

# ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY

## EXECUTIVE SUMMARY

**Federal Agency Name(s):** National Ocean Service (NOS), National Oceanic and Atmospheric Administration (NOAA), Department of Commerce

**Funding Opportunity Title:** California Bay Watershed Education and Training (B-WET) Program- Meaningful Watershed Experiences for San Francisco, Monterey, and Santa Barbara

**Announcement Type:** Initial Announcement

**Catalog of Federal Domestic Assistance (CFDA) Number:** 11.429, Marine Sanctuary Program

**Dates:** Proposals must be received by 5 p.m. Pacific Standard time on October 2, 2006.

**Funding Opportunity Description:** The California B-WET grant program, is a competitively based program that supports existing environmental education programs, fosters the growth of new programs, and encourages the development of partnerships among environmental education programs throughout the San Francisco Bay, Monterey Bay, and Santa Barbara Channel watersheds. Funded projects provide Meaningful Watershed Experiences to students and teachers.

## FULL ANNOUNCEMENT TEXT

### I. Funding Opportunity Description

#### A. Program Objective

The NOAA Bay Watershed Education and Training (B-WET) Program was established in 2002 to increase environmental stewardship and appreciation of the watershed and marine environment. Recognizing that an educated community is the key to understanding and sustaining the Nation's ocean and coastal environments, NOAA has developed B-WET Programs in the Chesapeake Bay, California, and the Hawaiian Islands. The B-WET Program has the opportunity to create a population that is knowledgeable about the marine environment by supporting organizations that use the environment as the context for learning. Using the outdoors, a bay, stream, or the surrounding landscape has been shown to increase a student's academic performance, enthusiasm and engagement for learning, and provides the opportunity to teach students about their connection to the greater marine environment. The environment can provide a platform that interests learners and revitalizes teachers.

The California B-WET grant program is a competitively based program that supports existing environmental education programs, fosters the growth of new programs, and encourages the development of partnerships among environmental education programs throughout the San Francisco Bay, Monterey Bay, and Santa Barbara Channel watersheds. Funded projects provide Meaningful Watershed Experiences to students and teachers. Environmentally educated individuals can become effective future workers, problem solvers, and thoughtful community leaders and participants.

The terms used throughout each Section are defined as follows: a. Monterey Bay watershed- the counties of San Mateo, Santa Cruz, Santa Clara, Monterey, San Benito, and San Luis Obispo; b. San Francisco Bay watershed- the counties of Marin, San Francisco and Alameda; c. Santa Barbara Channel watershed- the counties of Santa Barbara and Ventura; d. Teachers- formal (school-based) and non-formal (not school-based) educators for kindergarten through high school; e. Students- kindergarten through high school.

## B. Program Priorities

Proposals must address one or both of the two areas of interest: (1) Meaningful Watershed Experiences for Students; or (2) Professional Development in the Area of Environmental Education for Teachers. If proposals do not address one of the areas of interest, they will be returned without further review. If a project will address both areas of interest substantially (e.g., each area represents 25% or greater of the total amount requested), potential recipients should submit separate proposals for each area. If one area of interest constitutes less than 25% of the requested funding, the applicant should submit one proposal under the area of interest that represents the majority of funding requested. Please note that proposals including both areas of interest must address both sets of elements and activities as outlined below.

### 1. Meaningful Watershed Experiences for Students

The NOAA National Marine Sanctuary Program seeks proposals for projects that provide opportunities for students to participate in a Meaningful Watershed Experience. The marine environment and the surrounding watershed provide an excellent opportunity for environmental education. In many cases, tidal and non-tidal waters and the landscape around them can provide "hands-on" laboratories where students can see, touch, and learn about the environment. In other cases, the environment can be brought alive to the classroom through a strong complement of outdoor and classroom experiences. The environment can provide a genuine, locally relevant source of knowledge that can be used to help advance student learning skills and problem-solving abilities across the entire school curriculum.

Proposals submitted under this area should address the following elements and types of activities:

a. Meaningful Watershed Experiences should make a direct connection to the marine or estuarine environment: Experiences should demonstrate to students that local actions within the San Francisco Bay watersheds, Monterey Bay watersheds, and Santa Barbara Channel watersheds (and surrounding areas) can impact the greater marine environment (i.e. Cordell Bank National Marine Sanctuary, Gulf of Farallones National Marine Sanctuary, Monterey Bay National Marine Sanctuary, and Channel Islands National Marine Sanctuary). Although experiences do not have to be water-based activities, there should be an intentional connection made to the local watershed, one or all of the sanctuaries in California, and the coastal and marine

environment. Watershed experiences may include terrestrial activities (e.g., erosion control, buffer creation, groundwater protection, and pollution prevention).

b. Meaningful Watershed Experiences are an integral part of the instructional program: Experiences should be clearly part of what is occurring concurrently in the classroom. Applicants must show how their project ties to specific content standards. The experience should be part of the curriculum and be aligned with the Content Standards for California Public Schools (these Standards are available through the California Department of Education via the Internet at <http://www.cde.ca.gov/be/st/>) Experiences should occur where and when they fit into the instructional sequence.

c. Meaningful Watershed Experiences are project-oriented, hands-on, and investigative: Experiences should be centered around questions, problems, and issues pertaining to the San Francisco Bay watersheds, Monterey Bay watersheds, Santa Barbara Channel watersheds and the National Marine Sanctuaries in California. Experiences should be investigated through data collection, observation, and hands-on activities. Experiences should stimulate observation, motivate critical thinking, develop problem-solving skills, and instill confidence in students.

d. Meaningful Watershed Experiences are part of a sustained activity: Experiences should not be 'drive-by' experiences. Experiences should not be tours, gallery visits, demonstrations, or "nature" walks. Meaningful experiences are part of a sustained activity that stimulates and motivates the student from beginning to end. Experiences should consist of more than just the outdoor experience. Though an outdoor experience itself may occur as one specific event, occurring in one day, the total duration leading up to and following the experience should involve a significant investment of instructional time. An experience should consist of three general parts - a preparation phase; an outdoor phase; and an analysis, reporting phase. Projects should provide teachers with the support, materials, resources, and information needed to conduct these three parts. The preparation phase should focus on a question, problem, or issue and involve students in discussions about it. The action phase should include one or more outdoor experiences sufficient to conduct the project, make the observations, or collect the data required. The reflection phase should refocus on the question, problem, or issue; analyze the conclusions reached; evaluate the results; assess the activity and the learning; and include sharing and communication of the results.

e. Meaningful Watershed Experiences reflect an integrated approach to learning: Experiences do not have to be based solely on science disciplines. Experiences should involve the use of materials, resources, and instruments to address multiple topics, such as civics, history, economics, math, English, art, and the cultural significance of our natural resources. Experiences make appropriate connections between subject areas and reflect an integrated approach to learning.

f. Projects involve external sharing and communication: Projects must promote peer-to-peer sharing and emphasize the need for external sharing and communication. Projects should include a mechanism that encourages the students to share their experiences with other students or with the community, e.g., through a mentoring program, newsletters, journals, or community presentations.

g. Projects demonstrate partnerships: Project proposals should include multiple partners. A partnership is a collaborative working relationship between two or more organizations. All partners should be actively involved in the project, not just supply equipment or curricula. Letters of support from each partner must be submitted with the application package to demonstrate the level of commitment and involvement. The California B-WET Program strongly encourages applicants to partner with a school or school system and demonstrate full support by the school administration.

h. Experiences are for all students: The California B-WET Program is strongly committed to expanding the knowledge and participation of a low income and underserved student population in marine and environmental education. It is crucial for all citizens to have an understanding of and connection with their own environment, therefore all students should be provided a watershed experience regardless of where they live or go to school. Preference will be given to those applicants that work with a low income or underserved student population. For example, applicants could work with an alternative student program (e.g., Boys and Girls Club of America, YMCA) or a Title 1 school. For more information on Title 1 schools, please visit the California Department of Education website at: <http://www.cde.ca.gov/ta/ac/ap/index.asp>. Please include the ethnic, social and gender demographics of the classroom participants, for example (46% Latinos, 80% free lunch, 15% females).

i. Projects utilize NOAA programs or personnel: Many NOAA offices have excellent programs that can be geared towards K-12 students and have personnel that are experts in marine and coastal issues. Utilizing NOAA programs or issues focused on

marine and coastal resources and/or employing the expertise of NOAA scientists and natural resource professionals can heighten the impact of a Meaningful Watershed Experience (for more information about NOAA programs, please visit the following NOAA websites: <http://www.noaa.gov>, <http://www.oesd.noaa.gov/>, <http://www.oceanservice.noaa.gov/education/welcome.html>, and <http://sanctuaries.noaa.gov/education>).

j. Projects are aligned with the NOAA Education Plan and the Ocean Literacy Essential Principles: Applicants must demonstrate how their project supports and aligns with the goals and strategies of the NOAA Education Plan and the essential principles of Ocean Literacy. Proposals must not just list the goals, strategies, and principles but must provide examples of how their project aligns with them. For more information, please visit the NOAA Office of Education website for the NOAA Education Plan, [http://www.oesd.noaa.gov/NOAA\\_Ed\\_Plan.pdf](http://www.oesd.noaa.gov/NOAA_Ed_Plan.pdf) and the Ocean Literacy website for a listing of the essential principles and fundamental concepts, <http://www.coexploration.org/oceanliteracy/documents/OceanLitChart.pdf>

## 2. Professional Development in the Area of Environmental Education for Teachers

The NOAA National Marine Sanctuary Program seeks proposals for projects that provide teachers opportunities for professional development in the area of environmental education related to the San Francisco Bay watershed, Monterey Bay watershed, and Santa Barbara Channel watershed. As the purveyors of education, teachers can ultimately make meaningful environmental education experiences for students by weaving together classroom and field activities within the context of their curriculum and of current critical issues that impact the watershed. Systematic, long-term professional development opportunities will reinforce a teacher's ability to teach, inspire, and lead young people toward thoughtful stewardship of our natural resources.

Proposals submitted under this area should address the following elements and types of activities:

a. Projects should provide teachers the understanding and essence of a Meaningful Watershed Experience: Professional development opportunities should instruct teachers about the content and meaning of a Meaningful Watershed Experience (for the definition of a Meaningful Watershed Experience please refer to Section B.1.a-e). Professional development opportunities should be designed so that teachers not only understand what a Meaningful Watershed Experience is, but why this type of

pedagogy is important. Projects should be designed so that teachers are capable of conducting an experience in their classroom. For example, professional development courses could result in a lesson plan (aligned with the Content Standards for California Public Schools) or provide teachers with materials or resources needed for carrying out a Meaningful Watershed Experience in their classroom. In addition to providing the resources needed to conduct an experience, projects should also include a mechanism to encourage the teacher to implement an experience in their classroom. The goal is to ensure that professional development experiences for the teacher ultimately benefit the student. For example, encouragement to implement an experience in the classroom can be done through small implementation grants for the teacher (the Federal requested amount may include funds for implementation grants), a grant writing workshop so that the teacher can apply for outside funds to conduct the experience, and/or the applicant should provide a contact person for technical support during the school year.

b. Projects involve external sharing and communication: Projects must promote peer-to-peer sharing and emphasize the need for external sharing and communication. Projects should include a mechanism that encourages teachers to share their experiences with other teachers and with the environmental education community, e.g., through mentoring opportunities, presentations at conferences, in-school service days, or other public forums.

c. Projects demonstrate partnerships: Project proposals should include multiple partners. A partnership is a collaborative working relationship between two or more organizations. All partners should be actively involved in the project, not just supply equipment or curricula. Letters of support from each partner must be submitted with the application package to demonstrate the level of commitment and involvement. The California B-WET Program strongly encourages applicants to partner with schools and/or school systems. Preference will be given to those proposals that partner with a school or school system and/or can demonstrate full support by the school administration.

d. Experiences are for all teachers: The California B-WET Program is strongly committed to expanding the knowledge and participation of teachers who serve a low income and underserved student population. Therefore, preference will be given to applicants who work with teachers that serve this community. For example, applicants could work with Title 1 schools. For more information on Title 1 schools, please visit the California Department of Education website at:

<http://www.cde.ca.gov/ta/ac/ap/index.asp>. Please include the ethnic, social and gender demographics of the classroom participants, for example (46% Latinos, 80% free lunch, 15% females).

e. Projects utilize NOAA programs or personnel: Many NOAA offices have excellent programs that can be geared towards K-12 students and have personnel that are experts in marine and coastal issues. Utilizing NOAA programs and issues focused on marine and coastal resources and/or employing the expertise of NOAA scientists and natural resource professionals can heighten the impact of a meaningful watershed experience (for more information about NOAA programs, please visit the following NOAA websites: <http://www.noaa.gov>, <http://www.oesd.noaa.gov/>, <http://www.oceanservice.noaa.gov/education/welcome.html>, and <http://sanctuaries.noaa.gov/education>).

f. Projects are aligned with the NOAA Education Plan and the Ocean Literacy Essential Principles: Applicants must demonstrate how their project supports and aligns with the goals and strategies of the NOAA Education Plan and the essential principles of Ocean Literacy. Proposals must not just list the goals, strategies, and principles but must provide examples of how their project aligns with them. For more information, please visit the NOAA Office of Education website for the NOAA Education Plan, [http://www.oesd.noaa.gov/NOAA\\_Ed\\_Plan.pdf](http://www.oesd.noaa.gov/NOAA_Ed_Plan.pdf) and the Ocean Literacy website for a listing of the essential principles and fundamental concepts, <http://www.coexploration.org/oceanliteracy/documents/OceanLitChart.pdf>

### 3. Renewed Projects

The National Marine Sanctuary Program may renew funding for existing grants that were funded in the previous application process. New grants will be awarded to renew these projects under this announcement pending successful review of a new application package, and adequate progress reports and site visits. Therefore, funding for some proposals may be limited to renewed projects.

### 4. B-WET National Conference

Grant recipients will be required to attend a two-day National B-WET conference to be held in the Washington DC area in the Fall of 2008. The conference will be an opportunity for former and current B-WET grant recipients from all B-WET Programs to present their B-WET projects. Your budget should include in the travel category funds for airfare and transportation (rental car, shuttle, or taxi). The B-WET



Program will provide food and lodging. Although this is considered an outreach and education opportunity, it should not be the sole justification to meet the outreach and education criteria, local communication is required as well.

C. Program Authority

16 U.S.C. 1440

D. Cost Principles

Funds awarded cannot necessarily pay for all the costs that the recipient might incur in the course of carrying out the project. Allowable costs are determined by reference to the Office of Management and Budget Circulars A-122, "Cost Principles for Nonprofit Organizations"; A-21, "Cost Principles for Education Institutions"; and A-87, "Cost Principles for State, Local and Indian Tribal Governments." Generally, costs that are allowable include salaries, equipment, supplies, and training, as long as these are "necessary and reasonable."

**II. Award Information**

A. Funding Availability

This solicitation announces that approximately \$1,650,000 may be available in FY 2007 in award amounts to be determined by the proposals and available funds. About \$700,000 will be made available to the San Francisco Bay watershed area, \$600,000 will be made available to the Monterey Bay watershed area, and about \$350,000 will be made available to the Santa Barbara Channel watershed area. The National Marine Sanctuary Program anticipates that approximately 35 grants will be awarded with these funds. The California B-WET Program should not be considered a long-term source of funds; applicants must demonstrate how ongoing programs, once initiated, will be sustained.

The National Marine Sanctuary Program anticipates that typical project awards for Meaningful Watershed Experiences and Professional Development in the Area of Environmental Education for Teachers will range from \$10,000 to \$55,000. Proposals will be considered for funds greater than the specified ranges if there is sufficient demonstration that the project requires additional funds and/or if the proposal includes multiple partners.

There is no guarantee that sufficient funds will be available to make awards for all qualified projects. The exact amount of funds that may be awarded will be determined in pre-award negotiations between the applicant and NOAA representatives. Publication of this notice does not oblige NOAA to award any specific project or to obligate any available funds. If applicants incur any costs prior to an award being made, they do so at their own risk of not being reimbursed by the government. Notwithstanding verbal or written assurance that may have been received, there is no obligation on the part of NOAA to cover pre-award costs unless approved by the Grants Officer as part of the terms when the award is made.

#### B. Project/Award Period

The project start date should not begin before July 1, 2006. Proposals may be considered eligible for renewal beyond the first project period. Proposals may be submitted for up to 3 years for either priority area. However, funds will be made available for only a 12-month award period and any renewal of the award period will depend on submission of a successful proposal subject to technical and panel reviews, adequate progress on previous award(s), and available funding to renew the award. No assurance for funding renewal exists; funding will be at the complete discretion of NOAA.

Projects that plan on renewal must include in their first-year submission a full description of the activities and budget for the first year as described in this announcement, and a summary description of the proposed work and estimated budget by line item (without the supporting budget detail pages) for each subsequent year.

If selected for funding, the applicant will be required to submit a full proposal each subsequent year by the deadline announced in the following competitive cycle. In addition to the requirements for new proposals, renewed projects should include the accomplishments to date on the previous year's grant in their subsequent grant submissions.

#### C. Type of Funding Instrument

Whether the funding instrument is a grant or a cooperative agreement will be determined by the amount of the National Marine Sanctuary Program's involvement in the project. A cooperative agreement will be used if the National Marine Sanctuary Program shares responsibility for management, control, direction, or performance of the project with the recipient.

Specific terms regarding substantial involvement will be contained in special award conditions.

### **III. Eligibility Information**

#### **A. Eligible Applicants**

Eligible applicants are K-through-12 public and independent schools and school systems, institutions of higher education, nonprofit organizations, state or local government agencies, and Indian tribal governments.

The Department of Commerce/ National Oceanic and Atmospheric Administration (DOC/NOAA) is strongly committed to broadening the participation of historically black colleges and universities, Hispanic serving institutions, tribal colleges and universities, and institutions that service undeserved areas. The National Marine Sanctuary Program encourages proposals involving any of the above institutions.

#### **B. Cost Sharing or Matching Requirement**

No cost sharing is required under this program; however, the National Marine Sanctuary Program strongly encourages applicants applying for either area of interest to share as much of the costs of the award as possible. Funds from other Federal awards may not be considered matching funds. The nature of the contribution (cash versus in-kind) and the amount of matching funds will be taken into consideration in the review process with cash being the preferred method of contribution.

### **IV. Application and Submission Information**

#### **A. Address to Request Application Package**

##### **1. Electronic submission**

Applicants are strongly encouraged to submit applications electronically through <http://www.grants.gov>. You may access the electronic grant application for the California Bay Watershed Education and Training Program at <http://www.grants.gov>. For instructions on how to apply electronically, please visit the National Marine Sanctuaries B-WET website, <http://www.sanctuaries.noaa.gov/BWET>.

Please note that applicants must locate the downloadable application package for this program by the FFO number or CFDA number (11.429). Users of Grants.gov will be able to download a copy of the application package, complete it off line, and then

upload and submit the application via the Grants.gov website. When you enter the Grants.gov site, you will find information about submitting an application electronically through the site as well as the hours of operation. We strongly recommend that you do not wait until the application deadline date to begin the application process through Grants.gov.

To use Grants.gov, applicants must have a DUNS number and register in the Central Contractor Registry (CCR). You should allow a minimum of two weeks to complete the CCR registration.

After electronic submission of the application, applicants will receive an automatic acknowledgment from Grants.gov that contains a Grants.gov tracking number. NOAA may request that you provide original signatures on forms at a later date.

## 2. Hard copy submission

Paper applications, a signed original and 2 copies (submission of eight additional hard copies is strongly encouraged to expedite the review process, but it is not required) may be submitted to Attn: Seaberry Nachbar, B-WET Program Manager, Monterey Bay National Marine Sanctuary Office, 299 Foam Street, Monterey, CA 93940. The closing deadline for applying through grants.gov is the same as for the paper submission noted in this announcement.

If you are submitting a hard copy application package, these are available at the NOAA Grants Management Division at: <http://www.ofa.noaa.gov/%7Egrants/appkit.html> or visit the National Marine Sanctuaries B-WET website at: <http://sanctuaries.noaa.gov/BWET> for application packages, instructions, example forms, and additional information.

If the applicant has difficulty downloading the required forms, he or she should contact Seaberry Nachbar, Monterey Bay National Marine Sanctuary office; 299 Foam Street, Monterey, CA 93940, or by phone at 831-647-4204, or fax to 831-647-4250, or via internet at [seaberry.nachbar@noaa.gov](mailto:seaberry.nachbar@noaa.gov). Telephonic device for the deaf (TDD) capabilities can be reached through the TDD contact number 1-800-735-2922, between the hours of 8 a.m.-4:30 p.m.

## B. Content and Form of Application

Proposals must adhere to the following provisions and requirements:

## 1. Federal Forms

Applicants may submit the information typically included on these documents through the <http://www.grants.gov> website. The required forms are as follows:

SF-424: Application for Federal Assistance  
SF-424A: Budget Information, Nonconstruction Programs  
SF-424B: Assurances, Non-Construction Programs  
CD-511: Responsibility Matters: Drug Free Workplace Environment

Depending on the applicant, the following forms may also be required:

CD-346: Applicant for Federal Assistance (Required for the following individuals- Sole Proprietorship, Partnerships, Corporations, Joint Venture, Non-profit Organizations)  
Certifications Regarding Debarment, Suspension, and other  
SF-LLL: Disclosure of Lobbying Activities

## 2. Proposals

Proposals must be complete and must follow the format described in this notice. If a project will address both areas of interest substantially (e.g., each area represents 25% or greater of the total amount requested), potential recipients should submit separate proposals for each area. If one area of interest constitutes less than 25% of the requested funding, the applicant may submit one proposal under the area of interest that represents the majority of funding requested. Applicants should not assume prior knowledge on the part of the National Marine Sanctuary Program as to the relative merits of the project described in the application. For an example proposal and budget narrative, please go to the National Marine Sanctuaries B-WET website at: <http://sanctuaries.noaa.gov/BWET>.

### a. Proposal Requirements:

*Electronic submission-* Applicants are strongly encouraged to submit applications electronically through <http://www.grants.gov>.

*Hard copy submission-* If submitting a hard copy or paper application, applications must not be bound and must be one-sided (copies can be double-sided). Applicants are required to submit one signed original and two copies of the full proposal (submission of eight additional hard copies is strongly encouraged to expedite the review process, but it is not required).

*Required elements for all submissions-*

(1) Proposal format must be in at least a 10-point font and double-spaced.

(2) Appendices and supporting documentation may be included (see section IV.B.2.b.9) but may not exceed a total of 10-pages. Appendices may include information such as curriculum, resumes, and/or letters of endorsement. Additional informational material will be disregarded.

(3) Brevity will assist reviewers and program staff in dealing effectively with proposals. Therefore the entire application package should not exceed 35-pages (this total does not include Federal forms).

b. Proposal Format:

Proposals should include the following information and it is recommended that they follow the format outlined below:

(1) Project summary (1-page, may be single-spaced):

- Organization title.
- Applicant name.
- Principal Investigator(s) (PI).
- Address, telephone number, and email address of applicant and PI.
- Partner(s).
- Area of interest for which you are applying (i.e., Meaningful Watershed Experiences for Students; Professional Development in the Area of Environmental Education for Teachers).
- Project title.
- Project duration (1-year project period beginning to end dates, starting on the first of the month and ending on the last day of the month). Specify whether the project is being submitted with the intention of renewal beyond the first year.
- Project objectives.
- Summary of work to be performed (include number of teachers and/or students that will be involved in your project)
- Total Federal funds requested.
- Cost-sharing to be provided from non-Federal sources, if any. Specify whether contributions are project-related cash or in-kind.
- Total project cost.

(2) Accomplishments to date: Describe your organization's background and accomplishments to date. Include any evaluation data and results that your organization may have conducted. If you have received a B-WET grant, please outline your

accomplishments to date from your previous B-WET grant to demonstrate to reviewers that the project goals and objectives of your grant have been/are being met.

(3) Project description: Describe precisely what your project will achieve what, how, why, who, and where.

- What: Provide a statement of your project, a project description and a list your objectives. This should include a clear statement of the work to be undertaken.

- How: List and explain your objectives and how you are going to accomplish these objectives. Specifically, outline a plan of action pertaining to the scope and detail of how the proposed work will be accomplished. Explain your strategy, activities, delivery methods, and accomplishments to establish for reviewers that you have realistic goals and that you will use effective methods to achieve them. When accomplishments cannot be quantified, list the activities in chronological order to show the schedule of accomplishments and target completion dates. Objectives should be simple and understandable; as specific and quantitative as possible; clear as to the "what and when," but should avoid the "how and why." Projects should be accomplishment oriented and identify specific performance measures.

- Why: Explain which area of interest your project addresses (i.e., Meaningful Watershed Experiences for Students; or Professional Development in the Area of Environmental Education for Teachers). Specifically describe why your project meets each of the criteria relating to the project's particular area of interest (i.e., Section I.B.1. for Meaningful Watershed Experiences for Students or Section I.B.2. for Professional Development in the area of Environmental Education for Teachers). If your proposal addresses both areas of interest, your proposal must address both sets of elements and activities.

- Who: Explain who will conduct the project and the target audience. Identify specifically how many students and/or teachers are involved in your project. Include the following: List each organization, cooperator, or other key individuals who will work on the project. Include a short description of the nature of their effort or contribution and resumes for each individual that is participating significantly in the project; identify the target audience and demonstrate an understanding of the needs of that audience.

- Where: Give a precise location of the project and area(s) to be served.

(4) Need for government financial assistance: Demonstrate the need for assistance. Explain why other funding sources cannot fund all the proposed work.

(5) Benefits or results expected: Identify and document the results or benefits to be derived from the proposed activities.

(6) Project evaluation: Evaluation here is defined as the systematic collection and documentation of information about your project's outcomes in order to improve the project's effectiveness, guide judgments about its impact, and/or inform decisions about future programming or funding. Up to 10% of the budget can be spent on the evaluation component of your proposal.

For this section, describe your evaluation plan, that is, how you will measure and document the outcomes and impacts of your project on your audience(s). How will your audience(s) be different after their involvement in your project and how will you measure those differences? The outcomes you measure should correlate to your goals and objectives and the California B-WET Program's definition of Meaningful Watershed Experiences. Indicators of outcomes may be audience satisfaction with the project experience and changes in their knowledge, skills, attitudes and/or behaviors. Indicators of outcomes do not include the number of people served or the activities you and your audience(s) engage in.

In this section include how and when you will gather evaluation data. Data can be quantitative and/or qualitative and data-gathering instruments might include (but are not limited to) pre- and post-tests, surveys, interviews, guided observations, or rubric-rated presentations.

Also explain how you will document your evaluation results and if your evaluation will be front-end (used to determine audience needs/understandings and plan a project), formative (used to improve a project) and/or summative (used to guide judgments about a project's impact and value).

Grant recipients will be required to submit a comprehensive evaluation report at the end of their project period.

(7) Budget narrative: The budget narrative should include the total project costs that are required to accomplish what is



proposed in the Project Description and includes contributions and donations. The budget narrative should provide the information needed to determine how the numbers outlined in the Budget Information form (SF-424A) were derived. The narrative should explain the specific budget categories that are outlined in the SF-424A form, such as personnel/salaries, fringe benefits, travel, equipment, supplies, contract costs, and indirect costs (for an example of a completed SF-424A, a budget narrative and descriptions of the budget categories, please visit the National Marine Sanctuaries B-WET website at: <http://sanctuaries.noaa.gov/BWET>). The budget narrative submitted with the application should match the dollar amounts on all required Federal forms (SF-424, SF-424A). Additional cost detail may be required prior to a final analysis of overall cost allowability, allocability, and reasonableness. Please Note the following:

- B-WET National Conference- Grant recipients will be required to attend a two-day conference in the Washington D.C. area (please see Section I.B.4. for more details). Please include in your budget costs for travel (air fare and transportation).

- Sustainability- The California B-WET Program should not be considered a long-term source of funds, therefore it is crucial that you explain how you will ensure that ongoing programs, once initiated, will be sustained. If you have received multiple years of funding you must include how your project will be sustainable beyond B-WET funding and how you plan to continue meeting your goals and objectives.

- The budget may include an amount for indirect costs only if the applicant has an established indirect cost rate with the Federal government, see Funding Restrictions, Section IV.E.1. If the applicant has an established indirect cost rate, a copy of the negotiated rate must be included with the application.

- Funds for salaries and fringe benefits may be requested only for those personnel who are directly involved in implementing the proposed project and whose salaries and fringe benefits are directly related to specific products or outcomes of the proposed project. NOAA strongly encourages applicants to request reasonable amounts of funding for salaries and fringe benefits to ensure that your proposal is competitive.

(8) Letters of support from partners: Letters of support from each partner that is making a significant contribution to the project are required with the application package.

(9) Supporting documentation: Provide any required documents and any additional information necessary or useful to the description of the project (for example, resumes, curriculum, lesson plans, and letters of support). The amount of information given in this section will depend on the type of project, but should be no more than 10 pages.

(10) National Environmental Policy Act (NEPA): NOAA must analyze the potential environmental impacts, as required by the National Environmental Policy Act (NEPA), for applicant projects or proposals that are seeking NOAA federal funding opportunities. Detailed information on NOAA compliance with NEPA can be found at the following NOAA NEPA website:

<http://www.nepa.noaa.gov/>, including our NOAA Administrative Order 216-6 for NEPA, [http://www.nepa.noaa.gov/NAO216\\_6\\_TOC.pdf](http://www.nepa.noaa.gov/NAO216_6_TOC.pdf), and the Council on Environmental Quality implementation regulations,

[http://ceq.eh.doe.gov/nepa/regs/ceq/toc\\_ceq.htm](http://ceq.eh.doe.gov/nepa/regs/ceq/toc_ceq.htm). Consequently, as part of an applicant's package, and under their description of their program activities, applicants are required to provide detailed information on the activities to be conducted, locations, sites, species and habitat to be affected, possible construction activities, and any environmental concerns that may exist (e.g., the use and disposal of hazardous or toxic chemicals, introduction of non-indigenous species, impacts to endangered and threatened species, aquaculture projects, and impacts to coral reef systems).

In addition to providing specific information that will serve as the basis for any required impact analyses, applicants may also be requested to assist NOAA in drafting of an environmental assessment, if NOAA determines an assessment is required. Applicants will also be required to cooperate with NOAA in identifying and implementing feasible measures to reduce or avoid any identified adverse environmental impacts of their proposal. The failure to do so shall be grounds for the denial of an application.

### C. Submission Dates and Times

Proposals must be received by 5 p.m. Pacific standard time on October 2, 2006. Both hard copy and electronic proposals received after that time will not be considered for funding and will be returned to the applicant.

#### D. Intergovernmental Review

Applications under this program are not subject to Executive Order 12372, "Intergovernmental Review of Federal Programs."

#### E. Funding Restrictions

##### 1. Indirect Cost Rates

Regardless of any approved indirect cost rate applicable to the award, the maximum dollar amount of allocable indirect costs for which the Department of Commerce will reimburse the recipient shall be the lesser of 25 percent of the total proposed direct costs for this program or the Federal share of the total allocable indirect costs of the award based on the indirect cost rate approved by an oversight or cognizant Federal agency and current at the time the cost was incurred, provided the rate is approved on or before the award end date. Applicants whose indirect cost rate would result in indirect costs above 25 percent of the total proposed direct costs may use the amount above the 25 percent level as cost sharing. The indirect cost rate agreement must be included with the application package. If the applicant does not have a current negotiated rate and plans to seek reimbursement for indirect costs, documentation necessary to establish a rate must be submitted within 90 days of receiving an award.

#### V. Application Review Information

##### A. Evaluation Criteria

1. Importance and/or relevance and applicability of proposal to the program goals (30 points)

This criterion ascertains whether there is intrinsic value in the proposed work and/or relevance to NOAA, federal, regional, state, or local activities. For the California B-WET Program this includes the following categories and questions:

a. Connection to the greater marine or estuarine environment (5 points): For both areas of interest: Does the project make a direct connection to the greater marine or coastal environment? Does the project discuss one or all of the National Marine Sanctuaries in California (i.e., the Cordell Bank National Marine Sanctuary, the Gulf of Farallones National Marine Sanctuary, the Monterey Bay National Marine Sanctuary, or the Channel Islands National Marine Sanctuary)? Does the

proposal make an intentional connection to the watershed system and how actions within that system can affect the marine and estuarine environment? Specifically, does the project address the elements and activities as defined in Section I.B.1.a?

b. Meaningful Watershed Experience (15 points): For both areas of interest: Does the proposal clearly meet the definition of a Meaningful Watershed Experience? Does the experience focus around questions, problems, or issues pertaining to the San Francisco Bay watershed, Monterey Bay watershed, or the Santa Barbara Channel watershed? Is the project design project-oriented, hands-on, investigative, and part of a sustained activity? Does the project include pre and post activities? Does the project address multiple disciplines? Specifically, does the project address the elements and activities as defined in Section I.B.1.c-e? For Professional Development for Teachers priority area, does the project proposal provide sufficient materials, resources, and information for the teacher to conduct a Meaningful Watershed Experience on his/her own? Is the project designed so that the teacher is encouraged to implement and conduct a Meaningful Watershed Experience in his/her classroom?

c. Partnerships (5 points): For both areas of interest: Does the proposal include partnerships? Is the partnership a working relationship with all entities contributing to the project? Are there letters of support from each partner? Does the proposal outline the specific activity and function of each partner? Do the partners enhance the project? Does the applicant partner with a school division or school system? Specifically, does the project address the elements and activities as defined in Section I.B.1.g. and Section I.B.2.c?

d. Target audience (5 points): For both areas of interest: Does the applicant work with an underserved or low-income population? Specifically, does the applicant address project elements and activities under Section I.B.1.h. and Section I.B.2.d?

## 2. Technical merit (35 points)

This criterion assesses whether the approach is technically sound and/or innovative, if the methods are appropriate, and whether there are clear project goals and objectives. For the California B-WET Program this includes the following categories and questions:

a. Integration with school program (5 points): For both areas of interest: Does the proposal clearly outline how the project is an integral part of the instructional program? Does the proposal demonstrate how the project is aligned with the

Content Standards for California Public Schools? Does the proposal just list the standards or demonstrate how their project supports them? Specifically, does the proposal address project elements and activities under Section I.B.1.b?

b. NOAA programs or personnel (5 points): For both areas of interest: Does the applicant utilize NOAA programs, lesson plans, or curriculum focused on marine and coastal issues? Does the applicant use NOAA personnel to enhance their project? Specifically, does the applicant address the elements and activities as defined in Section I.B.1.i. and Section I.B.2.e?

c. NOAA Education Plan and Ocean Literacy (5 points): Does the applicant demonstrate how their project is aligned and supports the goals and strategies of the NOAA Education Plan? Does the applicant demonstrate how their project is aligned with the fundamental principles of Ocean Literacy? Does the applicant show a knowledge and understanding of the NOAA Education Plan and Ocean Literacy concepts? Does the proposal just list the goals, strategies, and principles or does it demonstrate how specific objectives of the proposal support specific elements of the NOAA Education Plan and Ocean Literacy fundamental concepts?

d. Objectives (5 points): For both areas of interest: Are the objectives in the proposal clearly defined and focused? Does the applicant demonstrate that the objectives are realistic and can be reached within the proposed project period? Does the proposal suggest a new approach to environmental education or just an application of previously accepted approaches? Are the project outcomes measurable and have significant and lasting benefits for teachers and students?

e. Environmental change (5 points): For both areas of interest: What is the likelihood of the proposed environmental activities to improve the general understanding of the environment? Does the project result in a change in the environment?

f. Evaluation (10 points): For both areas of interest: Does the project evaluation description meet the guidelines offered in Section IV.B.2.b(6)? Specifically, does the evaluation component of the project focus on measuring changes in participants (changes can be in knowledge, attitudes, skills or conservation actions)? Are the methods for gathering evaluation data systematic and if replicated, would they gather reliable qualitative and/or quantitative data? Can the results be used to inform programming decisions (either planning the program, making changes to improve the program or judging the program's impact and value)? Will the evaluation measure outcomes that correlate to the project's goals and objectives

and/or to the California B-WET Program's definition of a Meaningful Watershed Experience? Specifically, do the changes measured in participants (outcomes) match the project goals and objectives, which include engaging participants in outdoor experiences in the sanctuary's watershed(s) and attempting to make positive progress in participants' development of environmental stewardship. Are the indicators of outcomes chosen appropriate for this project? Are the indicators clearly defined for each outcome to be measured and are the indicators appropriate (good at indicating) for each outcome? Are the proposed data-gathering instruments (surveys, tests, interviews, etc.) clearly identified and appropriate for the target audience/participants, and appropriate for the outcomes to be measured (i.e., tests for knowledge, demonstration of skills for skills, interview or attitude scales for attitudes, etc.)? Will the documentation of evaluation results as described help guide assessments of the project's effectiveness, impact and/or value?

### 3. Overall qualifications of applicants (10 points)

This criterion ascertains whether the applicant possesses the necessary education, experience, training, facilities, and administrative resources to accomplish the project. For the California B-WET Program this includes the following questions: Does the applicant show the capability and experience in successfully completing similar projects? Does the proposal include resumes of the Principle Investigators and other staff members? Does the applicant demonstrate knowledge of the target audience? Does the applicant demonstrate knowledge of the Content Standards for California Public Schools? Does the applicant document past collaborations with schools or school systems? Does the applicant show the capability and experience in successfully completing similar projects? Are the partners involved in the project qualified?

### 4. Project costs (15 points)

This criterion evaluates the budget to determine if it is realistic and commensurate with the project needs and time frame. For the California B-WET Program this includes the following questions: Does the applicant demonstrate the ability to leverage other resources? Is the nature of the cost share cash or in-kind? Is the budget request reasonable and does the applicant justify the proposed budget request? Is a significant percentage of the budget directly related to bringing students and teachers in contact with the environment? Are requested funds for salaries and fringe benefits only for those personnel who are directly involved in implementing the proposed project

and/or are directly related to specific products or outcomes of the proposed project? Does the applicant demonstrate sustainability beyond the project period? Does the applicant demonstrate that the project will continue after NOAA funding has expired?

5. Outreach and education (10 points)

This criterion assesses whether the project provides a focused and effective education and outreach strategy regarding NOAA's mission to protect the Nation's natural resources. For the California B-WET Program this includes the following questions: Does the project involve external sharing and communication? Does the target audience share their findings, experiences, or results to their peers or their community? Specifically, does the project address the elements and activities in Section I.B.1.f and I.B.2.b?

B. Review and Selection Process

1. Initial Evaluation of the Application

Once a full application has been received by the National Marine Sanctuary Program, an initial administrative review is conducted to determine compliance with requirements and priorities of the application. If applications do not comply, they will be returned without further review.

2. Technical Review

Applications meeting the requirements of this solicitation will undergo an external technical review. Technical review is conducted by a minimum of three reviewers. Each reviewer will individually evaluate and score proposals (1-100 points) using the evaluation criteria provided in Section V.A. This review will generally involve individuals in the field of environmental education from both NOAA and non-NOAA organizations throughout the United States. The technical reviewers' ratings will be used to produce a rank order of the proposals. No consensus advice will be given by the technical reviewers.

3. Review Panel

The National Marine Sanctuary Program will convene a review panel consisting of at least three regional experts in the field of environmental education from NOAA and non-NOAA organizations. The review panel will review the technical review ranking and comments and discuss the projects as a panel. Each member of the panel will individually make recommendations and provide a

numerical ranking to the B-WET Program Manager. No consensus advice will be given by the review panel members.

### C. Selection Factors

The B-WET Program Manager will review the ranking of the proposals and recommendations of the review panel. The average numerical ranking from the review panel will be the primary consideration in deciding which of the proposals will be recommended for funding to the Selecting Official.

The Selecting Official shall award in rank order unless the proposal is justified to be selected out of rank order based upon one or more of the following factors:

1. Availability of funding
2. Balance/distribution of funds
  - a. Geographically
  - b. By type of institutions
  - c. By type of partners
  - d. By research areas
  - e. By project types
3. Whether this project duplicates other projects funded or considered for funding by NOAA/federal agencies
4. Program priorities and policy factors as set out in Section I.B.1-3.
5. Applicant's prior award performance
6. Partnerships and/or participation of targeted groups

Projects considered for renewal will be evaluated by the B-WET Program Manager and other National Marine Sanctuary Program staff to determine whether to be renewed for funding based upon the advice of the review panel. If there has been satisfactory prior award performance, projects considered for renewal may take priority over new proposals.

## **VI. Award Administration Information**

### A. Award Notices

Successful applicants will receive notification that the application has been recommended for funding to the NOAA Grants Management Division. This notification is not an authorization to begin performance of the project. Official notification of funding, signed by a NOAA Grants Officer, is the authorizing document that allows the project to begin. Notifications will



be issued through postal mail to the Authorizing Official of the project. Unsuccessful applicants will be notified that their proposal was not selected for recommendation. Unsuccessful applications will be kept on file in the Program Office.

#### B. Administrative and National Policy Requirements

##### 1. The Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements

The Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements contained in the Federal Register notice of October 1, 2001 (66 FR 49917), as amended by the Federal Register notice published on October 30, 2002 (67 FR 66109), are applicable to this solicitation.

##### 2. Limitation of Liability

In no event will NOAA or the Department of Commerce be responsible for proposal preparation costs if these programs fail to receive funding or are cancelled because of other agency priorities. Publication of this announcement does not oblige NOAA to award any specific project or to obligate any available funds.

#### C. Reporting

Grant recipients will be required to submit financial and performance (technical) reports. All financial reports shall be submitted in triplicate (one original and two copies) to the NOAA Grants Officer. Performance reports should be submitted to the NOAA Program Officer. Electronic submission of performance reports is preferred. All reports will be submitted on a semi-annual schedule and must be submitted no later than 30 days following the end of each 6-month period from the start date of the award. The second semi-annual report will serve as the comprehensive final report. In addition to the financial and performance reports, grant recipients will be required to submit a comprehensive evaluation report 90 days after the project end date.

#### **VII. Agency Contact(s)**

Please visit the National Marine Sanctuaries B-WET website for further information at: <http://sanctuaries.noaa.gov/BWET> or contact Seaberry Nachbar, Monterey Bay National Marine Sanctuary office; 299 Foam Street, Monterey, CA 93940, or by phone at 831-

647-4201, or fax to 831-647-4250, or via Internet at seaberry.nachbar@noaa.gov.

