



Release Date: August 20, 2025

Patrick Leahy Lake Champlain Basin Program Announcement

Request for Proposals

Creation of Marketing Campaign Materials that Empower Local Organizations to Run Successful “Stormwater Site Assessment Programs” in the Lake Champlain Basin

The Patrick Leahy Lake Champlain Basin Program (“LCBP”), in coordination with the New England Interstate Water Pollution Control Commission (“NEIWPCC”), is pleased to announce a Request for Proposals (RFP) for branding and graphic design services to create marketing campaign materials for the new “Stormwater Site Assessment Program” designed to engage and educate landowners to better manage their properties for clean water, natural resources, biodiversity, ecological and flood resilience, and guide them through the process of capturing and slowing stormwater by connecting them to the information, funding, expertise, and support they need. The successful applicant will propose a project that completes the outputs described according to the required project timeline.

This work will directly support the following objectives of [Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin](#)

III.A.1.a - Support local watershed groups – Grant Programs

III.B.3 - Support implementation of green stormwater infrastructure (GSI) via an Awards/Recognition Program

IV.C - Facilitate changes in behavior and actions of individuals for their communities

Approximately \$30,000 in funding is available to support this project, and it is anticipated that one successful project will be chosen.

This grant opportunity is supported by funds awarded to NEIWPCC by the U.S. Environmental Protection Agency on behalf of the Lake Champlain Basin Program. Proposals should offer a scope that supports work throughout the U.S. portion of the Lake Champlain Basin. All awards are subject to funding availability.

This RFP is available on the Lake Champlain Basin Program website (lcbp.org/grants).

Anticipated Project Timeline

Successful applicants will complete projects according to the following schedule (subject to change)

Proposals due to LCBP	September 19, 2025 at 5:00 PM via Foundant
Award Amounts	Up to \$30,000
Applicants notified of funding decisions	November 2025
Detailed project workplan due	December 2025
Anticipated Project start*	February 2026
Project deliverables and final report due on or before	June 30, 2027

*Work may not begin on the funded tasks of the project until a signed, fully executed agreement is in place with NEIWPCC.

LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.

I. Inquiries and Grant Writing Resources

Please direct all inquiries to:
Lauren Jenness Kneen, Environmental Analyst
Email: ljenness@lcbp.org
Phone: 802-372-0223

Grant writing resources can be found on the [LCBP Grantee Toolkit web page](#).

II. Overview of the Patrick Leahy Lake Champlain Basin Program and NEIWPCC

The Lake Champlain Special Designation Act of 1990 designated the Lake Champlain Basin as a special project area under the Agricultural Conservation Program and established the Lake Champlain Management Conference to publish a pollution prevention, control, and restoration plan for Lake Champlain. Following EPA's approval of the LCBP plan entitled, [Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin](#), the Daniel Patrick Moynihan Lake Champlain Basin Program Act of 2002 established the Lake Champlain Basin Program and authorized EPA to provide support to New York, Vermont, and NEIWPCC for implementation of the

Plan. The Act was reauthorized in 2022, formally renaming the LCBP to the Patrick Leahy Lake Champlain Basin Program and authorizing the Program through 2027.

NEIWPCC was established by an act of the United States Congress which ratified the New England Interstate Water Pollution Control Compact in 1947. NEIWPCC is a regional commission that helps the states of the Northeast preserve and advance water quality. NEIWPCC engages and convenes water quality professionals and other interested parties from New England and New York to collaborate on drinking water, wastewater, and environmental science challenges across shared regions and ecosystems. NEIWPCC has served as the primary program administrator of LCBP and administers the program's personnel, finances, quality management program, and contracts.

In accordance with the Act, LCBP and NEIWPCC work in partnership with EPA, government agencies from New York, Vermont, and Québec, private organizations, local communities, and individuals to coordinate and fund efforts that benefit the Lake Champlain Basin's water quality, fisheries, wetlands, wildlife, recreation, and cultural resources.

III. Grant Category Details and Suggested Activities

The 2022-2024 LCBP-funded project "Unifying Stormwater Technical Assistance Programs for Private Properties in the Lake Champlain Basin" brought together about 20 natural resource practitioners to assess the preexisting suite of residential stormwater outreach, education, and assessment programs located in the Lake Champlain basin to determine ways to work together to be more effective. This group was comprised of representatives from watershed groups, environmental groups, conservation districts, and agencies in New York and Vermont. This funding request is one output of that collaborative work.

The purpose of this funding opportunity is to select a contractor specializing in branding and graphic design services who will work collaboratively with the group of natural resource practitioners to develop the newly unified "Stormwater Site Assessment Program's" branding, marketing, and outreach campaign materials.

The "Stormwater Site Assessment Program" includes an educational and voluntary property assessment protocol (<https://arcg.is/1HH1e00>) designed to increase the installation of non-regulatory stormwater best management practices across the Lake Champlain basin. The program is envisioned to be paired with the Lake Wise and Stream Wise voluntary property assessment programs already in existence.

- Lake Wise: <https://dec.vermont.gov/watershed/lakes-ponds/lakeshores-lake-wise>
- Stream Wise: <https://streamwisechamplain.org/>

The actions of the "Stormwater Site Assessment Program" are designed to increase the education, awareness, and engagement of landowners in learning about land management and its benefits, resulting in a shared sense of stewardship among all

community members and an increase in the implementation of stormwater best practices.

The “Stormwater Site Assessment Program” intends to utilize a social marketing framework in the approach to engage landowners in adopting stormwater best practices over time. The contract recipient of this funding opportunity will be eligible to apply to future grant opportunities supporting “Stormwater Site Assessment Program” group work.

The successful contract recipient will:

- Complete a foundational review of information gathering tasks to understand the development, current conditions, and future vision of the “Stormwater Site Assessment Program”.
- Coordinate and facilitate meetings of the Unifying Stormwater Outreach and Branding Subcommittee and members of an existing email distribution list to solicit feedback and approval of work products.
- Develop the following outputs for the newly unified “Stormwater Site Assessment Program.”
 1. Brand position and statement
 2. Program name and identity
 3. Logo and program graphics
 4. As funding and project timeline allows:
 - Outreach materials including rack card, event toolkit, social media toolkit, materials, etc.
 - Branded assessment protocol guide
 - Branded landowner report template which includes stormwater best management practice recommendations tailored to the specific project site and technical guidance

Please reach out to the contact listed above for guidance regarding eligible activities.

IV. Who may apply

Eligible organizations must be situated and work within the U.S. portion of the Lake Champlain basin, and include:

- Colleges and universities
- Nonprofit organizations
- For-profit companies
- NY Soil and Water and VT Natural Resource Conservation Districts
- Non-federal/non-state government agencies, including municipalities

Ineligible entities include:

- Federal and state agencies
- Organizations based outside the United States

- Individuals and representatives from organizations that participated in the development or review of this RFP and its contents

Partnerships and collaborations

Applicants may submit proposals as part of a collaborative team comprising multiple organizations. However, each application must designate a single organization as the primary applicant. The primary applicant will be responsible for holding and managing the contract and ensuring project compliance.

Important guidelines for current NEIWPCC/LCBP contract holders

To ensure eligibility for additional funding opportunities, applicants currently holding NEIWPCC/LCBP contracts must be in good standing. All outstanding deliverables associated with existing contracts must have been received and accepted by NEIWPCC/LCBP.

Please reach out to the contact listed above for guidance regarding eligible activities.

V. Available funds and match requirements

Funding requests up to \$30,000 will be considered. LCBP anticipates one project will be awarded. The Lake Champlain Steering Committee will ultimately decide the final distribution of available funds.

Applicants may budget costs that are associated with the project as direct expenses, including equipment and infrastructure purchases, personnel costs, travel, project supplies, meeting expenses, and subcontracts. Receipts are required for reimbursement for supplies and professional services totaling \$1,000 or more for each task. Some allocation of project funds for indirect costs also is acceptable (see section VIII). No in-kind or cash match is required, though match will be considered favorably during budget review and may make proposals more competitive.

VI. Appropriate use of funds

LCBP grant funds cannot be used to produce for-profit products or to cover costs associated with regulatory compliance or direct fundraising efforts. Funds awarded from this RFP may not be used for:

- land purchases,
- endowment funds,
- remediation of hazardous waste sites,

- marketing,
- fundraising,
- lobbying, or legislative advocacy of any kind,
- the purchase of food or beverages.

Matching funds applied to an awarded grant also must meet the “Appropriate Use of Funds” criteria described above.

VII. Proposal Evaluation and Selection Criteria

Proposals received in response to this RFP will undergo a confidential external peer review, and will be awarded by the Lake Champlain Steering Committee according to the following criteria:

1. Demonstrated marketing experience, ability to collaborate with stakeholders, and ability to accomplish the tasks and outputs described above (40 points).
2. Planned task schedule to achieve stated goals and work products with clear milestones to meet targeted timeline (25 points)
3. Clarity, conciseness, and adherence to the proposal guidelines (15 points)
4. Appropriateness of budget and budget justification, describing how the awarded funds will be used to produce the set of outputs described above (15 points)
5. Knowledge of the Lake Champlain Basin water quality and stormwater management issues (5 points)

VIII. Summary of Requirements for Selected Applicants

- a. **Workplan:** Successful applicants must submit a detailed project workplan to LCBP. This workplan will be subject to the LCBP approval process before a contract is issued. The workplan describes the project methods, tasks, timeline, outputs, and task-based budget. If a project is selected for funding, LCBP will provide grant recipients with workplan guidance. The approved workplan must be certified by the Authorized Representative of the organization receiving the award before a contract is issued. Payments will only be made for fully completed tasks. Invoices for partially completed tasks will not be accepted.

We strongly encourage all applicants to visit the LCBP website for more information on the LCBP grant process and reporting templates:

<http://www.lcbp.org/about-us/grants-rfps/grant-toolkit/>

- b. **Quality Assurance Project Plans (QAPPs)** are required for all activities involving the:
 - collection,

- generation,
- compilation,
- management,
- analysis,
- evaluation,
- or use of environmental data.

When necessary, the successful applicant will prepare a QAPP as part of the project workplan. It is possible that some grants might not require a QAPP. Please reach out to the contact listed above if you are unsure about the QAPP requirement. The QAPP must be fully approved before any environmental data collection or analysis activities can begin on a project. For projects requiring a QAPP, NEIWPC/LCBP will not pay for any data collection or analysis activities started prior to development and receipt of a fully approved QAPP. The QAPP development and approval process can be quite lengthy (up to 90 days, depending on the size of the project), so please make sure that an appropriate amount of time has been allocated to this step in the project budget and timeline. More information about the LCBP QAPP process can be found at this link: <http://www.lcbp.org/aboutus/grants-rfps/grant-toolkit/qapp/>.

- c. **Reporting:** Successful applicants will prepare and submit brief quarterly reports documenting progress on each objective and task in the project. A final report fully documenting the project results will be required at project completion. When approved, the final report will be edited for content and style in consultation with the successful respondent and may be published as part of the Lake Champlain Basin Program's Technical Report Series, located here: <http://www.lcbp.org/media-center/publications-library/technical-reports/>. Some content of this report may also be used for future LCBP public outreach materials.
- d. **Reporting Metrics:** Effective after the release of the [*2022 Opportunities for Action Lake Champlain Watershed Management Plan \(OFA\)*](#), all LCBP-funded grants must provide standardized reporting metrics within the project workplan and final report. Reporting metrics will be considered preliminary at the application and workplan stages and final at the final report stage of your grant. Reporting metrics will be based on the applicable OFA strategy(ies), grant category, and project type. Personnel time used for reporting metrics is an eligible grant expense. The most up-to-date version of this guidance can be found on the [LCBP Grantee Toolkit web page](#).
- e. **Direct and indirect costs:** Applicants should include budget costs that are associated with the project as direct expenses, such as personnel costs, travel, project supplies (mailings, phone costs, office supplies) etc.

Necessary indirect costs that are not directly attributable to funded activities are subject to the following policy:

- Applicants that do not have a Negotiated Indirect Cost Rate Agreement (NICRA) may charge a maximum indirect rate of 15% of direct costs (*de minimis* rate)
- Applicants (including academic institutions) with a valid NICRA with their cognizant federal agency can charge indirect costs to projects based on their negotiated indirect cost rate and must enclose a current NICRA with the proposed work plan.
- A valid NICRA is one in which the effective period has not expired. Applicants must provide a copy of their valid NICRA with their application for indirect cost reimbursement to be considered. If the effective period of the NICRA has expired but the grantee has documented evidence (via an indirect cost rate proposal) that they have reapplied for a new rate, the expired rate may be accepted.

f. **Procurement of supplies, equipment, and services:** Award recipients are required to follow the small purchase method which is a relatively simple and informal method (procurement procedure) for purchasing supplies, equipment, and services that cost more than \$10,000 and less than \$250,000. This procurement procedure is applicable to proposals submitted in response to this RFP if the primary applicant is not a for-profit organization. The purpose is to ensure fair and open competition for purchases supported with federal funding. If the applicant plans to use LCBP funding to obtain supplies, equipment, or contractual services to complete its proposed workplan, then federal procurement requirements must be followed:

- Procurement of supplies, equipment, and services that do not exceed \$10,000 may be made without soliciting competitive quotes if the price is considered reasonable.
- Procurement of supplies, equipment and services that are greater than \$10,000 and do not cost more than \$250,000 require that the recipient obtain multiple price quotes through a documented competitive process. Good faith efforts to obtain services from disadvantaged business enterprises should also be made, including contacting the small business administration and minority business development agency to inform them about the opportunity for businesses to submit price quotes as part of the competitive process. At least three price quotes for professional services or subcontracted work must be secured. The selected item or service does not need to be the lowest

cost if it does not meet your requirements, or you can otherwise demonstrate that the higher price offers the “best value.” Justification must be provided for the outcome of the bid process. This process may take place prior to the submission of a proposal for LCBP funds, or after notice of award.

- Procurement of supplies, equipment, and services that cost more than \$250,000 are required to follow formal procurement methods described in the US Code of Federal Regulations 2 CFR 200.320 Methods of procurement to be followed, available at this link: <https://www.ecfr.gov/current/title-2/section-200.320>
 - “Equipment” is defined as tangible, non-expendable, personal property having a useful life of more than one year and an acquisition cost of \$10,000 or more per unit. Equipment purchases may require additional information at the time of purchase, an LCBP staff person taking inventory on an annual basis, and disposition instructions from funding source following the completion of the project. For further information, see 2 CFR 200.1 “Equipment”.
- g. **Work product accessibility:** All materials and work products, regardless of physical form or characteristics, produced as a result of this project shall be made available to LCBP, NEIWPCC, and EPA in a suitable file format. LCBP, NEIWPCC, and EPA shall have an unrestricted right to use any materials, software, maps, studies, reports, and other products or data generated using assistance funds or specified to be delivered. The contractor shall not obtain, attempt to obtain, or file for a patent, copyright, trademark or any other interest in any such materials, or work products without the expressed, written consent of LCBP and NEIWPCC, and subject to any other approvals required by state or federal law. Reports and other deliverables will credit LCBP, NEIWPCC, and EPA as funding partners for any work completed under the project contract.
- h. **Geospatial data:** GIS data produced under this project must adhere to the requirements of EPA’s National Geospatial Data Policy (see https://www.epa.gov/sites/default/files/2014-08/documents/national_geospatial_data_policy_0.pdf). Specifically, the selected contractor must provide documentation for all produced data, including source information for each digital data layer (i.e., scale and accuracy, map projection, coordinate system, etc.), and specific information about the data layer itself (i.e., method used, geographic extent of data layer, file format, date of creation, staff contact, description and definition of data fields and their contents, related files, if any, and description of data quality and quality assurance methods used). The EPA Metadata Editor (EME) was developed to simplify and standardize

metadata development and is a recommended tool for streamlining production of required metadata. The EME and related training materials can be downloaded from <https://edg.epa.gov/EME/>. Specific technical guidance on geospatial deliverables and acceptable formats can be found at <https://www.epa.gov/geospatial/epa-region-2-gis-deliverables-guidance>. GIS data produced under this project will be submitted to LCBP as a deliverable.

- i. **Insurance Requirements:** NEIWPCC requires contractors to maintain all necessary policies to cover valid and adequate workers compensation and liability insurance coverage, at their sole expense, for the duration of the awarded project. Contractors must demonstrate compliance with the specified coverage type and amounts.
 - Obligations of the Contractor
 - Proof of insurance coverage must be submitted and maintained for the duration of the project. Requests for policy renewals must be provided in a timely manner. NEIWPCC must be named as the certificate holder.
 - Obtain and maintain, at their sole expense, all necessary insurance policies to cover workers' compensation, general liability, and any other relevant coverage required by NEIWPCC
 - Important Notice
 - There is no guarantee that a contract will be awarded if the submitted insurance coverage does not meet NEIWPCC's requirements.
 - Workers' Compensation Insurance. The policy shall cover the obligations of the Contractor in accordance with the Workers' Compensations Law and Disability Benefits Law covering all operations under the Contract, whether performed by it, or by its subcontractor.
 - Liability and Property Damage Insurance. Unless otherwise specified, each policy shall have limits not less than: \$2,000,000 combined (Bodily Injury & Property Damage); \$3,000,000 aggregate, single limit per occurrence. These limits may be achieved through the combined use of an umbrella policy.
- j. **Subaward requirements:** Subawardees must comply with all requirements and responsibilities of this subaward and with all U.S. EPA General Terms and Conditions under the prime agreement as outlined [at this link](#). Subawardees are required to submit a Subrecipient Risk Assessment Form with their proposal ([see LCBP Grantee Toolkit](#)). This

form includes a requirement to attach an audit in some cases. If a Subawardee fails to submit or complete this form their proposal may be eliminated from consideration.

- k. **UEI Number:** The official entity identifier for doing business with the U.S. Government and NEIWPCC has changed from a DUNS number to a SAM.gov created Unique Entity Identifier (“UEI”) number. The DUNS number is no longer valid. Contractors must register for a UEI through the System for Award Management (SAM) at <https://sam.gov/content/home>. This SAM-generated number is required for all NEIWPCC Contractors as part of the agreement process. Existing NEIWPCC Contractors that have already registered in SAM.gov will be automatically assigned a UEI which will be displayed in SAM.gov. No further action is required.
- l. **Build America, Buy America requirements:** Subawards or contracts awarded more than \$250,000 in funding are subject to the [Build America Buy America Act](#) (BABA) requirements. Under the BABA Act, “none of the funds made available for a Federal financial assistance program for infrastructure... may be obligated for a project unless all of the iron, steel, manufactured products, and construction materials used in the project are produced in the United States.” (Build America, Buy America (BABA) Act, P.L. 117-58, Secs 70911 – 70917).

IX. PROPOSAL SUBMISSION PLATFORM

The Lake Champlain Basin Program uses [Foundant](#), a web-based grant management software platform, to accept responses to Requests for Proposals, to manage the proposal review and award decision process, and to manage awarded projects to conclusion with award recipients.

All Requests for Proposals that are actively accepting proposals can be viewed here: <https://www.grantinterface.com/Process/Apply?urlkey=NEIWPCC>. New applicants must create an account to log in to the Foundant system. Each user will create their own account; the system allows for multiple user accounts per organization. When creating an account, Foundant will also ask for information about the organization. Once the user account is created, the applicant's account will automatically be connected to other accounts with a shared Federal Tax ID (EIN) number. Once the account is created, the user may identify the applicable grant category and begin the proposal submission process. They may also invite partners to assist with the application within Foundant.

Proposals must be submitted in Foundant; email submissions will not be accepted. Please visit Foundant’s [Applicant Tutorial webpage](#) for assistance in creating your individual account, or contact Kerry Crowningshield, LCBP Office Manager, at kcrowningshield@lcbp.org or call 802-372-3213.

A list of the proposal requirements and application questions for this grant opportunity can be viewed below.

2025-2026 Unified Stormwater Marketing Application

Lake Champlain Basin Program

Before You Begin

Please Read and Confirm*

Grant details for this opportunity and the full RFP are available at the [LCBP RFPs webpage](#).

I certify that I have read all of the grant details for this opportunity, including the timeframe for successful projects, additional information and requirements for applicants, and proposal evaluation and selection criteria

Choices

Yes

Please Read and Confirm*

I certify that I have read and understand the NEIWPCC contractual terms and conditions ([Environmental Protection Agency](#) funding) that will be included as part of my award package, should my proposal be awarded for funding. I understand that NEIWPCC generally does not negotiate the agreement or contract templates, except for the work plan and task-based budget.

Choices

Yes

Section 1: General Information

Name of Organization*

Character Limit: 250

Project Title*

Provide a concise and descriptive title for your project, no more than 10 words.
Avoid using your organization's name.

Character Limit: 100

One-Sentence Abstract*

This very brief description of your project should be understandable to a general audience and is how the project will be described during the review process.

Character Limit: 1000

Point of Contact Name*

Individual who will be implementing the grant and be the main point of contact.

Character Limit: 100

Point of Contact Title*

Character Limit: 50

Point of Contact Email Address*

Email address for the point of contact.

Character Limit: 254

Point of Contact Telephone Number*

Phone number for the point of contact.

Character Limit: 20

Authorized Representative Name*

Individual who is authorized to sign the contract.

Character Limit: 100

Authorized Representative Title*

Character Limit: 50

Authorized Representative Email Address*

Character Limit: 254

Authorized Representative Phone Number*

Character Limit: 20

Federal Tax Identification Number*

Also known as FID. Example: 00-0000000

Character Limit: 20

Unique Entity ID*

UEI Number, available on SAM.gov

Character Limit: 20

Total Request Amount*

Please be sure to double check that your budget table **matches your total request amount**, and that amount **doesn't exceed the maximum** before submitting your application.

Character Limit: 20

Non-Federal Match Amount

Total proposed non-federal match amount. No in-kind or non-federal match is required, however non-federal match will be considered favorably during budget review and may make proposals more competitive.

Character Limit: 20

Total Project Cost*

Total LCBP request + non-federal match amount + funds you intend to leverage from other sources, (i.e., additional federal funds, matching funds obligated to another source)

Character Limit: 20

Section 2: Project Location(s)

Address of Organization*

Character Limit: 250

Specify the town(s) of the Lake Champlain Basin where the project will occur***Choices**

This project will reach all towns in New York and Vermont

Specify the county(-ies) of the Lake Champlain Basin where the project will occur***Choices**

This project will reach all counties NY and VT

Specify the HUC8 sub-watershed(s) of the Lake Champlain Basin where the project will occur*

Please refer to [this link](#) for a map of Hydrologic Unit Code 8 (HUC8) sub-watersheds in the Lake Champlain Basin.

Choices

This project will reach all sub-watersheds in the U.S. portion of the Lake Champlain Basin

Section 3: Opportunities for Action Selection

OFA Strategies (select all that apply)*

The *Opportunities for Action* strategies that your proposed project will address are pre-defined. **Please select all strategies below.**

Descriptions for each strategy can be found [at this link](#). More detailed information can be found on pages 34-65 of [Opportunities for Action](#).

Choices

III.A.1

III.B.3

IV.C.1

IV.C.2

IV.C.3

Section 4: Proposal and Supporting Documentation Submission

Please upload your proposal packet here.*

Please ensure you follow the format provided on the following two pages. Also reference the RFP, found on LCBP's [Request for Proposals](#) website.

File Size Limit: 10 MB

Letter of Support #1

You may attach partner and stakeholder letters of support for your proposal. Landowner letters of support are especially encouraged if your project would take place on privately owned land. Letters may be uploaded separately or together in one document.

Please list the name(s) and affiliation(s) of the individual submitting the letter(s) of support.

Character Limit: 100 | File Size Limit: 9 MB

Letter of Support #2

You may attach partner and stakeholder letters of support for your proposal. Landowner letters of support are especially encouraged if your project would take place on privately owned land. Letters may be uploaded separately or together in one document.

Please list the name(s) and affiliation(s) of the individual submitting the letter(s) of support.

Character Limit: 100 | File Size Limit: 9 MB

Letter of Support #3

You may attach partner and stakeholder letters of support for your proposal. Landowner letters of support are especially encouraged if your project would take place on privately owned land. Letters may be uploaded separately or together in one document.

Please list the name(s) and affiliation(s) of the individual submitting the letter(s) of support.

Character Limit: 100 | File Size Limit: 9 MB

CV/Resume(s)

You may attach project team CVs/Resume(s) as one document, if desired.

File Size Limit: 3 MB

Before you submit your application

Please ensure that your application is complete before submitting. Once you hit submit, you will not be able to edit your application.

Proposal format requirements

Proposals should adhere to the following format and should not exceed an 8-page maximum length (font size 12), NOT including budget information, references cited and investigator resumes, supplemental material, and letters of participation or support.

TITLE: Concise and descriptive.

POINT OF CONTACT: Name, position, organization, address, telephone, and email of the person who will be the point of contact.

AUTHORIZED REPRESENTATIVE: Name, position, organization address, telephone, and email of the person who is authorized to sign the contract.

ABSTRACT: Brief description of proposed work.

INTRODUCTION: Overview of the project and what it will accomplish in relation to the RFP.

TASKS: Describe in detail the tasks that will be performed, including methods and approaches.

DELIVERABLES AND OUTPUTS: Detailed description of the items that will be sent to LCBP as documentation of work completed through the award, and the elements of the projects that are not delivered to LCBP, such as outreach efforts. Quarterly progress reports and a final report are required deliverables.

OUTCOMES: Provide a description of the anticipated impact or change in condition (i.e. behavior or environment) that you are trying to achieve through this award. Outcomes may be short-term or long-term.

SCHEDULE: Timeline showing anticipated dates for completion of the major tasks and deliverables and outputs. Work is to be completed within the specified performance period in the RFP.

DETAILED BUDGET JUSTIFICATION: Cost breakdown by major tasks and budget categories (e.g., personnel, supplies), linking costs to specific tasks/deliverables wherever possible. Breakdown should show costs to be covered by the LCBP award and other sources (if applicable), as well as any match amounts and totals. (1 page, not included in the 8-page maximum total for the proposal).

SUPPLEMENTAL MATERIALS (not counted as part of the 8-page limit) may be provided to demonstrate social marketing products delivered or developed by the applicant team for previous opportunities.

EXAMPLE BUDGET SPREADSHEET

Task #	Task title	Personnel	Fringe	Travel	Supplies	Professional services	Indirect costs	Total budget
1			\$ -				\$ -	\$ -
2			\$ -				\$ -	\$ -
3			\$ -				\$ -	\$ -
4			\$ -				\$ -	\$ -
5			\$ -				\$ -	\$ -
6			\$ -				\$ -	\$ -
7			\$ -				\$ -	\$ -
8			\$ -				\$ -	\$ -
9			\$ -				\$ -	\$ -
10			\$ -				\$ -	\$ -
All tasks		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -