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2023 California Marine Protected Areas Outreach and Education Small Grants Program

Request for Proposals (RFP)

Momentum Small Grants

The Marine Protected Areas (MPA) Outreach and Education Small Grants Program is a competitive grant program providing support for projects focused on outreach and education to improve compliance with MPA regulations statewide. Improved public awareness of MPA regulations promotes ocean stewardship to increase protection of marine life within MPAs, which in turn maximizes the expected ecological benefits from these areas. The Program is funded by the California Ocean Protection Council (OPC) through the Once-Through Cooling (OTC) Interim Mitigation Program and administered by Coastal Quest.

RFP Priority Projects

This third round of funding will provide grants between \$25,000 and \$100,000 for projects that engage or conduct outreach with:

- Recreational and commercial fishing communities
- Communities of color that have been underserved in MPA management and education, i.e. Black, Latinx, and Asian users/potential users of MPA spaces and resources
- California Native American tribes or tribal organizations

Smaller grants of \$5,000 - \$25,000 will also be available to support projects that maintain momentum for programs that were funded in Rounds 1 or 2 of the MPA Outreach and Education Small Grants Program, or programs that are already established, especially those focused on K-12 education.

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 Environmental Justice Communities.²

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 Environmental Justice Communities are communities that are disproportionately impacted by environmental injustices and social inequities, that are environmentally- and economically-stressed and experience environmental health inequities which



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- 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.
- 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
- California Native American tribes listed on the Native American Heritage Commission's California Tribal Consultation List
- Fiscally sponsored organizations, groups in the process of incorporating as a 501c3 and other entities that partner with a sponsor organization eligible in this list

Technical Assistance & Consultation

Coastal Quest is offering technical assistance to organizations and groups based in and serving Environmental Justice Communities². If you are one of these groups and would like to discuss your project's alignment with the MPA small grants program's goals, and support you may need to submit an application, email MPAsmallgrants@coastal-quest.org to schedule a consultation.

contribute to persistent environmental health disparities, as defined by [OPC's Equity Plan](#). These communities are disadvantaged communities (DACs) and severely disadvantaged communities (SDACs) and can be identified using 1) [CalEnviroScreen](#) (communities that score above 80%) and 2) [State Parks Community FactFinder](#) mapping tools.

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, 2022. "MPA Statewide Leadership Team Work Plan Fiscal Year 21/22– 24/25,"

https://www.opc.ca.gov/webmaster/_media_library/2022/02/MSLT_WorkPlan_FINAL_02.04.22-1.pdf



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Funding

A minimum of \$825,000 will be allocated to grantees.

- Grants will be funded for a maximum of 18 months. 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.**
- 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
- A small amount of funds will be available for past Round 1 and 2 grantees or already existing programs to support discrete outreach related tasks that build program momentum, such as printing needs, transportation, labor to implement existing program. Proposals may be submitted for \$5000 - \$25,000.

Proposal Scoring Criteria

Proposals will be scored up to 100 points using the following criteria:

Clarity and articulation; sound approach (30 points)

- **Project Approach:** Project description, goals, and objectives are clear, well-developed, and realistic. Proposal outlines a logical approach with evidence of the types of actions that will likely succeed.

Alignment (20 points)

- **Alignment:** Application shows relevance to the [OTC Program's award guidelines](#) outreach and education priorities & eligibility, 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](#).

Time effectiveness (30 points)

- **Task list and timeline:** Outlined tasks can be feasibly completed in a timely manner, achieving project goals and objectives.

Cost effectiveness (10 points)

- **Project budget:** Budget is appropriate for project described.

Completeness (10 points)

- **Completeness:** Application complete of all necessary components.
- **Cost effectiveness; Sustainability:** Budget is appropriate for the project described. 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. (10 points)
- **Completeness:** Application is complete. (5 points)

See Appendix 1 for Scoring Rubric.

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



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RFP Process Timeline

RFP released	December 1, 2022
Proposals due	January 20th, 2023 at 5:00pm PT
Grant awards announced	April 28, 2023
Project implementation begins	June 1, 2023
Project implementation ends	December 1, 2024 (<i>maximum 18-month project</i>)

Conditions of Award

- Please see the *Program’s Award Guidelines* document on the [OTC website \(Ocean Protection Council Once-Through Cooling Interim Mitigation Program Award Guidelines \(ca.gov\)\)](#) 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 Nondiscrimination Clause - [STD 17A \(ca.gov\)](#), 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.
- All work must be completed by December 1, 2024 (*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, 2024 deadline.

To Apply

Proposals must be completed online through Coastal Quest’s application portal by January 20th, 2023 at 5:00pm PT.

Applications must be completed through the following steps:

1. Click on the link:
 - a. For “momentum” grants of \$5,000-\$25,000
<https://app.oxfordabstracts.com/stages/5111/submitter>
2. Create an account in Oxford Abstracts (note that an account can be created with Google, LinkedIn, or an email address).
3. Once your account is created, sign-in to access the application form.

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).



OCEAN PROTECTION COUNCIL



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4. Answer all questions in the application form using the text boxes provided. It is recommended to use the “Proposal Summary” below to complete the full application in an external document, then transfer your answers to the form (taking note of the character limits).
5. Attach your task list, timeline, and project budget. To create these documents, use the task list and budget templates provided on our [website](#).
6. Submit your application.
7. Incomplete applications can be edited and revised until the final deadline.

Contact Information

Submit questions about the RFP and technical assistance requests (for Environmental Justice Communities) to Coastal Quest: mpasmallgrants@coastal-quest.org.

2023 MPA Outreach and Education Small Grants Program Proposal Summary – Momentum Small Grant

Please provide responses to the sections below.

Applicant information: Provide the following proposal and contact information:

- Project title (100 characters)
- Project summary – *please list project goals, objectives* (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: Environmental Justice Community: Does this project serve) or environmental justice community? If yes, list community(ies) below. (1500 characters)

Environmental Justice Communities are communities that are disproportionately impacted by environmental injustices and social inequities, that are environmentally- and economically-stressed and experience environmental health inequities which contribute to persistent environmental health disparities, as defined by [OPC's Equity Plan](#). These communities are disadvantaged communities (DACs) and severely disadvantaged communities (SDACs) and can be identified using the 1)[CalEnviroScreen](#) (communities that score above 80%) and 2) State [Parks Community FactFinder mapping tools](#).



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Background/History of Project

Q1: If this project is ongoing, how long ago was it established? Has it met initial goals and objectives (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. Outline a logical and practical approach with actions that will likely succeed. (4000 characters)

As attachments: (templates can be downloaded from the [Coastal Quest website](#))

- 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 2023	<ul style="list-style-type: none"> • [TASK] • [TASK]
JUL 2023	<ul style="list-style-type: none"> • [TASK] • [TASK]
AUG 2023	
SEP 2023	
OCT 2023	
NOV 2023	
DEC 2023	
JAN 2024	
FEB 2024	
MAR 2024	
APR 2024	
MAY 2024	
JUN 2024	
JUL 2024	
AUG 2024	
SEP 2024	
OCT 2024	
NOV 2024	

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



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Proposal Summary: Budget Form

Organization name:
Primary contact person:
Project title:
Requested grant amount: \$
Total project budget (if different): \$
Fiscal Sponsor Name (if applicable):
EIN #:

Table with 4 columns: Category, Grant Funding Requested, Matching Funds (optional) -identify entities and amounts, Total Project Budget. Rows include Labor costs, Fringe benefits, Travel, Supplies and materials, Food and swag, Accessibility, Contractual services, Other, Total Direct Costs, Indirect costs, and TOTAL PROJECT COSTS.

c. Other Supplemental Information: any other support documents for your application, including letters of support, quotes from subcontractors, permits, etc.

9 Attach an explanation of rate(s) and hours for each position...
10 Amount requested for benefits should reflect actual costs...
11 Personal vehicle travel reimbursement currently paid at the rate of 62.5 cents/mile...
12 Include a list of the major supplies, materials, and equipment...
13 Coastal Quest funds may be used for the purchase of food and drinks...
14 Consider costs associated with making your digital products accessible...
15 Administrative overhead expenses are related to the operations of the organization...



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Appendix 1: Momentum Proposal Scoring Rubric

Scoring Criteria	Strong 90-100%	Proficient 80- 89%	Adequate 70-79%	Fair 60-69%	Poor 59% and below
Clarity and articulation; sound approach (30 points)	Project description, goals, and objectives are clearly described, logical, and practical ; evidence of actions that will succeed is thoroughly documented . No shortcomings.	Project description, goals, and objectives are clearly identified ; evidence of actions that will succeed is documented . Minor shortcomings.	Project description, goals, and objectives are somewhat identified; limited evidence of actions that will succeed is documented. Few shortcomings.	Project description, goals, and objectives are vaguely identified; unclear evidence of actions that will succeed is provided. Significant weaknesses.	Project description, goals, and objectives are not provided , inadequately addressed, or there are serious inherent weaknesses.
Alignment (20 points)	Project strongly aligned with state outreach and education priorities.	Project aligned with state outreach and education priorities.	Project somewhat aligned with state outreach and education priorities.	Project unclearly aligned with state outreach and education priorities.	Project not aligned with state outreach and education priorities.
Time effectiveness; project management (30 points)	Task and timeline are complete, practical, and feasible ; provides well-developed and realistic.	Task and timeline are complete .	Task and timeline are complete but may not be practical .	Task and timeline are vague .	Task and timeline are not complete .
Cost effectiveness (10 points)	Budget is complete and contains all required information; budget is cost effective, detailed, accurate, fiscally sound, and linked to activities and outcomes. No shortcomings.	Budget is complete and contains all required information; budget is cost effective or related to activities and outcomes. Minor shortcomings.	Budget is complete but lacks detail and/or accuracy; it may not be cost efficient and/or related to activities and outcomes. Few shortcomings.	Budget is vague with limited information; not fiscally sound as written and/or includes unallowable expenditures. Significant weaknesses.	Budget is not complete , inadequately addressed, or there are serious inherent weaknesses.
Completeness (10 points)	Application is complete and contains all required components that are well-thought out. No shortcomings.	Application is complete and contains all required sections. Minor shortcomings.	Application is somewhat complete with some inconsistencies in sections. Few shortcomings.	Application is not complete with major inconsistencies within sections. Significant weaknesses.	Application is not complete and is missing whole sections, inadequately addressed, or there are serious inherent weaknesses.
TOTAL:	100 points				