



2012 Request for Proposals

Program Description: The Mid-Atlantic Regional Panel on Aquatic Invasive Species (MAP) is composed of individuals representing federal and state agencies, regional and academic entities, and private environmental groups from the mid-Atlantic region. Details about the member states, district, and the history of the MAP are on our website: <http://www.midatlanticpanel.org/>.

MAP Mission: The mission of the MAP is to assist state and federal agencies and other stakeholders in developing and implementing strategic, coordinated, and action-oriented approaches to preventing and controlling aquatic invasive species (AIS) in the mid-Atlantic region. The driving force behind our mission is to strengthen cooperation, coordination, and communication on AIS issues within the region and beyond.

Call for Proposals Summary: In 2012, the MAP is offering a limited Small Grants Competition to encourage interested groups and individuals to submit proposals for possible funding. This announcement lists Panel priorities and provides information about the format and timetable for submitting proposals. We encourage broad participation from groups and individuals concerned about AIS issues in the mid-Atlantic region. A proposal submission must address an AIS problem.

Full proposals due: April 2, 2012

Program priorities: The following elements are of high priority to the MAP and should be considered in the preparation of proposals:

- Activities that will increase public understanding of and compliance with the prevention and control of AIS
- Clear description of products or other deliverables
- Relevance to the mission and priorities of MAP
- Regional significance
- Substantial in-kind or cash contributions toward the project which can include indirect costs

The MAP membership identified the following activities as high priorities for 2012. This is not an exclusive list and it is in no particular order. Projects that address related topics may also be considered.

1) *Identify and evaluate AIS educational efforts (general public and in schools) in the U.S. and in other countries*

Through increased travel and world trade, the number of AIS introductions continues to increase year by year, and public awareness of the impact from those species is little more than 2%.¹ There have been many AIS educational programs developed to tackle this topic, but relatively few studies to evaluate the effectiveness of such campaigns and develop best practices or recommendations for educational efforts. What successful public educational/awareness efforts are underway in other parts of the world? Has their effectiveness been demonstrated and how? Could they be piloted in the mid-Atlantic region to strengthen public awareness and support to slow AIS introductions?

2) *Develop educational materials for K-12 classroom education*

Control and prevention of AIS requires a major change in human behavior surrounding non-native aquatic species. Mainstreaming AIS education into K-12 classrooms ensures children will learn responsible prevention early in life, and spread this knowledge to their communities. Environmental education in AIS is also a subject that encourages the place-based, problem-solving, field activities that are so important to K-12 education. MAP is interested in the development and implementation of lesson plans, textbook chapters, teacher development training, and other educational materials that reflect the standards set by the States and will broadly reach K-12 students in the mid-Atlantic.

3) *Develop and distribute social marketing products to educate the general public.*

The MAP would like to support the development of creative, innovative, and effective social marketing products for AIS prevention and control in the mid-Atlantic. The MAP is especially interested in coupling these products with an evaluation of their effectiveness in educating and changing the behavior of the public.

4) *Build on current regional efforts in early detection and rapid response*

In early 2009, MAP and Maryland Sea Grant completed a regional rapid response plan with funding from the National Oceanic and Atmospheric Administration. The plan emphasizes an Incident Command System approach to help initiate a synchronized response in the event of a new invasion in a state or watershed in the mid-Atlantic region. For more information visit: http://www.mdsg.umd.edu/images/uploads/siteimages/invasive_species/6_Stopping_the_spread.pdf. Proposals are encouraged that further expand activities to strengthen early detection and rapid response efforts.

5) *Continue to develop vector management strategies for states and the region*

In late 2009, MAP and Maryland Sea Grant held a workshop on vector management as a mechanism to prevent introductions of invasive species. Recommendations from the workshop included improving management of ship fouling and live bait as well as addressing other ship and live trade pathways (<http://www.mdsg.umd.edu/issues/restoration/non-natives/workshop09/>). Proposals are encouraged that develop mechanisms for states and the region to pursue vector management options.

¹ Helmholtz Centre For Environmental Research – UFZ (2009). Invasive Species: Will Europe At Last Unite To Combat Thousands of Alien Invaders? <http://www.sciencedaily.com>

6) *Encourage states to develop and implement AIS management plans*

The MAP recognizes that state management plans can provide a catalyst for state and federal funding and resources. It continues to be interested in funding proposals that contribute to the development and implementation of plans (<http://www.midatlanticpanel.org/ais/mgtplans.htm>).

Funds Available: Up to \$50,000 is available to fund several projects. MAP encourages projects that are in the \$7,000 to \$15,000 range. U.S. Fish and Wildlife Service funds will be administered by the Maryland Sea Grant Program as an award between the grant recipient's institution and Maryland Sea Grant, University of Maryland Center for Environmental Science. Projects that document how the funds can work as "seed money" or to leverage potential future funding are strongly encouraged. Projects that use MAP funds to "add-on" to existing programs and do not specifically address Panel priorities are discouraged.

Project Duration and Award Period: Projects must be completed within two years of the start date. Start dates are flexible as they are contingent upon completion of the processing of individual awards.

Eligibility: Any individuals in federal, state, provincial or local agencies, institutions of higher education, commercial or non-profit organizations, professional, lake, landowner, watershed, tribes, and international organizations are eligible for funding as investigators or cooperators.

Indirect Costs: The MAP looks to support a number of small grants from a variety of institutions and does not allow indirect costs. Indirect cost, however, can be included in project match.

Cost Sharing and Matching: Although no matching funds or cost sharing arrangements are required, demonstration of in-kind, match or leveraging of funds will be considered favorably in the review process.

Consultation: Before submitting a proposal, applicants are encouraged to discuss proposals with their respective MAP state representative. The membership directory can be found at <http://www.midatlanticpanel.org/members/panel.htm>.

Proposal Format: Proposals must include the following information. Sections A) through C) must not exceed a total of six pages. Please include CVs as appendices – these do not count toward the page limit. Please submit all documents as one file (either PDF or MS Word format). Proposals as multiple electronic attachments will not be accepted.

A) Project Summary (1 page maximum)

- 1) Project Lead and Co-Participants
- 2) Organization

- 3) Address, Telephone Number, and E-mail address of Project Lead
- 4) Project Title
- 5) Project Duration
- 6) Project Objectives or a Project Abstract

B) Project Description (2-4 pages)

- 1) *Narrative*: The project narrative should detail the activities that are to be accomplished during the budget period of the project. This description should include specific methods or activities that are proposed to accomplish the objective(s).
- 2) *Benefits or Results Expected*
- 3) *Outreach Plan*: Must explain how the project will connect its findings to the public.
- 4) *Project Timeline*: Include schedule and specific deliverables of the project, such as publications, educational materials, or workshop reports.
- 5) *Previous MAP funding (1-2 paragraphs)*: If you have received Panel funding previously, please include the title and brief description of the project, amount of funding you received from the Panel, project dates, and the project status.

C) Budget and Budget Justification (1-2 pages)

Please use the budget table below and omit a category if you have no costs associated with it. Include any cost share contributions. The Budget Justification must summarize the funding needs for your project and link to the categories in the table. Give a cost analysis for each deliverable you identify in the project design. Describe resource commitments of in-kind donations, funds, and/or volunteers from other groups.

BUDGET			
Category	MAP Request	Match (In kind or Cash)	Total
Personnel (x hours @ hourly rate or % annual effort)			
Fringe Benefits			
Travel			
Equipment			
Supplies			
Contractual			
Construction			
Other			
Total Direct Charges			
Indirect Charges (allowed only as match)			
Total			

D) Appendix

Brief curriculum vitae (1-2 pages) for the project lead and co-participants.

Deadline for Proposal Submission: Proposals are due no later than 5:00 p.m. on April 2, 2012. Please submit proposals electronically in MS Word or PDF format to Lisa_Moss@fws.gov and copy Hession.Megan@epa.gov.

Late submissions will not be accepted, regardless of the circumstances. Therefore, we encourage early submission. Applicants will receive an e-mail acknowledgement of proposal receipt.

Selection Process: Proposals will be evaluated and ranked by MAP members. Projects will be ranked according to their technical merit, relevance to Panel priorities, applicability to the region, expertise of participants, outreach component, and potential for successful completion.

- All proposals will be screened to determine eligibility and whether projects address program priorities.
- All proposals will be reviewed by expert reviewers, which may include MAP members or other experts in the field. Proposals will be evaluated and ranked according to:
 - Technical merit and feasibility
 - Relevance to MAP mission and priorities
 - Outreach and impact potential
 - Applicants' knowledge of the field and previous contributions
- At the Spring MAP meeting, the Panel will assess and revise the rankings as appropriate.
- Based on available funds and requested funding support, the highest ranked project(s) will receive funding.
- Announcement of awards will occur by June of 2012. Projects must be completed within two years of the start date.

Project Deliverables

All project leads must submit progress reports on a semiannual basis prior to MAP meetings and a final report upon project completion.

- Award recipients must submit a detailed statement of work as part of the contracting process.
- MAP reserves the right to divert funds to another project if contracted benchmarks are not completed according to plan.
- If projects that are progressing adequately require additional funds, unspent project funds can be requested if other projects are not completed on time.
- All documents and materials produced under these contracts will be the property of MAP unless other written agreements are in place.
- It is expected that award recipients will present final results upon project completion at a MAP meeting.