2023 Request for Proposals
Cooperative Watershed Management Grant Program

Education and Outreach

Snoqualmie & South Fork Skykomish Watersheds
(King County portion of Water Resource Inventory Area 7)
Snoqualmie Watershed Forum

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Overview

Does your organization support...:

- programs that integrate watershed science and salmon into problem-based learning?
- diverse outreach programs that promote awareness of salmon recovery and encourage environmental stewardship?
- skill-building, empowerment or community-building around the environment related to salmon or watershed health?

If so, we invite you to apply by January 23, 2023!

Long-term salmon recovery will only succeed with community support. Environmental engagement and learning raises awareness, builds support, and encourages stewardship, all of which are fundamental to protecting and restoring the habitats that salmon depend on. These efforts can also provide an important entry point for careers in the environmental field.

To help address this need, the Snoqualmie Watershed Forum (Forum) administers the King County Flood Control District Cooperative Watershed Management (CWM) Grant program, which funds **existing or new education and outreach projects and/or programs** that support salmon recovery, water quality improvement, and watershed protection in the Snoqualmie and South Fork (SF) Skykomish watersheds. These projects and program should focus on meaningfully focused outreach, learning opportunities, and/or environmental stewardship that aims to instill a sense of place, encourage appreciation of natural resources, and promote environmental literacy. Programs should clearly identify methods and tools that will be employed, describe specific metrics used to gauge success, and prioritize focus areas of shoreline stewardship, riparian revegetation, and/or stormwater management.

How much funding is available for the 2023 CWM Grant round?

Each year, the Forum grants a portion (up to 5%) of CWM funding to projects that inform, engage, and foster stewardship of the environment in communities in the Snoqualmie and SF Skykomish watersheds. The Forum anticipates $106,572 being available for education and outreach projects in 2023. The minimum grant award is $7,500. There is no maximum grant award for education and outreach projects.

The goal is to support new or expand existing outreach and stewardship programs that will serve the communities within the watershed in the long term. Once awarded funding, recipients will not have to compete for additional funding for up to 3 years, to better direct their capacity toward the program deliverables rather than annual fundraising. Project sponsors[1] must stay in good standing with annual reporting requirements and achievement of stated deliverables.

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[1] 'Project sponsors' are those proposing projects / programs in response to this call for proposals.

Which project types are eligible to apply?

The vision for the [Forum's Communication Plan (2020-2024)](#) is to:

"Cultivate regional support for habitat protection, habitat restoration, and personal actions benefitting salmon and their habitat in the Snoqualmie and South Fork Skykomish rivers and contributing to the health of the Snohomish Basin."

The Forum is seeking to do this by (a.) growing the audience for Forum communications, (b.) increasing government support for habitat restoration and protection, and (c.) inspire local actions that improve watershed health.

Education and outreach projects that support this overarching vision are encouraged to apply. This includes knowledge exchange proposals (e.g. plan, convene, and host a targeted science and policy conference that facilitates discussions of monitoring and assessments results relevant to the Snoqualmie and SF Skykomish watersheds). The following are examples of past funded CWM projects (note: proposals do not need to be limited to these / list is not exhaustive):

- Elementary school programming that integrates watershed science and salmon into problem-based learning / curriculum;

- Adult capacity building program that recruits and builds citizen activism for environmental stewardship through experiential and in-class learning; and

- Youth mentorship and career-building for the environmental sector through hands-on training, with specific consideration of equity and social justice.

Who can apply?

Applicants must be one of the following: cities, towns, special purpose districts, public schools, King County, state agencies, federally recognized tribes, and private non-profit organizations (501(c)3 status) are eligible. Individuals and for-profit businesses are not eligible.

What is the Grant Round Timeline?

Dates	Action
November 17, 2022	Grant round opens
January 23, 2023	*Deadline* Notice of Intent to Apply submission due (submit via the [online portal](#)).
February 6, 2023	Feedback provided and final applications requested.
March 20, 2023	*Deadline* Final Application due (submit via the [online portal](#)).
March 21 – May 4, 2023	Application Review, Project Presentations, Project Ranking
May 17, 2023	Snoqualmie Watershed Forum Approval of Grants
Summer / Fall 2023	King County Flood Control District (FCD) Executive Committee Approval of CWM Grants

Following the Summer / Fall FCD meeting, project sponsors will be contacted by King County for contracting. Funding is available after approval and following a signed contract agreement.

What is the review process?

The review process includes a two-step process (see *How do I apply?* below): (1) Notice of Intent to Apply submission, and (2) Final Application.

A review team consisting of local technical experts and Forum partners will be convened to form the Project Review Committee. The Project Review Committee will independently evaluate and score proposals using the criteria outlined in the CWM program's Request for Proposals packets. If you submit a final application, you will be asked to provide a short project presentation to the Project Review Committee. Scores will be summed, and projects ranked based on their overall score (highest to lowest), how the project aligns with the Forum's CWM Grant Funding Priorities, and if there is consensus among the Project Review Committee.

The ranked list will then be presented to the Snoqualmie Watershed Forum for approval. If approved, the list will then be presented to the Flood Control District for final approval. Following the approval from the Flood Control District, project sponsors will be notified, and contract agreements will be initiated.

Contact the Forum's Project Coordinator - Erin Ryan-Peñuela (eryan@kingcounty.gov) - if you have additional questions (please read packet in its entirety beforehand).

How do I apply?

To help save both applicants and reviewers time, the CWM grant program includes a 2-step process:

1. **Notice of Intent to Apply (NOI)**

   Documentation required:

   1. Complete [Notice of Intent via the online portal](#) by 11:59 PM on Monday, January 23, 2023.

      o Be sure to upload the Budget Table (a spreadsheet template is provided in online portal) and project site map (if relevant) through the online portal.

2. **Final Application (*by invitation only. Invitations sent no later than 03/06/23*)**

   Documentation required:

   1. If invited, complete the [Final Application via the online portal](#) by 11:59 PM on Monday, March 20, 2023.

      a. Final online application requirements are all specified in the online portal and include:

         ▪ The King County Flood Control District 2023 Cooperative Watershed Management Grant Application for Restoration and Protection projects

- CWM Budget Table (MS Excel spreadsheet)

- Project site map (MS Word, PDF, image files)

- Documentation of landowner support (required when working on property you do not own; not required if owned by project sponsor) (preferably a signed document, such as landowner agreement).

***Project site photos are recommended, but not required.

Questions? contact Erin Ryan-Peñuela, Forum Project Coordinator at eryan@kingcounty.gov or 206-477-5284.

Budget Items and Restrictions

Up to $106,572 is available for funding in 2023. We anticipate a similar amount to be available annually. We encourage you to include up to a 3-year budget in your proposal, as applicable.

Budget items may include but are not limited to:
- supplies and materials
- equipment specifically related to the proposed project
- staff time on project, including training
- translation services
- project specific administration costs

This funding for education and outreach projects will NOT cover:
- Support for capital and/or land acquisition
- Long-term research projects
- General operating grants

Are there any prerequisites or conditions attached to this funding?

Yes. Education and outreach projects must demonstrate how their efforts will ultimately benefit salmon recovery and/or protect watershed health. The project must also be located within the Snoqualmie and/or the SF Skykomish watersheds. Additionally:

- Projects must demonstrate a high certainty of success.

- Agreement deliverables must be completed within 3 years of award.

- Applicants must have identified education and outreach areas on maps (provided with application)and should provide any available correspondence showing relevant landowner support for the potential project (re: any potential access issues related to in-field learning).

- The project budget should be realistic and accurately represents the project's expenses and revenue.

- Project must be located within the Snoqualmie and SF Skykomish watersheds and demonstrate consistency with the *2005 Snohomish River Basin Salmon Conservation Plan.*

- The project must fully meet all [CWM Policies outlined in CWM Program Overview.](#)

- If requested, sponsor agrees to present their project at a mutually convenient Snoqualmie Valley Planning Committee, Snohomish Basin Salmon Recovery Technical Committee, or Snoqualmie Watershed Forum meeting.

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- Sponsor must agree to acknowledge the Snoqualmie Watershed Forum and the King County Flood Control District for providing review and recommendation of your project for funding on all printed, online, and electronic documents; audio-visual materials; signs; or any other materials produced in association with an awarded grant.

Evaluation Criteria and Scoring

Use of Criteria in Ranking Process

Note that these criteria are simply an evaluation tool. The Project Review Committee will fully evaluate projects based on all provided information and will use group consensus to develop the final prioritized grant list.

- Final grant applications will be sent to reviewers to evaluate. Reviewers should score grants individually before the ranking meeting.

- Scores are draft and to be used for discussion purposes during the project review committee scoring meeting. Scoring as a group will help share technical knowledge of projects and limit biases.

- The Committee's final ranked list of grants will be forwarded to the Snoqualmie Watershed Forum for the final grant allocation decision.

Scoring Guidance

- Projects will be scored by category on a whole number scale (e.g., a project must receive a score of 1, 3, 5, not 1.5).

- Scores are draft and to be used for discussion during the Project Review Committee's scoring meeting.

- Maximum points = 100 points.

Education and Outreach: Scoring Criteria

Summary of Scoring Criteria
(1 = low; 3 = medium; 5 = high)

Scoring Criteria					
Criterion	**Guiding Question**	**Score**	**Multi-plier**	**Max Points**	**~% of Total**
Design, Scope, Goals, and Objectives	Does the proposal have clear objectives and achievable design?	1,3,5	5	25	25%
Audience and Approach	Does the proposal identify key audience(s) and a targeted engagement approach?	1,3,5	5	25	25%
Cost	Are the costs reasonable for the type of work proposed?	1,3,5	2	10	10%
Builds Support for Salmon Recovery Actions	Does the proposal include a clear strategy for building support?	1,3,5	4	20	20%
Builds Outreach and Education Capacity	Does the proposal build outreach and education capacity?	1,3,5	3	15	15%
Equity and Social Justice	Does the project reflect diversity, equity, and inclusion in the project design or implementation?	1,3,5	1	5	5%
			Total	**100**	**100%**

Questions?
Please contact Erin Ryan-Peñuela, Forum Project Coordinator at eryan@kingcounty.gov or 206-477-5284

SCORING CRITERIA

Criteria	Description	Max Pts
Design, Scope, Goals, and Objectives	**Does the proposal have clear objectives and achievable design?** • **High** (5 points): proposal has clear objectives, achievable design, and measurable outcomes. • **Medium** (3 points): proposal does not have completely clear objectives, the design is too broad, and/or outcomes are difficult to measure. • **Low** (1 points): proposal is unclear, unfocused, or unmeasurable. (↑ *Return to Summary Table*)	25
Audience and Approach	**Does the proposal identify key audience(s) and a targeted engagement approach?** Proposals should clearly identify the key audience(s) and describe how engaging the key audience(s) will advance salmon recovery, consistent with the Snoqualmie Watershed Forum's Communication Plan. Key audiences include: • Snoqualmie Watershed Forum partners (tribes, local government staff, state agencies and special purpose districts, community organizations and businesses). • People who live, work, or play in the Snoqualmie or SF Skykomish watersheds. • Decision-makers (local, state, and federal elected officials). • Shoreline and waterfront property owners, including those who own land and/or farm along the Snoqualmie or SF Skykomish watersheds. • Watershed science and salmon habitat education programs for schools who reside in or spend significant time in the Snoqualmie Valley or SF Skykomish watershed. Scoring: • **High** (5 points): proposal identifies and demonstrates knowledge of key audience(s) and proposes a targeted approach to engaging the audience(s).	25

	• **Medium** (3 points): proposal targets a less critical salmon recovery audience, demonstrates limited knowledge of the identified audience, or proposes an unclear approach. • **Low** (1 points): proposal does not clearly identify an audience or demonstrate a targeted outreach and education approach. (↑ *Return to Summary Table*)	
Cost	**Are the costs reasonable for the type of work proposed?** • **High** (5 points): Cost for the proposal is low relative to the predicted benefits for that project type in that location. Costs seem reasonable for the project. • **Medium** (3 points): Cost is moderate relative to the predicted benefits. • **Low** (1 point): Cost is high relative to the predicted benefits or some items in the budget are questionable for the type of work. (↑ *Return to Summary Table*)	**10**
Builds Support for Salmon Recovery Actions	**Does the proposal include a clear strategy for building support?** Building long-term support for salmon recovery actions is an important part of protecting watershed health and recovering endangered salmonids. Scoring: • **High** (5 points): proposal includes a clear strategy to build support through targeted messaging and/or clearly contributes to implementation of habitat actions or best management practices, and can demonstrate results. • **Medium** (3 points): proposal includes a strategy that is somewhat unclear or will not contribute to building support for implementation of habitat actions or best management practices, and/or will have difficulty demonstrating results. • **Low** (1 points): proposal offers an unclear strategy, contribution to implementation of habitat actions or best management practices will be limited at best, and it does not seem likely to be able to demonstrate results. (↑ *Return to Summary Table*)	**20**

Builds Outreach and Education Capacity	**Does the proposal build outreach and education capacity?** Learning from past efforts, building on existing efforts, fostering partnerships, and/or establishing a new way or model to engage with target audiences are all important to the Forum's long-term education and outreach goals. Scoring: • **High** (5 points): proposal builds on lessons learned and results from previous efforts, enhances existing outreach and education efforts, builds partnerships, and/or creates models for future programs. • **Medium** (3 points): proposal takes some steps towards building on existing lessons learned or creating partnerships. • **Low** (1 points): proposal takes limited or no steps toward building on lessons learned or results from previous efforts, and does not create partnerships. (↑ *Return to Summary Table*)	**15**
Equity and Social Justice	**Does the project reflect diversity, equity, and inclusion in the project design or implementation?** Education and outreach projects offer opportunities to advance equity and social justice. *See the table on the final page of this document for definitions of diversity, equity, and inclusion*. The Forum considers this an important component of working in this watershed and encourages project sponsors to make every effort to ensure equitable outcomes during project design and implementation. • **High** (5 points): Project or activity demonstrates a strong understanding of diversity, equity, and inclusion, reflects these values in project design or implementation, and outlines ways to promote equity in the distribution of any potential benefits and risks in project design or implementation, particularly for underrepresented groups. Proposal demonstrates alignment with King County Equity and Social Justice pro-equity agenda, with attention to underserved and underrepresented communities. • **Medium** (3 points): Project diversity, equity, and inclusion in project design or implementation but does not take full advantage of opportunities to advance these values. • **Low** (1 point): Little or no acknowledgement of the need to promote equitable outcomes. (↑ *Return to Summary Table*)	**5**

Diversity, Equity, Inclusion (DEI) Definitions

Diversity: Demographic representation and appreciation of individual, social, economic, and cultural differences that may include race, ethnicity, gender expression, sexual orientation, national origin, socio-economic status, age, educational background, abilities, and religious beliefs.

Equity: A state, quality, or ideal of being fair and just. The principle of equity acknowledges groups that have systematically and historically been excluded or marginalized and fairness regarding these conditions is needed to balance opportunities for all groups.

Inclusion: A state, quality, or ideal of being a part of a group or structure where the inherent worth and dignity of all people are recognized and respected. More than diversity and numerical representation, inclusion involves authentic and empowered participation and a sense of belonging and of feeling valued.