, these activities may be eligible components of larger efforts.
5. Awards will not be provided for work that relieves obligatory compensation or mitigation requirements incurred by the sponsor or a third-party. Funding, however, may be provided for actions associated with compensation or mitigation, if those elements are above and beyond the mitigation requirements and can be easily isolated from the required mitigation activities.
6. For a given geographic area, Shore Friendly program applicants are encouraged to strategically collaborate with other partner organizations to develop a joint proposal that demonstrates programmatic efficiencies while prioritizing the delivery of services to landowners. Only one local program lead will be selected per geographic area. Competing applications for similar geographic areas are discouraged.

## ELIGIBLE ACTIVITIES

Eligible activities, listed by anticipated scope of work task, include:

#### Program Administration

- Coordination, grant administration and billing, data tracking, reporting, website updates, monthly regional collaboration, regular updates to ensure program utilizes best available natural and social sciences and datasets

#### Landowner Recruitment (not to exceed 15% of total program budget)

- Strategic recruitment of landowners to the program
- Technical in-person and on-site workshops and virtual webinars
- Strategic re-engagement of landowners with newly available incentives

#### Site Visits

- Free initial erosion site assessments
- Free follow up site visit with technical staff or contractors, resulting in a set of Shore Friendly site recommendations

#### Feasibility and Design

- Feasibility, geotechnical, engineering, and design services
- Cultural resources assessments and coordination
- Reach-scale or neighborhood-scale design services

#### Permitting

- Permit assistance and coordination (local, state, federal, tribal)
- Streamlined permitting for restoration
- Permit cost reimbursement

#### Implementation

- Implementation cost-share for eligible activities\*
- Implementation monitoring and exit surveys
- Facilitation of existing and future low-cost loan options
- Facilitation of projects seeking competitive grant funding\*\*

*\*Final cost share limits will be set through regional programmatic guidance.*

*\*\*Future sponsorship costs covered through separate grants.*

## INELIGIBLE ACTIVITIES

Design, permitting, and implementation of the following project activities are ineligible for Shore Friendly funding.

- Projects on public property, except when funded as a demonstration project and pre-approved by the Shore Friendly Program Manager
- Placement of hard or soft armor where no armor previously existed
- Full replacement of hard armor with soft shore armor
- Shoreline planting and weed control at armored sites where no armor will be removed
- Drainage improvements at armored sites where no armor will be removed
- Setting back of structures and amenities at armored sites where no armor will be removed

## MATCHING REQUIREMENTS

Providing matching resources is not required, however providing matching resources could improve the overall cost-effectiveness of a proposal. In addition, the intent of this grant opportunity is to benefit Puget Sound beyond the period of grant funding. Program applicants are expected to demonstrate the organization's intent and capacity to continue program activities beyond the funding agreement period.

## WORKING WITH LANDOWNERS

When working with landowners, Shore Friendly program grantees are required to follow RCO's landowner acknowledgment guidance. While not required for this application, a [Landowner Acknowledgement Form](#) may be required in the future for projects moving forward through design and feasibility.

For Shore Friendly implementation activities covered by this grant or other RCO funding opportunities, additional forms are required. The [Landownership Certification Form](#) documents there are no encumbrances that would adversely affect the ability to restore the property. [Landowner Agreement Forms](#) (and/or a use authorization if working on state-owned aquatic land) are required before implementing any restoration project on property not owned by the sponsor.

## RELEVANT RCO POLICIES

### RCO POLICY MANUALS

Sponsors must abide by all RCO policies when implementing their projects. Please refer to [Manual 5 – Restoration Projects](#), [Manual 7 – Long-Term Obligations](#). Use [Manual 8 – Reimbursements](#) for all billing instructions and forms.

In addition, ESRP Shore Friendly developed ongoing draft guidance for the current grantees starting in 2019 and plans to provide a final guidance manual to successful applicants by the anticipated contract start date of July 1, 2025.

## REPORTING

Sponsors are required to enter quarterly progress reports each year for all funded programs using the [PRISM Online](#) progress reporting tool. Sponsors are also required to complete and submit a final report in PRISM Online at the completion of their projects. Through the online final report, sponsors provide a final project description, narrative, and information about the project scope, metrics, and costs. Sponsors will verify or update metrics reported through earlier progress reports and billings. Final reports must be submitted within 90 days of the grant expiration date.

## GRANT REIMBURSEMENT

RCO pays sponsors through a reimbursement process. This means that sponsors will not receive a lump sum

grant in advance. That said, short-term [advances](#) may be available to eligible sponsors. Sponsors must provide documentation for all expenditures before receiving compensation. RCO [Manual 8 – Reimbursements](#) describes RCO reimbursement policies and procedures. Reimbursement workshops are available online on the [RCO Website](#).

## ELIGIBLE COSTS

All project costs and donations submitted for reimbursement or match must directly relate to the [Eligible Activities](#) described above, be identified in the grant agreement, and be considered reasonable, necessary, and eligible. Itemized lists of eligible expenses are in [Manual 5 – Restoration Projects](#).

### Indirect Costs

The ESRP program allows indirect costs for local Shore Friendly programs. Applicants that plan to bill an indirect rate need to provide RCO documentation that confirms their indirect rate prior to their project going under agreement. For indirect costs to be eligible, select the “Agency Indirect” work type on the metrics page of your full application and enter an associated cost.

### Overhead and Administrative Costs

If the Shore Friendly applicant does not wish to charge an indirect rate, then allocable overhead and administrative costs may be allowed if specified in the grant agreement and budget.

### Monitoring Costs

Grant recipients may monitor project implementation to ensure project completion as planned and address any post-construction issues in the ESRP project agreement. This is referred to as implementation monitoring.

ESRP does not fund project-specific effectiveness monitoring but supports a learning program that collects region-wide data to inform future restoration.

### Pre-Agreement Costs

Generally, RCO will not reimburse costs incurred before the project start date of the grant’s project agreement. However certain pre-agreement costs within the project scope may be eligible for reimbursement if approved by the ESRP/RCO grants manager in writing, on a case-by-case basis.

## INELIGIBLE COSTS

### The following costs are not eligible for funding:

- Proposal submittal costs
- Management Fees or similar charges in excess of the direct costs and indirect costs. Expenses added to the direct costs in order to accumulate and reserve funds for ongoing business expenses, unforeseen liabilities, or for similar costs not allowable under this agreement.
- Mitigation Requirements or obligatory compensation incurred by the sponsor or a third-party. Funding, however, may be provided for actions associated with compensation or mitigation, if those elements are above and beyond the mitigation requirements and can be easily isolated from the required mitigation activities.
- Lobbying or litigation against Federal, State or local Governments
- Ordinary operating expenses of local government, such as the salaries and expenses of a mayor, city

council member, city attorney, etc., overtime differential paid to employees of local government, and permits and fees required by federal, state, or local regulations.

- Effectiveness monitoring
- Bad debts, uncollected accounts or claims
- Alcoholic beverages
- Interest and other financial costs
- Raffle, door, or other prizes unless authorized by ESRP

Other ineligible costs may be included in the final guidance manual, provided to successful applicants by the anticipated contract start date of July 1, 2025.

## CULTURAL RESOURCES COMPLIANCE

[Governor's Executive Order 21-02](#), Archaeological and Cultural Resources, directs state agencies to review all acquisition and construction projects for potential impacts to cultural resources<sup>1</sup> to ensure that reasonable action is taken to avoid, minimize, or mitigate adverse effects to these resources. The federal government, through Section 106 of the National Historic Preservation Act, requires the same compliance for projects with federal involvement, for example, projects on federal lands, with federal funds, or those that require a federal permit.

RCO facilitates review under the Governor's executive order. The appropriate lead federal agency facilitates review under the National Historic Preservation Act. If the federal review covers the entire RCO project area, there is no additional review needed to meet state requirements. Both processes require review, analysis, and consultation with the Washington Department of Archaeology and Historic Preservation and affected Native American tribes. RCO is responsible for ensuring all Estuary and Salmon Restoration Program (ESRP) Shore Friendly-funded projects comply with EO 21-02 before any ground disturbing activities occur. RCO may delegate consultation to project sponsors or consultants.

After the initial consultation, a funded project may be required to complete further cultural resources review and continue the consultation process to determine next steps. Costs for cultural resources review (survey, monitoring, etc.) are eligible for reimbursement.

Sponsors must complete the consultation process and satisfy all requirements before beginning any ground-disturbing activities (including demolition). Ground disturbance or demolition started without approval will be considered a breach of the grant agreement. Typically, cultural resources approval will be authorized as part of the notice to proceed.

See RCO Manuals 3 or 5 for additional details on the cultural resource review process for acquisition and restoration projects, respectively.

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<sup>1</sup> Cultural resources are archeological and historical sites and artifacts, and traditional tribal areas or items of religious, ceremonial, and social uses.

## APPLICATION AND REVIEW PROCESS

### LOCAL PROGRAM APPLICATION AND REVIEW PROCESS

ESRP's application process for new and existing Shore Friendly local program proposals includes a pre-proposal, a presentation, and a final application (full proposal). All three components are required and failure to complete a step may result in disqualification from the grant competition. The pre-proposal and presentation are critical parts of the ESRP grant process because they provide early opportunities for applicants to discuss their proposals with the Technical Review Team and receive eligibility and technical feedback to improve their program scope and design prior to submitting a full proposal. Note that, although pre-proposals are required, ESRP staff will consider accepting full applications from applicants who did not submit a pre-proposal on a case-by-case basis to take advantage of emerging program opportunities. ESRP will contact all applicants (who submitted a pre-proposal) by **March 8<sup>th</sup>** to provide notification of whether they are invited to submit a full proposal.

#### REVIEW TEAMS

##### **Pre-proposal ESRP Shore Friendly Staff Review**

Pre-proposals will first be reviewed by ESRP Shore Friendly staff to determine if they are responsive to this Request for Proposals. Proposals may be rejected as non-responsive if they do not include all required information and documents, and/or if the proposed program does not:

- Reflect the intent of the RFP.
- Address how efforts will result in the restoration and protection of ecosystem processes as identified by ESRP and PSNERP technical reports.
- Meet any other stated requirements.
- Incorporate the use of the Shore Friendly campaign for relevant elements. See [Appendix C](#).

##### **ESRP Shore Friendly Technical Review Team**

A review team made up of individuals with subject-matter expertise will review, evaluate, and rank full proposals. Eligible applicants who have been invited to submit a full proposal will have the opportunity to present their proposals to the review team April 22-24, 2024.

#### STEP 1. SIGN UP FOR A SECURE ACCESS WASHINGTON ACCOUNT AND A PRISM USERNAME AND PASSWORD

All applicants must use PRISM Online to complete and submit applications. New PRISM users must fill out a [New User Account Form](#) to obtain a username and password and sign up for a [SecureAccess Washington Account](#). When signing into PRISM for the first time, users will be asked to sign into both PRISM and SecureAccess. After the initial sign in, users will sign into PRISM using their SecureAccess credentials only. For more details on the double sign-in, visit RCO's [PRISM information Website](#).

*Questions about using PRISM?* PRISM instruction and training videos are available on [RCO's website](#). Feel free to also contact:

- ESRP Shore Friendly/RCO Grants Manager at [bob.warinner@rco.wa.gov](mailto:bob.warinner@rco.wa.gov) or (360) 543-3485 or
- RCO's PRISM support staff at [prismsupport@rco.wa.gov](mailto:prismsupport@rco.wa.gov) or (360) 902-3086. (*Telephone Relay Service for the Hearing Impaired (800) 833-6388.*)

## STEP 2. SUBMIT PRE-PROPOSAL THROUGH THE PRISM ONLINE APPLICATION WIZARD

**Due Date: By 11:59 PM February 15, 2024.** Proposals received after this time or not in the described format may not be considered for competition.

**Pre-Proposal Requirements:** A complete pre-proposal includes a PRISM application and supporting PRISM attachments. Additional detail on contents and format for application materials is provided below.

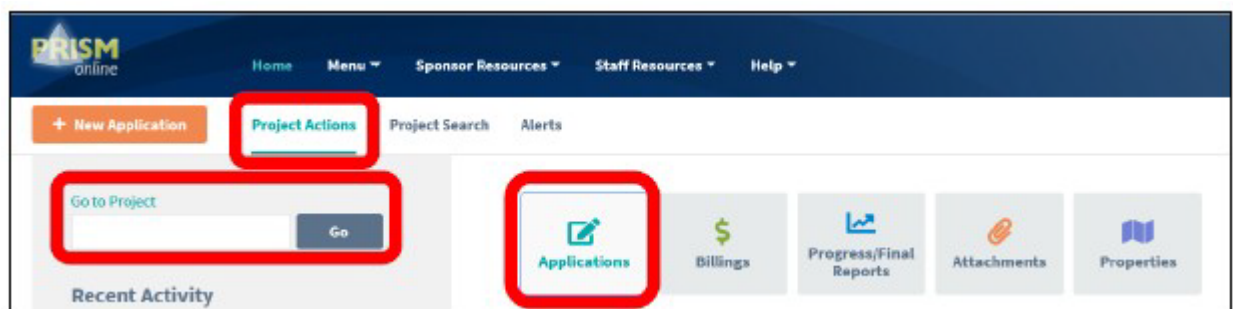
### Pre-Proposal PRISM Application Submittal Process:

#### A. Create and Fill Out Your Pre-Proposal PRISM Application:

To begin an application, log into [PRISM Online](#) using the SecureAccess credentials. On the PRISM home page, users can search for applications, apply for grants, manage grant agreements (active projects), and submit billings for reimbursement and progress and final reports. From the PRISM Online home page, applicants can locate and click on the orange “+ New Application” button to launch the Application Wizard. You then will be prompted to fill out several screens of information about your project. When prompted to “select the program for which you are applying”, select “**Estuary and Salmon Restoration – Shore Friendly Pre-proposal**”.



Once a PRISM project number is assigned, you may leave and return to your application at any time. To return to your application, sign in to [PRISM Online](#), select “Project Actions,” and enter the project number in the “Go to Project” field. Doing so will open the “Application Wizard” for the project. Alternatively, in “Project Actions” select the Applications icon, which will display a list of applications for the applicant’s organization.



Complete the required information on each screen and click the “Next” button. This process will take the applicant through the entire application page by page. Be sure to save work often. While

it is important to answer the Pre-Proposal questions clearly and to provide enough information to portray the nature and eligibility of the program, there will be an opportunity to expand upon answers in the full proposal. Multiple users may work on one application in PRISM, just add individuals to the Project Contacts list, but it is best not to have two people working in the application at the same time.

*B. Attach Supporting Project Information to Your PRISM Application.*

- **Draft Shore Friendly Budget Worksheet:** Please provide a cost estimate to supplement the general cost information required by PRISM. Use the Shore Friendly [Budget Worksheet](#) that will be required with your final application.
- **Project location or vicinity map** (assign it a PRISM attachment type of “Map-Site Location”). Provide program scope and coverage map. Maps should show nearby towns and major roads.

*C. Check for Errors and Submit Your PRISM Application.*

After completing all the application information and requirements, check the application for errors on the “Submit Application” screen. Pages indicated with a red exclamation mark (!) in the navigation table on the left of the screen require refinement. Continue to check for errors after making corrections. If errors persist, reach out to the Shore Friendly/RCO grants manager for assistance. Once all pages are cleared of errors and show a green check mark, submit the application.

### STEP 3. APPLICANT PRESENTATION: APRIL 22 – 24, 2024

ESRP Shore Friendly staff will notify applicants by March 8, 2024, whether they are invited to submit a full application for funding consideration. If invited, applicants will work with the program staff to schedule a required presentation of their proposal to the ESRP Shore Friendly Technical Review Team virtually through MS Teams or Zoom. The technical review team will use this time to gain a better understanding of the proposed project and ask the applicant clarifying questions that may help them in their review and scoring. While staff will do their best to accommodate conflicts, applicants must be able to present on the day they are assigned. It is highly recommended that applicants keep the entire review week free (week of April 22) until the presentation schedule is established.

Presentations are typically no more than 20 minutes, with an additional 20 minutes for Q&A with the technical review panel. Additional information on presentation guidelines and schedule will be made available no later than March 29, 2024. The purpose of the applicant presentations is to serve as an opportunity for project applicants to have an early dialogue with the review team with the goal of helping applicants develop more clear and robust final grant application proposals.

### STEP 4. SUBMIT FULL APPLICATION MATERIALS

**Due Date: By 11:59 PM May 15, 2024.** Applications received after this time may not be considered.

**Requirements:** ESRP Shore Friendly staff will notify applicants by March 8, 2024, whether they are invited to submit a full application for funding consideration. Only applicants who are invited should submit a full application. All applications must be submitted through the [PRISM Online](#) application process. The full



application builds off the pre-proposal material already submitted but requires much more information to be entered into PRISM. RCO strongly encourages applicants to start the online application early.

Application material will be evaluated by the Shore Friendly Technical Review Team using the relevant criteria provided in [Appendix B](#). A ranked list will be developed based on reviewer scores. Once the list is developed there will be no changes to the project ranking, although funding award recommendations may differ from requested amounts.

#### **Full Application Submittal Process:**

- A. *RCO Will Convert Your Pre-Proposal to an Estuary and Salmon Restoration – Shore Friendly Program Application in PRISM.*

This step will be completed prior to your invitation to submit a full application. **Your PRISM project number will remain the same.** The information in your pre-proposal will be transferred to your full application.

- B. *Complete Your Full Application:*

Open your ESRP Project application in PRISM. The information in your pre-proposal will already be entered in your full application, but there will be an opportunity to elaborate on questions and additional attachments are required to ensure a complete application. Complete the required information on each screen and click the “Next” button. This process will take the applicant through the entire application page by page. While some of the information required in PRISM will not directly influence the technical evaluation process, it is required for all projects awarded ESRP funds. Be sure to save work often.

**Full Proposal Application Questions:** You will respond to the Shore Friendly full proposal questions directly in PRISM. The questions for the full proposals are the same as for the pre-proposals, however in the full application, applicants should expand upon their answers and ensure they provide information that reviewers will be looking for during proposal evaluation. A list of the full proposal questions that inform reviewers about program design are listed below.

#### **Questions:**

- 1) Describe the proposed, six-year local Shore Friendly program vision and activities that accomplish that vision. Include a vision statement, expected outcomes at 2, 4, and 6 year milestones, and a description of how the proposed activities will achieve the expected outcomes.
- 2) Shore Friendly services are only eligible to private, residential landowners along the Puget Sound's marine shorelines. Describe the unique geographic scope of your proposal and how it strategically contributes to the armor reduction goals for Puget Sound recovery.
- 3) Describe the proposed local program priorities, methodology and incentives structure. Identify priority segments of the population in the local area to be served, as well as target behaviors and proposed incentive strategies. For example, the project pathway through Shore Friendly typically involves landowner recruitment, site visits, feasibility and design, permitting and implementation cost share.
- 4) The Shore Friendly model has been piloted and implemented across Puget Sound for nearly ten years. Describe your understanding of lessons learned by past Shore Friendly programming at the local scale and the regional scale. How does your proposal address those lessons learned?

- 5) Describe how you determined a draft cost estimate, including all elements required for successful implementation of proposed activities.
- 6) Each existing Shore Friendly local program is under contractual agreement with the Habitat Strategic Initiative Lead to implement a scope of work through April 30, 2027, awarded as part of a regional grant to the Shore Friendly program. Upon submitting a pre-proposal, all new program applicants must acknowledge that, if awarded a contract as a lead Shore Friendly organization, they are aware of and understand the local lead's HSIL geographic scope of work and agree to take on the remaining contracted work of the existing lead or will describe a plan to subcontract the work to a qualified and willing organization. (Yes/No)
- 7) This question is optional and won't impact your application's ranking. ESRP will use your response to inform our ongoing efforts to include DEI in every facet of our work. In the space below, please describe how your project and/or organization is supporting the values of Environmental Justice and/or Diversity, Equity, and Inclusion.

**Program Evaluation Criteria Questions:** You will respond to the Shore Friendly evaluation criteria questions directly in PRISM. Pay close attention to the character limits established for each response as PRISM will cut off all text that exceeds the limit. If you are having trouble staying within the character limit, please notify your ESRP/RCO Grants Manager so we can determine if it is necessary to extend the limit. Evaluation questions and associated scoring information is available in [Appendix B](#).

C. *Attach Supporting Project Information to Your PRISM Application.*

An application checklist is provided in Appendix A, complete with links to necessary templates. It may also be downloaded from [RCO's ESRP website](#). Required PRISM attachments include the following.

- **Shore Friendly Budget Worksheet** (MS Excel file [template](#))

The budget worksheet and application question responses provide a complete overview of the proposed budget. Use the information provided below to:

Provide the **total cost** for each deliverable and the cost breakdown for the objects, such as personnel, travel, etc., using the template provided. Costs of work performed by any sub-contractors/partners to the applicant must be indicated in "contractual." This budget worksheet must describe the two year (2025-2027) funding request. Although not required, if applicable, proposals should describe in the budget (bottom of worksheet) matching dollars or resources that would be used to leverage the grant dollars, thereby improving the cost effectiveness of the program for ESRP and increasing the benefit to Puget Sound.

- 'Personnel' refers to wages and salaries for staff engaged in program implementation. Narrative should break down costs by staff type, by rates, and hours. Identify roles for program managers and key staff.
- 'Fringe Benefits' are those costs employers incur for providing a package of benefits beyond salary or wages, and can be described as a percentage of wage costs.
- 'Travel' should include the method used to calculate travel costs (mileage rate; estimated miles traveled). Costs must not exceed the Washington State per diem rates.

- ‘Equipment’ includes items with a value greater than \$5000 per unit and a useful life more than 1 year. Items with a unit cost of less than \$5000 are deemed to be supplies, pursuant to 40 CFR 31.3 and 30.2. If applicable, provide an itemized list of equipment and indicate why it is more economical to purchase rather than lease.
  - ‘Supplies’ are material costs that are not equipment. Please describe quantities and unit costs of supplies.
  - ‘Contractual’ costs may not be finalized at the time of application. Individual contracts should be itemized with a brief description of scope, recipient’s qualifications, the basis for the estimate (engineers estimate, firm fixed bid, etc.) and the status of the contract (bid documents prepared, RFP released, etc.).
  - ‘Other’ costs should be described by the nature of the expense and the method of estimation.
- **Incentives Structure Worksheet** ([MS Excel spreadsheet](#))

The incentives structure worksheet is a critical part of the proposal that illustrates the local program’s plan to deliver the incentive activities. It incorporates potential scope of tasks, incentive activities, service delivery method, *Social Marketing Strategy* target audience, # of unique parcels, estimated total cost per parcel, and percentage of incentive cost covered (by Shore Friendly, non-Shore Friendly, landowner). The table can be expanded to include additional tasks, activities, and target audiences. The Excel workbook also contains the pre-approval requirements for eligible project actions.

- **Visual Scope of Work** (Image/JPEG)

The visual scope of work is a map that clearly articulates the present and future vision for the project sites. Create the map to the best of your abilities using available resources (e.g., GIS, desktop publishing software, aerial imagery with hand-drawn markups, etc.). Washington [Department of Ecology’s Coastal Atlas](#) can be useful for this exercise. The visual scope of work does not need to be professional quality, but whatever best creates a visual demonstration of the vision for the program. Do not submit formal design documents to serve as your Visual Scope of Work unless they are 1-2 pages at most and fulfill the criteria stated here. See RCO’s ESRP website for [Example Visual Scopes of Work](#) from previously funded ESRP applications.

- **Six-Year Activities Schedule** (PDF)

A six-year schedule of activities that includes discrete tasks and deliverables. Include measurable target outcomes that result in armor avoidance and removal. The activities schedule may include, but is not limited to, the following basic program incentives: landowner recruitment; site visits (initial and follow up); feasibility and design; permitting; implementation cost-shares and/or other tools such as re-engagement incentives.

- **Applicant Resolution and Authorization** (MS Word [template](#))

The applicant’s governing body must pass a resolution that authorizes submission of the application

for funding. This resolution will identify who may sign a contract and amendments on behalf of the organization. The format of the authorization may change, but the text may not change. Only one form is required for each applicant, so long as each project name and number are included in the resolution. Forms filled out incorrectly, or unsigned, are not valid and will require revisions. For help, contact your ESRP/RCO grants manager before signing the form. Secondary sponsors must also complete this form.

Applicant Authorization Resolution Forms are not required from tribal sponsors at the time of application. However, RCO will need an organizationally drafted resolution from tribal sponsors before signing the agreement. Tribal sponsors should work with their grants manager to fulfill this requirement.

- **Additional Supporting Documents** (Word, PDF, Image, JPEG, etc.)

The following suggested supporting documents improve the ability of reviewers to evaluate projects based on criteria. Please combine any additional attachments into a single PDF. Suggested supporting documents:

- Letters of support
- Feasibility studies and design drawings (if applicable) useful for understanding project scope and configuration.
- Nearshore maps illustrating the project’s location relative to priority habitats or previously restored or acquired properties, its location within the drift cell or process unit, or other relevant information.
- Implementation monitoring or stewardship plans, if available.

*D. Check for Errors and Submit Your PRISM Application by the Application Due Date.*

After completing all the application information and requirements, check the application for errors on the “Submit Application” screen. Pages indicated with a red exclamation mark (!) in the navigation table on the left of the screen require refinement. Continue to check for errors after making corrections. If errors persist, reach out to the RCO grants manager for assistance. Once all pages are cleared of errors and show a green check mark, submit the application before the deadline.

## STEP 5. PROJECT EVALUATION AND RANKING

Applicant presentations and full proposals are reviewed and ranked by the ESRP technical review team using the following evaluation criteria categories:

Ecological Importance to Puget Sound Recovery	40 points
Local and Regional Priority Alignment	15 points
Program Readiness & Probability of Success	35 points
Cost Justification	10 points
Total	100 points

The full evaluation criteria and suggested elements to consider in responses are provided in [Appendix B](#). A set of supporting resources are available in [Appendix C](#).

## INVESTMENT PLAN DEVELOPMENT

### INTEGRATING RANKED PROJECT LISTS

The ESRP review process results in a separate prioritized project list for each sub-program:

1. Ranked new project list
2. Ranked portfolio project list
3. Ranked learning project list
4. Ranked small grants project list
5. Shore Friendly local program funding request

These separate lists are “zippered” together to create a single integrated ESRP Preliminary Investment Plan to be submitted to the Governor’s Office and the Washington State Legislature for funding consideration. The integrated ESRP investment plan is created with the top ranked portfolio project becoming the top ranked ESRP project, followed by the top ranked new project, then 2<sup>nd</sup> ranked portfolio project, and so forth. Learning and small grants projects will compete against other learning projects/small grants projects for a portion of ESRP’s total appropriation that will be set aside for these opportunities. (Learning grants receive 10% of the total ESRP appropriation and small grants receive a maximum of 5% of the total ESRP appropriation.) Shore Friendly’s funding request to the legislature may be integrated at various incremental appropriation levels on the ESRP investment plan.

The ESRP Preliminary Investment Plan will remain preliminary until state capital funding is secured and a Final ESRP Investment Plan is published. Contact the ESRP Program Manager for more information on the integration of multiple ESRP grant programs into one investment plan.

## AWARD AND CONTRACT INFORMATION

ESRP awards will be administered through contracts between project sponsors and the Washington State Recreation and Conservation Office (RCO), ESRP’s fiscal partner. All discussion of award funding level, scope, and project implementation schedules are preliminary until publication of the Final ESRP Investment Plan and distribution of award notices. The project sponsor assumes full risk for any costs incurred prior to publication of the Final ESRP Investment Plan and subsequent award notification.

Contracts will be developed and executed using RCO documents. These materials will be made available upon request. Projects eligible for streamlined review in future grant rounds (via the ESRP Portfolio process) are not assured funding in future spending plans. Project sponsors should not assume that funding of a project phase will result in guaranteed funding of future phases.

Projects receiving federal funds must also comply with the relevant federal terms and conditions associated with the funding agency.

## APPENDIX A: APPLICATION ATTACHMENT CHECKLIST

All ESRP applications must be submitted in PRISM Online. Note that PRISM is designed to check for certain required attachments, but PRISM cannot check for all. Use the application checklist below to ensure all required application material is attached to PRISM.

PRE-PROPOSAL PRISM Online Attachment Checklist Items	Template / Form Link
<b>Draft Budget Worksheet.</b> RCO recommends using its template or similar format. Attach in PRISM and clearly label “Draft Budget Worksheet.”	<a href="#">Spreadsheet</a>
<b>Project location or vicinity map</b> <ul style="list-style-type: none"> <li>• Provide program scope and coverage map. Maps should show nearby towns and major roads.</li> </ul>	Applicant Creates
FINAL APPLICATION PRISM Online Attachment Checklist Items (the following are in addition to your Pre-Proposal Application requirements)	Template / Form Link
<b>Final Budget Worksheet.</b> Update the Draft Budget Worksheet, as needed, and attach in PRISM labeled “Final Budget Worksheet.”	<a href="#">Spreadsheet</a>
<b>Incentives Structure Worksheet.</b> RCO recommends using a similar format provided as an example. Attach in PRISM and clearly label “Final Incentives Worksheet.”	<a href="#">Spreadsheet</a>
<b>Visual Scope of Work</b> (see <a href="#">examples</a> on RCO Website) <ul style="list-style-type: none"> <li>• See Step 4 C of the Application and Review Process for details.</li> </ul>	Applicant Creates
<b>Six-Year Activities Schedule:</b> <ul style="list-style-type: none"> <li>• A six-year schedule of activities that includes discrete tasks, deliverables, and target outcomes.</li> </ul>	Applicant Creates
<b>Applicant Resolution and Authorization</b> is required for any applicant that will sign the project agreement.	<a href="#">Form</a>
<b>Additional attachments (optional)</b> Supporting documents may be provided in order to improve reviewers’ ability to evaluate proposals. Please combine any additional attachments into a single PDF.	Applicant Creates

## APPENDIX B: EVALUATION CRITERIA

### UNDERSTANDING AND APPLYING SHORE FRIENDLY CRITERIA

ESRP has a unique and rigorous approach to selecting new nearshore investments, providing funding and programmatic support for successful projects and programs that improve ecosystem processes. The Shore Friendly application requirements that are used to guide and analyze new and existing programs represent a substantial amount of information. ESRP Shore Friendly makes every effort to simplify the application process, while asking for all the information necessary to assure investments for the nearshore and salmon recovery are well spent.

#### How to demonstrate evidence in the space provided?

While ESRP requests a lot of detail and rationale in grant applications, sometimes the details being requested are already articulated in published, online materials (PSNERP, PSP, and NOAA resources to name a few). Sometimes, both the applicant and the technical reviewer do not need a full re-iteration of a published and well-articulated piece of nearshore research. To save space, applicants are encouraged to provide a succinct description about how their project is supported by and/or fulfills the intentions described in published research available online (i.e., previously identified priority areas). Proper citations will include the web address/URL, and page number (paragraph number if needed). Only publications available online are allowed to be cited. Successful responses will succinctly explain why an individual program meets ESRP objective #3, while providing the citation for appropriate publications (i.e., Social Marketing Strategy document, web link, and page #).

### ADDITIONAL PROGRAM GUIDANCE

- Grants from this RFP will be provided to initiate new or expand existing programs that provide incentives to residential marine shoreline landowners to voluntarily remove armoring, forgo armoring, site homes further landward from the shoreline than required, and/or use armor replacement alternatives when stabilization is required to protect existing landward structures.
- Although programs can be tailored to the unique communities across Puget Sound, successful proposals will be designed to implement the results and recommendations of the SMS project. Applicants may supplement their proposal with other existing local social marketing strategies or research that focuses on reducing shoreline armoring. If additional resources beyond the SMS project are used to inform a proposal, applicants should clearly describe those resources. Applicants are encouraged to review all resources provided in [Appendix C. Supporting Resources](#).
- Proposals must integrate the Shore Friendly brand and messaging focused on helping landowners reduce hard shoreline armor while addressing concerns about erosion risk. Co-branding with current programs and local adaptation is allowed. Successful applicants will be provided brand guidelines and sample materials for their use. Please visit [shorefriendly.org](http://shorefriendly.org) for more information about Shore Friendly.
- Regionally, with the support of the existing programs, Shore Friendly has partnered with outside organizations to develop and fund the unique pipeline that helps to facilitate landowners through the

full project process. While the ESRP capital funding through this RFP does not cover some specific Shore Friendly activities (e.g. outreach or full implementation costs), proposals should describe connections to the broader network of support that results in armor reduction. For example, HSIL investments fund critical outreach (non-capital) work. Other grant programs competitively fund regionally significant armor removal projects that likely wouldn't be implemented without public funding.

## EVALUATION CRITERIA FOR SHORE FRIENDLY PROGRAMS

### Evaluation Criteria

Applicants will respond to fifteen evaluation questions in PRISM online as part of their full application. The questions, with available points shown for each, are grouped into the four criteria categories listed below. Points will be awarded based on how well each evaluation criterion is addressed. For each criterion, a list of elements to consider is provided to assist applicants in forming their responses. Applicants are strongly encouraged to review all relevant resources provided to build their proposals. A compiled list of resources is available in [Appendix C](#).

#### Evaluation Criteria

Ecological Importance to Puget Sound Recovery	40 points
Local and Regional Priority Alignment	15 points
Program Readiness & Probability of Success	35 points
Cost Justification	10 points
Total	100 points

**Ecological Importance to Puget Sound Recovery (40 points):** *Ideal programs will incorporate the best available science into the delivery of incentives to landowners.*

Elements to consider in response:

- Demonstrated understanding of processes, habitats, species, limiting factors.
- Current and future conditions (e.g. sea level rise).
- Land use planning.

Utilize the SMS and PS Shoreline Parcel Segmentation Report in [Appendix C](#).

1.	Demonstrate how current science on ecosystem processes at the regional and local scale is incorporated into a strategic, refined selection of parcel segments to receive incentives for the six-year program proposal.	15 points
2.	Demonstrate an understanding of threats to Puget Sound habitat and species from shoreline armoring and make a clear and compelling case that the proposed selection of parcel segments, incentives structure and scheduled activities will result in the protection or restoration of shoreline processes identified by ESRP and PSNERP technical reports.	15 points
3.	Describe the integration of climate change resilience best practices into the program design, such as how this information will inform selection of parcels to receive incentives.	10 points



**Regional and Local Priority Alignment (15 points):** *Ideal programs will address priorities identified in local and regional planning documents and will demonstrate a commitment to the Shore Friendly brand and methodology.*

Elements to consider in response:

- 2022-2026 Action Agenda
- Recovery Plan for Puget Sound Chinook Salmon (Nearshore Chapter)
- Habitat Strategic Initiative Lead’s Shoreline Armoring Implementation Strategy

Utilize the SMS in [Appendix C](#).

4.	Describe how the proposal is consistent with regional and local priorities.	5 points
5.	Demonstrate an understanding of the foundational science that created the Shore Friendly brand and methodology. Describe the regional and local resources used to develop the proposed parcel selection.	10 points

**Program Readiness & Probability of Success (35 points):** *Ideal programs will be poised to be implemented quickly, have a strong track record of successfully delivering marine landowner incentives, and describe a programmatic approach that has a high likelihood of leading to a reduction of armor on marine shorelines.*

Elements to consider in response:

- Factors that may create uncertainty in project outcomes and their associated risk.
- Strategy for implementation monitoring, managing uncertainty, and learning opportunities are integrated into the program design.

6.	Describe how key program staff have the expertise, capacity, and qualifications to successfully accomplish tasks and activities, as well as demonstrated relevant experience. Describe the recruitment, records retention or software, and training plan that assures seamless service with any staff turnover.	5 points
7.	Demonstrate past success in developing and implementing site-specific landowner incentive programs.	5 points
8.	Explain how proposed partnerships will enhance the delivery of the proposed activities. Describe the partnership plan and timeline to formalize the relationship (e.g. interlocal agreements or memoranda of understanding).	5 points
9.	Describe how your attached activities schedule is realistic and achievable within the six-year award period. Demonstrate readiness to proceed and to implement priority program activities.	5 points
10.	Describe the strategy for addressing and resolving uncertainty in the proposed activities schedule.	5 points
11.	Clearly identify how you plan to improve your program’s effectiveness over the six-year period using adaptive management and lessons learned.	5 points
12.	Demonstrate an understanding of social barriers to Shore Friendly activities in the local shoreline communities. Describe the specific plan (SMS) to address social barriers that may occur in the targeted/selected parcel segments that will create supportive communities and additional project opportunities.	5 points

**Cost Justification (10 points):** *Ideal programs will have clear budgets that are appropriate for the type of actions proposed in the given location.*

Elements to consider in response:

- Understandable and sensible budget.
- Costs comparable and appropriate.

- High cost/benefit. For example, size and scale of projects including length of shoreline, multiple parcels, and/or reach-scale work.

14.	Describe a complete budget that provides a fair estimate of all elements required for successful implementation of proposed activities. Explain how non-state funding sources are leveraged to maximize landowner engagement and participation in site-scale incentive activities.	<i>5 points</i>
15.	Describe how the proposed incentives structure was developed. Explain how it addresses economies of scale.	<i>5 points</i>

## APPENDIX C: SUPPORTING INFORMATION

### SUPPORTING INFORMATION

The following websites may provide additional information that supports your application.

DEI/EJ Resources	<a href="#">Puget Sound Regional Council Opportunity Mapping</a> <a href="#">US EPA Eco-Health Relationship Browser</a> <a href="#">US EPA Environmental Justice Screening and Mapping Tool</a> <a href="#">Washington Environmental Health Disparities Map</a> <a href="#">Washington DOH Social Vulnerability Index</a>
ESRP 2024 Grant Competition Resources	<a href="#">ESRP Learning Program webpage</a> <a href="#">ESRP Restoration and Protection webpage</a> <a href="#">ESRP Shore Friendly webpage</a> <a href="#">ESRP Small Grants webpage</a> <a href="#">RCO's ESRP webpage</a>
Letter of Support Resources	<a href="#">Local Integrating Organizations</a> <a href="#">Local Lead Entities</a> <a href="#">Northwest Straits MRCs</a>
Shore Friendly Resources	<a href="#">Encyclopedia of Puget Sound Shoreline Armoring Resources</a> <a href="#">Encyclopedia of Puget Sound Social Science Resources</a> <a href="#">Habitat Strategic Initiative Lead's Shoreline Armoring Implementation Strategy</a> <a href="#">Marine Shoreline Design Guidelines</a> <a href="#">Puget Sound Marine and Nearshore Grant Program</a> <a href="#">Puget Sound Shoreline Parcel Segmentation Report</a> <a href="#">Residential Shoreline Loan Program Feasibility Study: Developing a New Shore Friendly Incentive to Help Puget Sound Homeowners Finance Beach Restoration and Sea Level Rise Adaptation</a> <a href="#">Shore Friendly: A Developmental Evaluation (contact program staff to obtain a copy)</a> <a href="#">Shore Friendly Programs</a> <a href="#">Shore Friendly Final Report</a> <a href="#">Social Marketing How-To Guide for Shore Friendly Campaign Implementers</a> <a href="#">Social Marketing Approach and Campaign Implementation Tools for the Reduction of Puget Sound Shoreline Armor (described as the <i>Social Marketing Strategy</i> or SMS throughout the RFP, contact program staff to obtain a copy)</a> <a href="#">Your Marine Waterfront: A guide to protecting your property while promoting healthy shorelines</a>
Science/Technical Resources	<a href="#">Beach Strategies for Restoration Hub site</a> <a href="#">Beach Strategies Data Explorer</a> <a href="#">Puget Sound Partnership Action Agenda</a> <a href="#">Puget Sound Partnership Salmon Recovery and Watershed Work Plans</a> <a href="#">Puget Sound Nearshore Chinook Salmon Strategies</a> <a href="#">PSNERP Change Analysis Geodatabases</a> <a href="#">PSNERP Publications (Technical Reports)</a> <a href="#">Sea level rise projections for Puget Sound</a> <a href="#">Sea level rise considerations for nearshore restoration and protection in Puget Sound</a> <a href="#">The Nature Conservancy Ecoregional Assessment</a>

