

# ONE TIME GRANT PROGRAM

Organization: WA Cities Association of

OTGP-VER1-WACiAs-00022  
Version Date: 12/14/2016 15:36:12

## General Information

Project Title	RSMP Communication Strategy	
Project ShortDescription	The Regional Stormwater Monitoring Program (RSMP) has recently begun producing results and findings. A communication strategy and tools are needed to share the results broadly and effectively with stormwater managers and municipal decision makers so that they can in turn apply the findings to their stormwater management programs and activities. The Association of Washington Cities (AWC) will assist the RSMP Coordinator by developing the strategy and implementing it for the first year.	
Project LongDescription	The Regional Stormwater Monitoring Program (RSMP) began in 2014 and has recently begun producing results and findings. A communication strategy and tools are needed to share the results broadly and effectively with stormwater managers and municipal decision makers so that they can in turn apply the findings to their stormwater management programs and activities. The RECIPIENT will assist the RSMP Coordinator by developing the strategy and implementing it for the first year. The Stormwater Work Group (SWG) Project Manager will assist the RECIPIENT in establishing and coordinating the RSMP communication strategy advisory committee. Both the RSMP Coordinator and the SWG Project Manager will assist the RECIPIENT by providing background materials and relevant content to inform key messages of the communication strategy.	
Total Cost	\$136,217.00*	Total Eligible Cost \$136,217.00*
Effective Date	11/1/2016	Expiration Date 3/31/2018
Ecology Program	Water Quality	
Project Category*	✓ Ecology Grant1	
Will Environmental Monitoring Data be collected?	No	
Overall Goal	The communication strategy and tools will enable stormwater managers and municipal decision makers to apply RSMP findings to their stormwater management programs and activities	

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**Recipient Contacts**

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**Other recipient signatures on printed agreement**

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Title

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**Location Information**

Statewide \*  Yes No

Ecology Region \* %  
[Click here to view map:](#)

County \* %  
[Click here to view map:](#)

Congressional District \* %  
[Click here to view map:](#)

Legislative District \* %  
[Click here to view map:](#)

WRIA \* %  
[Click here to view map:](#)

Ecology Region	Statewide	100%
County	Statewide	100%
Congressional District	Statewide	100%
Legislative District	Statewide	100%
WRIA	Statewide	100%

Latitude (expressed in decimals)

Longitude (expressed in decimals)

Facility Site ID

Facility Site Link

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Scope of Work - Additional Tasks: 1 - Project Administration/Management

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Task Number	1		
Task Title	Project Administration/Management	Task Cost	\$16,886.00*
Task Description	<p>A.The RECIPIENT shall carry out all work necessary to meet ECOLOGY grant or loan administration requirements. Responsibilities include, but are not limited to: maintenance of project records; submittal of requests for reimbursement and corresponding backup documentation; progress reports; and a recipient closeout report (including photos).</p> <p>B.The RECIPIENT shall maintain documentation demonstrating compliance with applicable procurement, contracting, and interlocal agreement requirements; application for, receipt of, and compliance with all required permits, licenses, easements, or property rights necessary for the project; and submittal of required performance items.</p> <p>C.The RECIPIENT shall manage the project. Efforts include, but are not limited to: conducting, coordinating, and scheduling project activities and assuring quality control. Every effort will be made to maintain effective communication with the RECIPIENT's designees; ECOLOGY; all affected local, state, or federal jurisdictions; and any interested individuals or groups. The RECIPIENT shall carry out this project in accordance with any completion dates outlined in this agreement.</p>		
Task Goal Statement	Properly managed and fully documented project that meets ECOLOGY's grant or loan administrative requirements.		
Task Expected Outcomes	* Timely and complete submittal of requests for reimbursement, quarterly progress reports, and RECIPIENT closeout report. * Properly maintained project documentation.		
Recipient Task Coordinator	03/31/18		
Deliverables			

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Scope of Work - Additional Tasks: 1 - Project Administration/Management

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Deliverable #	Description	Due Date	Received? (ECY Use Only)	EIM Study ID	EIM System Link	Latitude	Longitude	Location Address
1.1	Five Quarterly Reports 2016 - 2017							

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**Scope of Work - Additional Tasks: 2 - Establish RSMP brand and marketing/communication plan**

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Task Number	2		
Task Title	Establish RSMP brand and marketing/communication plan	Task Cost	\$17,660.00*
Task Description	<p>Working with members of the RSMP communication strategy advisory committee (a subgroup of the Stormwater Work Group), RECIPIENT will lead the effort to establish a clear RSMP brand. This will include meetings and discussions to identify brand direction and review prototypes. Based on this information, RECIPIENT will lead the production of the RSMP logo, marketing and communications strategy, and baseline language describing RSMP, and its value to partners and the broader Puget Sound area community.</p> <p>A: First meeting with advisory committee  RECIPIENT will collect input about ideas relating to RSMP brand and about the marketing and communications strategy, and about a survey to gage stakeholder understanding and knowledge of the RSMP. The feedback will help RECIPIENT develop appropriate messages and delivery approaches for target audiences. Due: 12/31/16, Estimated Cost: \$ 1,000</p> <p>B: Draft marketing and communication strategy  RECIPIENT will write a draft plan using ideas and feedback from the advisory committee. As part of the draft plan, RECIPIENT will develop three logo options and develop three “personas” for key target audiences (i.e., stormwater managers, public works directors, and local elected officials) and best messages, strategies, and delivery methods to reach each of these audiences. Due: 12/31/16, Estimated Cost: \$9,660</p> <p>C: Second meeting with advisory committee  RECIPIENT will collect feedback on the draft marketing and communications strategy and survey (see Task 2). Due: 1/31/17, Estimated Cost: \$1,000</p> <p>D: Final marketing and communication strategy  RECIPIENT will finalize the marketing and communications strategy, logo and “personas”. Due: 2/28/17, Estimated Cost: \$6,000</p>		
Task Goal Statement	Develop effective communication and marketing plan for target audiences.		
Task Expected Outcomes	Implemented plan will effectively communicate RSMP achievements to key target audiences (i.e.,		

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Scope of Work - Additional Tasks: 2 - Establish RSMP brand and marketing/communication plan

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stormwater managers, public works directors, and local elected officials).

Recipient Task Coordinator

03/31/18

Deliverables

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Deliverable #	Description	Due Date	Received? (ECY Use Only)	EIM Study ID	EIM System Link	Latitude	Longitude	Location Address
2.1	Final marketing and communication strategy	2/28/2017						

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**Scope of Work - Additional Tasks: 3 - Evaluate stakeholder knowledge and understanding of the RSMP**

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Task Number	3		
Task Title	Evaluate stakeholder knowledge and understanding of the RSMP	Task Cost	\$6,100.00*
Task Description	<p>Knowledge and understanding of the RSMP are presumed to be spotty, inconsistent, or absent among stormwater permittees and municipal elected officials. Because local governments are contributing funding for the RSMP as part of their permit requirements, it is important that all levels of government understand what the RSMP is doing and how the findings will help the region manage stormwater.</p> <p>A: RSMP knowledge evaluation survey            RECIPIENT will develop a survey to assess RSMP program knowledge and understanding. These surveys are intended to be administered before and after the marketing campaign. RECIPIENT will get feedback on this survey at one or both of the meetings held for Task 2. Due: 12/31/16, Estimated Cost: \$2,100</p> <p>B: Results and findings of pre-marketing survey            RECIPIENT will administer the survey to assess RSMP program knowledge and summarize survey findings along with existing gaps and recommended next steps. Survey responses will be included as separate document or appendix. Due: 2/28/17, Estimated Cost: \$2,000</p> <p>C: Results and findings of post-marketing survey            RECIPIENT will administer the survey to assess RSMP program knowledge and summarize findings and recommend next steps. Survey responses will be included as separate document or appendix. Due 3/31/18, Estimated Cost: \$2,000</p>		
Task Goal Statement	Assessment of current understanding of RSMP among all levels local government.		
Task Expected Outcomes	Improved understanding among local governments of what the RSMP is doing and how the findings will help the region manage stormwater.		
Recipient Task Coordinator	03/31/18		
Deliverables			
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Scope of Work - Additional Tasks: 3 - Evaluate stakeholder knowledge and understanding of the RSMP

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Deliverable #	Description	Due Date	Received? (ECY Use Only)	EIM Study ID	EIM System Link	Latitude	Longitude	Location Address
3.1	Survey results, summary of survey findings, and recommended next steps.	3/31/2017						

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**Scope of Work - Additional Tasks: 4 - Implement RSMP marketing and communications**

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Task Number	4		
Task Title	Implement RSMP marketing and communications	Task Cost	\$58,326.00*
Task Description	<p>RECIPIENT will promote RSMP research findings, best practices, program values and accomplishments via the strategies identified in Task 2. The RECIPIENT will implement marketing campaign to include:</p> <p>1) Targeted communications and outreach materials delivered to specific “persona” audiences; 2) Broad marketing about the value of the RSMP and the partnership model to each “persona” category; 3) Presentation materials/templates for use at regional group and association meetings; 4) Educational materials for events/sessions at conferences/trainings.</p> <p>A: RECIPIENT will develop standard RSMP research brief templates incorporating key outcomes, best practices and strategies. Different templates (e.g. portrait/landscape versions) may be developed for various effectiveness studies and for status and trends studies. The RECIPIENT will develop a standard RSMP PowerPoint presentation template for the RSMP Coordinator and all RSMP study contractors to use in presenting their findings. RECIPIENT will develop a flier describing the RSMP. RECIPIENT will develop a quarterly newsletter template for distribution via email and web posting. The RSMP Coordinator will determine which of these products will be reviewed by the advisory committee before being finalized. RECIPIENT will also develop and manage contact lists for email distribution to city and county recipients and others. Work products will include: Brief template(s), Presentation template, Exhibit flier; Email lists: Newsletter template Due 3/15/2017, Estimated Cost \$6,100</p> <p>B: RECIPIENT will use the templates and initial edited material provided by the RSMP Coordinator and study authors to develop 10 briefs or fact sheets describing the key findings of each RSMP study to target audiences. The RSMP Coordinator will determine the order in which these briefs will be developed. One will be developed for each of the three status and trends programs; one for source identification; and the others for individual effectiveness studies. The RSMP Coordinator, SWG Project Manager, and the study authors will review each brief at least once, and perhaps twice, before it is finalized. Due 12/31/17, Estimated Cost \$24,400</p> <p>C: The RECIPIENT will create and edit one 3-5 minute video segment (one-day on-site filming). The rough cut will be reviewed with the advisory committee at AWC. Final video files will be uploaded to YouTube and sent to the RSMP Coordinator. Due 7/31/17 Estimated Cost: \$4,880</p> <p>D: The RECIPIENT will create an outline for a story map/GIS product highlighting RSMP findings and review it with the advisory committee. Due: 10/31/17 Estimated Cost \$2,196</p>		

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**Scope of Work - Additional Tasks: 4 - Implement RSMP marketing and communications**

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E: The RECIPIENT will produce and distribute 4 stand-alone RSMP quarterly newsletters beginning in early 2017 highlighting news and articles using content developed for other project tasks and provided by the RSMP Coordinator and SWG Project Manager. Due Quarterly, Estimated Cost \$5,680

The RECIPIENT will repurpose one piece of content (research brief, video, etc) for inclusion once quarterly in 2017 AWC's electronic newsletter CityVoice, and also provide this content to WSAC. RECIPIENT will write one CityVision magazine article, and submit the same text to be used in the WSAC Insider. Due: Quarterly Estimated Cost \$4,800.

F: RECIPIENT will secure vendor space, develop final exhibits and materials including display banner and 1 page RSMP handout materials (print run of 1,000). Due: 5/15/17. Estimated Cost: \$10,270

**Task Goal Statement**

The first goal of this task is to (based on research findings) share scientific knowledge, recommended action steps, and best practices, in an easy-to-read and understandable way. The second goal of this task is to help target audiences understand the purpose of the RSMP, its relationship to the entity, and the value of the RSMP partnership.

**Task Expected Outcomes**

Increased awareness of RSMP among target audiences.

**Recipient Task Coordinator**

03/31/18

**Deliverables**

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Deliverable #	Description	Due Date	Received? (ECY Use Only)	EIM Study ID	EIM System Link	Latitude	Longitude	Location Address
4.1	List of completed material and final	12/31/2017						

**Scope of Work - Additional Tasks: 4 - Implement RSMP marketing and communications**

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YouTube video link  
in a memo

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**Scope of Work - Additional Tasks: 5 - Plan and host first annual conference to showcase RSMP findings**

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Task Number	5		
Task Title	Plan and host first annual conference to showcase RSMP findings	Task Cost	\$37,245.00*
Task Description	<p>The RSMP will soon have sufficient results and findings to fill a conference session that will be of interest to stormwater program managers, public works directors, elected officials, and other stakeholders. RECIPIENT will help plan and host the first such conference in the spring of. All printed materials will feature the new RSMP brand.</p> <p>A: Copies of contracts with venue and caterer; facilitation and support during conference  RECIPIENT will secure an appropriate venue at a date agreed upon by the RSMP Coordinator and advisory committee members. Participants will be provided morning and afternoon tea/coffee service and light refreshments, and box lunches or a buffet service. It is appropriate to charge each attendee a fee to cover lunch. RECIPIENT will collect and handle participant payments for lunches. Due: 4/30/17, Estimated Cost: \$19,560</p> <p>B: Conference agenda with confirmed list of presenters  RECIPIENT will collect input from the RSMP Coordinator and SWG Project Manager about priorities, agenda and “sequencing” of the day. RECIPIENT will make contacts and coordinate with presenters, confirm of availability for the conference, and handle all arrangements with speakers and poster presenters for the conference. All presenters will be instructed to use RSMP templates and logo.  Due: 4/30/17, Estimated Cost: \$12,855</p> <p>C. Registration announcements, on-line registration service, name badges, and final participant list  RECIPIENT will publish information about, market the conference and manage the entire registration process through participant check-in at the door on the day of the conference.  Due: 5/31/17, Estimated Cost: \$3,000</p> <p>D. Publish final conference materials  RECIPIENT will post (or prepare and organize for efficient posting by another, agreed-upon party) all presentations, handouts, agenda, speaker bios, and participant list on a website agreed to by the RSMP Coordinator and advisory committee.  Due 6/30/17, Estimated Cost: \$1,830</p>		
Task Goal Statement	Plan and host the first Annual RSMP conference.		

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**Scope of Work - Additional Tasks: 5 - Plan and host first annual conference to showcase RSMP findings**

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Task Expected Outcomes                      RSMP results and findings will be shared with stormwater program managers, public works directors, elected officials, and other stakeholders.

Recipient Task Coordinator  
03/31/18

Deliverables

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Deliverable #	Description	Due Date	Received? (ECY Use Only)	EIM Study ID	EIM System Link	Latitude	Longitude	Location Address
5.1	Link to posted conference materials included in quarterly report.	6/30/2017						

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**Scope of Work Summary**

Task Title	Task Cost
Project Administration/Management	\$16,886.00
Establish RSMP brand and marketing/communication plan	\$17,660.00
Evaluate stakeholder knowledge and understanding of the RSMP	\$6,100.00
Implement RSMP marketing and communications	\$58,326.00
Plan and host first annual conference to showcase RSMP findings	\$37,245.00
	\$136,217.00
 Total Eligible Costs (from the General Information Form)	
\$136,217.00	

Screening Checklist

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Select "Followup" to draw attention to anything that either the Fund Coordinator or future Financial or Project Manager need to be aware of.

*	Topic	Checked	Comment	Followup
	Is the application valid?	✓		
	Did the applicant pick the correct Ecology Program?	✓		

Additional Comments

**Ecology Contacts**

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Project Manager

Lubliner Brandi

Authorized Signatory

Billing Contact

**Other recipient signatures on printed agreement**

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When done, click the **SAVE** button

**Ecology Contacts**

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Name	After SAVE, the row will be deleted Title
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