



Shore Friendly Program

Notice of Upcoming Six Year Funding Opportunity



Incentives to Reduce Shoreline Armoring: Grants will be awarded to local “Shore Friendly” eligible organizations in order to initiate new programs or continue existing programs that provide incentives and support to Puget Sound marine shoreline residential landowners. These programs will incentivize landowners to voluntarily remove armoring, forgo armoring, build new homes back further than required, and/or use soft shore alternatives. Programs must target on-the-ground projects with landowners to remove or forgo hard armoring, and strive to produce measurable results in terms of a reduction in armoring.

- **Eligible applicants:** Local, state, and tribal governments; Puget Sound conservation districts; and non-governmental organizations are eligible to apply.
- **Contract award period:** Contracts will be initiated for a six year period. Funding agreements will be awarded every two years (each biennium) based on available funding, with a possibility of supplemental funding annually.
- **Funding awards (2019 - 2021 biennium):** We are seeking proposals that describe base funding needed to efficiently implement Shore Friendly activities, and demonstrate how both minimum and ideal funding levels would complete prioritized activities and produce measurable results. Although the contracts are intended to span a 6 year period, funding may vary depending on Washington State legislative appropriations. \$810,000 (excluding funds set aside for program administration) is recommended in the WA State Governor’s Capital Budget to be available for multiple awards as of the time of this notice. Awards will be distributed to multiple Shore Friendly programs as funding allows. The award amount will depend on its potential impact and geographic extent. A maximum of \$1.72 million¹ was included as part of ESRP’s 2019-2021 capital funding request to support two years of Shore Friendly programs.
- **Match:** *Providing matching resources is not required*, however providing matching resources could improve the overall cost-effectiveness of a proposal. In addition, the intent of this grant opportunity is to benefit Puget Sound beyond the period of grant funding. Project sponsors are expected to demonstrate the organization’s intent and capacity to continue program activities beyond the project period.
- **Timeline:**

MILESTONE	ANTICIPATED DATE
Notice of upcoming grant opportunity	January 7, 2019
Grant opportunity posted	January 31, 2019
Questions due for Q&A document	February 28, 2019
Q&A document posted	Mid – March 2019
Proposals due	April 15, 2019
Announce selected programs	May 2019
Projects start date	July 2019
Projects complete	June 2021

¹ Additionally, the full ESRP funding request would support \$500,000 in small grants, which could include support for parcel-scale shoreline projects identified through Shore Friendly efforts.



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Project Requirements:

- Proposals must integrate the Shore Friendly brand and messaging focused on helping landowners reduce hard shoreline armor while addressing concerns about erosion risk. Co-branding with current programs and local adaptation is allowed. Successful applicants will be provided brand guidelines and sample materials for their use. Please visit ShoreFriendly.org for more information about Shore Friendly.
- Proposals should address how efforts will result in the restoration and protection of ecosystem processes as identified by ESRP and PSNERP [technical reports](#).
- Shore Friendly programs must focus on residential marine shoreline properties along Puget Sound, including Hood Canal and the Strait of Juan de Fuca. Freshwater shoreline properties may not be included.
- Proposals must identify priority segments of the population in the local area to be served, as well as target behaviors and proposed incentive strategies. For example, a Shore Friendly program might target properties with existing hard armor in low erosion areas, and might promote armor removal with technical assistance and cost share opportunities.
- Proposals must demonstrate the likelihood of successfully achieving desired results based upon past work of the proposing organization.

Activities that may be eligible:

- Site-specific landowner incentives including: technical site visits; data analysis and modeling informing restoration design; site-based geotechnical and cultural resource consultations; permit support; engineering designs; construction cost shares for shoreline habitat projects; and vegetation management.
- Capital program administration and reporting.
- Restoration project development for capital grants.

Shore Friendly contacts:

If you are interested in receiving future Shore Friendly announcements and updates, please send an email to jenna.jewett@dfw.wa.gov with your contact information to be added to our list.

For questions related to funding for the Shore Friendly program and the Estuary and Salmon Restoration Program (ESRP), please contact:

Jay Krienitz, ESRP Manager - Washington Department of Fish and Wildlife
(360) 902-2572, jay.krienitz@dfw.wa.gov

For questions related to this notice of intent and the upcoming request for proposals, please contact:

Jenna Jewett, Washington Department of Fish and Wildlife
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