

2020 Marine Protected Area (MPA) Outreach and Education Small Grants Program Request for Proposals (RFP)

The MPA Outreach and Education Small Grants Program, funded by the California Ocean Protection Council (OPC) through the Once-Through Cooling (OTC) Interim Mitigation Program and administered by Coastal Quest, is a competitive grant program providing support for projects focused on outreach and education to improve compliance with MPA regulations statewide.

Project Eligibility

The MPA Outreach and Education Small Grants Program will support projects that:

- Increase outreach and education to improve compliance with MPA regulations locally, regionally, and/or statewide
- Can have significant value for the state, such as developing replicable methods and increasing local capacity through project implementation
- Impact geographic scales of 1) statewide¹ and/or 2) from San Diego to Big Sur (near Lucia), including waters around the Channel Islands. A small amount of funds provided by matching philanthropic donors will be available for projects north of Big Sur (near Lucia), with priority given to underserved communities.²
- Show relevance with the [OTC Program's award guidelines](#)³ and other key resources such as the [California MPA Education and Outreach Needs Assessment](#),⁴ the [California MPA Network Outreach and Education Guide](#),⁵ the [MPA Statewide Leadership Team Work Plan](#)⁶
- Demonstrate a lasting impact on communities targeted through these projects.

The list below includes examples of proposed projects that **will not be funded** under this MPA Outreach and Education Small Grants Program. This is not a comprehensive list.

- Projects requesting funding to implement mitigation projects that an agency, organization, or company is mandated to complete.
- Projects focused only on planning, only on funding personnel, or only on purchasing equipment.

¹ If a part of a project takes place outside of the geographic region of the facilities, the applicant must demonstrate that the projected outcomes are connected to the geographic region (i.e. statewide MPA science curriculum, statewide MPA monitoring, etc.).

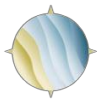
² Underserved communities also refer to disadvantaged communities. For the purposes of this small grants program, an underserved community is any city, town, or village within a 2010 Census Tract with less than 60% of the State's Median Household Income as identified by the Department of Water Resources; any city, town, or village within a 2010 Census Tract with a CalEnviroScreen Percentile greater than or equal to 50 as identified by the Office of Environmental Health Hazard Assessment; and/or any non-geographically based community that is typically marginalized due to their race, ethnicity, or other identity, such as tribal communities and communities of color.

³ California OPC, 2018. "OPC OTC Interim Mitigation Program Award Guidelines."
http://www.opc.ca.gov/webmaster/media_library/2018/10/OTCAwardGuidelines_OceanProtectionCouncil_FINAL.pdf

⁴ California Marine Sanctuary Foundation, 2018. "California MPA Education and Outreach Needs Assessment."
<https://data.cnra.ca.gov/dataset/california-mpa-education-and-outreach-needs-assessment>

⁵ California Department of Fish and Wildlife. "California MPA Network Outreach and Education Guide,"
<https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=169141&inline>

⁶ California OPC, 2018. "MPA Statewide Leadership Team Work Plan Fiscal Year 18/19 – 20/21,"
http://www.opc.ca.gov/webmaster/ftp/pdf/agenda_items/20181025/Item4a_Exhibit%20A_MSLT-Work-Plan-Design-FINAL_10.15.18.pdf



- Costs associated with environmental permitting are not eligible. Projects must comply with applicable State and federal laws and regulations, including the California Environmental Quality Act (CEQA), the National Environmental Policy Act (NEPA), and other environmental permitting requirements. The applicant is responsible for receiving and fulfilling all permitting requirements.

Applicant Eligibility

The MPA Outreach and Education Small Grants Program funds can be awarded to:

- Public agencies (local, state, and federal)
- Public or private universities
- Non-profits
- For-profit entities
- Federally recognized tribes
- California Native American tribes listed on the Native American Heritage Commission’s California Tribal Consultation List

Note, all underserved communities are eligible to receive capacity building and technical assistance on this application process and during the grant award period from Coastal Quest through available private matching funds. For the private matching funds awarded, underserved communities north of Big Sur (near Lucia) will be given priority.

Funding

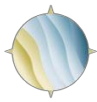
- Grants will be funded for a maximum of 18 months.
- Applicants may submit proposals for \$25,000 - \$100,000. A minimum total of \$750,000 will be distributed under the MPA Outreach and Education Small Grants Program’s request for proposals (RFP).⁷
- Due to the limitations/requirements of the state funding source for the MPA Outreach and Education Small Grants Program, **no grant extension requests will be accepted.**

Proposal Scoring Criteria

A grant review committee will review and approve proposals based on the following scoring criteria (out of 100 points):

- **Clarity and articulation; sound approach:** Project description; goals; specific, measurable, achievable, relevant, and time-bound (SMART) objectives are clear, well-developed, and realistic. Proposal outlines a logical approach with evidence of the types of actions that will likely succeed. *(20 points)*
- **Alignment; sustainability:** Application shows relevance to the [OTC Program’s award guidelines’](#) outreach and education priorities, both local and statewide, as well as other key resources such as the [California MPA Education and Outreach Needs Assessment](#), the [California MPA Network Outreach and Education Guide](#), and the [MPA Statewide Leadership Team Work Plan](#). We will consider the degree to which a project could be continued with other funding after the grant ends, and/or increase organizational or audience capacity. *(5 points)*

⁷ Additional private matching funds acquired by Coastal Quest may increase total amount distributed.



- **Impact:** Application includes a clear definition of project success and thoughtfully developed, realistic outcomes, project outputs, and impacts. Proposal needs to document the baseline condition and outline the potential, desired change. Please explain how you will show progress and change over time by identifying realistic and meaningful qualitative and/or quantitative metrics or indicators relative to each outcome and output. (40 points)
- **Time effectiveness; project management:** The project task list, timeline, and description of risks and mitigation strategies show the feasibility of completing outlined tasks in a timely manner and achieving project goals and objectives. Project staffing is appropriately experienced and possesses the skills necessary to successfully complete the project. (20 points)
- **Interactive opportunities:** Application clearly defines partnerships engaged in the proposed project. Project description also identifies actions to communicate outreach and education efforts, as well as progress and results with the broader community (e.g., creation of a blog, press release). (5 points)
- **Cost effectiveness:** Budget is appropriate for the project described. (5 points)
- **Completeness:** Application is complete. (5 points)
- ***Extra Credit* Scalability:** Project likely to cause “ripples” by providing tools or knowledge to others in broader community, advancing the field into new areas, or building collaborations with other entities. (5 points)

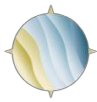
RFP Process Timeline

- | | |
|---------------------------------|---|
| • RFP released | December 13, 2019 |
| • Proposals due | January 27, 2020 at 5:00pm PT |
| • Grant awards announced | April 1, 2020 |
| • Project implementation begins | June 1, 2020 |
| • Project implementation ends | December 1, 2021 (maximum 18-month project) |

Conditions of Award

- Please see the *General Conditions and Budget Guidelines* document on the [OTC website](#) for more information on conditions of award. Grantee agrees to use the California Marine Protected Areas approved logo (which will be provided) on any promotional materials produced.
- Grantee agrees to hold the California Ocean Protection Council, California Department of Fish and Wildlife, California Natural Resources Agency, and Coastal Quest harmless.
- Up to 25% may be built into the project budget to cover administrative overhead expenses⁸ for the project. All applicants and vendors associated with the project must adhere to the State’s [non-discrimination program](#) requirements, at GC 12990 (a–f) and CCR, Title 2, Section 8103. If grantee chooses to use grant funds to subcontract administration services, associated indirect costs must be capped at 25% of the total amount of the grant.

⁸ Administrative overhead expenses are related to the operations of the organization as a whole and administration of the grant (e.g., labor costs associated with time spent managing the grant and reporting to the grant administrator, fundraising to leverage funds, office supplies, bank charges). They are not directly tied to specific program goals, objectives, or outcomes (e.g., production of educational materials or monitoring equipment).



- All work must be completed by December 1, 2021 (*maximum 18-month project*). Grantees should develop a project that is realistic and will make an impact, and focus on completing projects within budget and by the December 1, 2021 deadline.

To Apply

Proposals must be completed online through the California Natural Resources Agency's System for Online Application Review ([SOAR](#))⁹ by January 27, 2020 at 5:00pm PT.

When using SOAR, please note the following:

- SOAR is an internet-based system, and is available 24 hours a day, 7 days a week.
- It is recommended that you:
 - Use a PC and Internet Explorer (6.0 or higher). **SOAR IS NOT COMPATIBLE WITH ANY NON-PC PRODUCTS (MAC, ETC.) OR ANY WEB SOFTWARE EXCEPT INTERNET EXPLORER (FIREFOX, CHROME, ETC. WILL NOT WORK).**
 - Disable pop-up blocking software while using SOAR.
 - **Save work often** – the system will time out after 60 minutes of activity.

Applicants should review the SOAR [User Manual](#)¹⁰ and SOAR [FAQ](#)¹¹ before beginning the online application in SOAR.

Applications must be completed through the following steps:

1. Carefully review this solicitation document and the [Once-Through Cooling Program's award guidelines document](#).
2. Respond to questions online in SOAR. All of the questions on the SOAR online application can also be found in the Proposal Summary below.
3. Download two relevant templates (*1. task list and timeline and 2. budget*) from the [Program webpage](#)¹², complete them, and upload them as Attachments in the SOAR online system using the electronic file naming convention provided in the Application Checklist.
4. Upload any other supplemental information as attachments on SOAR.
5. Use the Application Checklist available on the Program webpage to ensure completion of all required application components.

Contact Information

Submit RFP and underserved community technical assistance questions to Coastal Quest: Tegan Hoffmann, tegan@coastal-quest.org

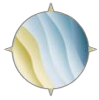
Submit questions about state priorities within the MPA Management Program to CA Ocean Protection Council: Scott Shatto, Scott.Shatto@resources.ca.gov

⁹ <https://soar.resources.ca.gov/>

¹⁰ http://resources.ca.gov/grants/wp-content/uploads/2017/01/SOAR_UserManual.pdf

¹¹ <http://resources.ca.gov/grants/wp-content/uploads/2017/01/SOARFAQs.pdf>

¹² <http://www.opc.ca.gov/once-through-cooling-interim-mitigation-program/>



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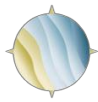


OCEAN
PROTECTION
COUNCIL

For technical assistance with SOAR, please call or e-mail the SOAR help desk. Hours: 8:00 am to 4:00 pm
M-F, Phone: (916) 653-6138, Email: soar.admin@resources.ca.gov

When contacting the SOAR help desk, provide the following:

- Proposal Identification Number (PIN) assigned to the Concept Proposal
- Name of the Grant Program
- Short description of the problem, including where it is occurring within the Concept Proposal
- A screen shot of the error received, if applicable.



2020 MPA Outreach and Education Small Grants Program Proposal Summary

Please provide responses to the sections below.

Applicant information: Provide the following proposal and contact information:

- Project title (100 characters)
- Project background summary (350 characters)
- Project description – *please list project goals, objectives, and outcomes* (700 characters)
- Amount of funds requesting (100 characters)
- Primary contact person
- Name of organization applying
- Email and phone
- Primary address
- Project staff point of contact

General Information

Q1: Project Location: Indicate if this is a county or city (list county or city), or statewide project? (1000 characters)

Q2: Period of Time of Project: What is the estimated length of your project from start to finish (maximum 18 months)? (100 characters)

Q3: Underserved Community: Does this project serve an underserved community(ies)? If yes, list underserved community(ides) below. (1500 characters)

Background/History of Project

Q1: How and why was this project developed? (2000 characters)

Q2: What is the need for this project? (2000 characters)

Q3: Is this project new or building on a previous project? (2000 characters)

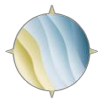
Q4: If this project is ongoing, how long ago was it established? Has it met initial goals and objects (briefly describe); if not, how will further funding help the Project reach the original goals and objectives? (2000 characters)

Project Description

Clarity and articulation; sound approach. Answer the following questions if applicable.

Q1: Project Description; Goals, objectives and overall approach: Provide the goals and specific, measurable, achievable, relevant, and time-bound (SMART) objectives. Outline a logical and practical approach with actions that will likely succeed. (4000 characters)

Q2: Project Description; Who: Who is the target audience(s) for the project? Describe your plan for recruiting your target audience (or how you have already recruited them). Explain why you decided to focus on this audience. (2000 characters)



Q3: Project Description; What: Define the types of outreach and education efforts, programming, or materials (printed, digital) that will be delivered. For printed materials, how many copies will be produced and disseminated? For other efforts and programming, how many people are targeted to attend or be reached? (2000 characters)

Q4: Project Description; Where: Where will outreach and education efforts, programming, or materials (printed, digital) be made available or occur? (2000 characters)

Q5: Project Description; How: Describe how you intend to reach your target audiences. Clearly define actions to share progress and results with the broader community, such as the creation of a blog, press release, etc. (2000 characters)

Alignment; sustainability; impact

Q1: Project Description; Alignment: Describe the relevance and alignment of the project to the OTC Program’s award guidelines’ outreach and education priorities as well as other key resources such as the California MPA Education and Outreach Needs Assessment, the California MPA Network Outreach and Education Guide, and the MPA Statewide Leadership Team Work Plan (Links to these documents are listed on the OPC website here: <http://www.opc.ca.gov/once-through-cooling-interim-mitigation-program/>). (4000 characters)

Q2: Project Description; Sustainability: Describe the approach to project sustainability in the near term and in the future (reference a timeframe). What components of the project (e.g. partnerships, operational capacity) can potentially be continued after the grant ends? Which processes, methods, or tools can be considered as sustainable? (2000 characters)

Q3.1: Project Description; Impact: Describe the baseline condition for your project, the potential change, and how you will show progress and this change over time. Provide a clear, robust definition of project success at the end of this grant. (4000 characters)

Q3.2: Project Description; Impact: Describe the main project outcomes and realistic and meaningful qualitative and/or quantitative metrics or indicators relative to each outcome and output. (See the full RFP on the OPC website for metric categories and example metrics). (4000 characters)

Metric Categories	Example Metrics
Reaction: How will the project change awareness among the target audience?	<ul style="list-style-type: none"> increase access to printed materials (physically obtained, being read, # of toolkits, # of signs posted; # of video views) increase access to spatial boundaries information
Learning: How will the project change knowledge among the target audience?	<ul style="list-style-type: none"> increase understanding and knowledge on specific actions and opportunities people can take to improve MPA compliance (pre- and post-surveys, understanding of regulations and boundaries)
Behavior: How will this project change engagement, participation, and decision-making among the target audience?	<ul style="list-style-type: none"> increase participation and engagement in MPA outreach and education efforts and programming (# of people, # of events) increase positive attitude and value about MPAs (# of stories referencing MPAs, # of trainees using information) increase connection to MPAs in general
Results: How will this project yield results for your organization and the target audience?	<ul style="list-style-type: none"> improve organizational effectiveness, enhance quality of outreach and education methods strengthen programming and efforts through research and pilots increase return on investment

Project management; Risks and mitigation strategies

Q1: Project Description; Project management: Describe the project staffing and relevant staff experience. (4000 characters)

Q2.1: Project Description; Risks and mitigation strategies: Describe any risks to project performance, such as strategic, operational, and/or political risks, and evaluate their likelihood and potential consequences. (2000 characters)

Q2.2: Project Description; Risks and mitigation strategies: For each major risk, identify mitigation strategies, methods, and tools to manage and overcome the risks. (2000 characters)

Interactive opportunities

Q1: Project Description; Interactive partnerships: Identify any partners that may collaborate on the proposed project and describe the partnership. (2000 characters)

Q2: Project Description; Communications: Describe actions to communicate the outreach and education efforts related to the project, as well as any communication strategies to share project progress and results with the broader community (e.g. creation of a blog, press release). (2000 characters)

Need and Permit Requirements

Q1: Project Description; Statement of need for the requested funding: Describe any other financial and human resources that are available. If the project is expected to continue beyond the end of the grant, explain the longer-term funding plan. (2000 characters)

Q2: Project Description; Permits required: List any permits that are required for the project (2000 characters)

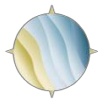
Scalability *Extra Credit*

Q1: Project Description; Scalability: Describe how you would scale this project, in the near term and future. Which mechanisms and tools can be considered as scalable? What organizations or populations could be enhanced by scaling the project? (2000 characters)

As attachments:

- a. **Task list and timeline:** Provide details on specific project tasks and timeline (*Task list and timeline template is available on the OPC web page*). Add more rows as needed; alternatively, feel free to provide information as text.

<u>Month</u>	<u>Task</u>
JUN 2020	<ul style="list-style-type: none"> • [TASK] • [TASK]
JUL 2020	<ul style="list-style-type: none"> • [TASK] • [TASK]
AUG 2020	
SEP 2020	
OCT 2020	
NOV 2020	



DEC 2020	
JAN 2021	
FEB 2021	
MAR 2021	
APR 2021	
MAY 2021	
JUN 2021	
JUL 2021	
AUG 2021	
SEP 2021	
OCT 2021	
NOV 2021	

b. **Project budget:** Provide budget details following the Coastal Quest Grant Guidance Document (*Budget template and General Conditions and Budget Guidelines is available on the OPC web page*).

**Proposal Summary (cont'd)
Budget Form**

Organization name:

Primary contact person:

Project title:

Requested grant amount: \$

Total project budget (if different): \$

Fiscal Sponsor Name (if applicable):

EIN #:

	Grant Funding Requested	Matching Funds <i>(identify entities and amounts)</i>	Total Project Budget
Labor costs (salaries and wages) ¹³			
Fringe benefits ¹⁴			
Travel ¹⁵			
Supplies and materials ¹⁶			
Food and swag ¹⁷			

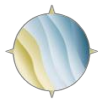
¹³ Attach an explanation of rate(s) and hours for each position (for project implementation and management) for which funds are being requested.

¹⁴ Amount requested for benefits should reflect actual costs, not to exceed 46.5% of amount requested for salaries.

¹⁵ Personal vehicle travel reimbursement currently paid at the rate of 58 cents/mile. Travel to or from outside California is not eligible for inclusion in the grant request budget.

¹⁶ Include a list of the major supplies, materials, and equipment and how much they cost.

¹⁷ Coastal Quest funds may be used for the purchase of food and drinks if directly related to carrying out the grant's purpose, such as coffee/tea and snacks for a morning workshop. Coastal Quest funds may not be used to purchase alcohol. Coastal Quest funds may be used for the design and purchase of swag, like t-shirts, if directly related to carrying out the grant's purpose.



Contractual services <i>(specify subcontractors)</i>			
Other <i>(specify)</i>			
Total Direct Costs			
Indirect costs <i>(i.e., administrative overhead)</i> ¹⁸			
TOTAL PROJECT COSTS			

- c. **Application Form Signature Page:** The signature page of the completed Application Form should be printed and signed by the same Authorized Representative identified in the submitted resolution (see Appendix E) and then scanned and uploaded to SOAR as an attachment. To print the Application Form from SOAR:
- Log into SOAR and go into the Active Applications link
 - Ensure all Application page information is complete and accurate
 - On the General Information tab, scroll to the bottom of the page and select the Preview/Submit button (NOTE: Clicking this button will not submit your Proposal)
 - On the Concept Proposal Preview page, select the “Print Concept Proposal” button on the top
 - Select Ctrl+P, to print the Concept Proposal. Choose the correct page range for just the signature page. Click Print.
- d. **Other Supplemental Information:** any other support documents for your application, including letters of support, quotes from subcontractors, permits, etc.

¹⁸ Administrative overhead in excess of 25% of total project budget minus subcontractor and equipment costs will not be funded by grant. Administrative overhead expenses cover costs that grantees incur not directly tied to a specific program goals, objectives, and outcomes, such as production of educational materials or monitoring equipment. They are related to the operations of the grantee organization as a whole and to administration of the grant (e.g., staff time, salary, office supplies, bank charges, time taken to manage grant and reporting with donor, fundraising to leverage funds).