

KELP RECOVERY RESEARCH PROGRAM 2020 INFORMATIONAL WEBINAR

March 11, 2020

1:00pm - 2:30pm





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THE INFORMATION IN THIS PRESENTATION IS ACCURATE AS OF MARCH 11, 2020. HOWEVER, THE TIMELINE AND DETAILS OF THE 2020 REQUEST FOR PROPOSALS (RFP) CONTAINED HEREIN ARE SUBJECT TO CHANGE. ANY UPDATES TO THE TIMELINE OR THE RFA WILL BE LISTED ON THE SEA GRANT WEBSITE:

<https://caseagrants.ucsd.edu/grants-and-funding/kelp-recovery-research-program-request-for-proposals>

WE URGE POTENTIAL APPLICANTS TO REFER TO THE RFA ITSELF WHEN PREPARING APPLICATIONS AND NOT SOLELY RELY ON THE INFORMATION IN THIS PRESENTATION.

WEBINAR OBJECTIVES

1. Provide a brief overview of the issue
2. Describe in detail the request for proposals
3. Go over important application components and tips on preparation
4. Answer questions that potential applicants may have

WEBINAR GUIDELINES

- Phone lines muted during presentation
- Ask questions during designated times by:
 - Using the chat dialogue (preferred) **OR**
 - Unmuting yourself by clicking the “mute” icon
- Recording of the presentation will be made available on California Sea Grant website
- Please reserve very specific questions for email (sgproposal@ucsd.edu)

BACKGROUND

California's north coast has recently been impacted by unprecedented declines in bull kelp (*Nereocystis luetkeana*).

California's central and south coasts have been similarly affected by severe declines in giant kelp (*Macrocystis pyrifera*), another foundational kelp species, but these declines have been patchier than those on the north coast.



GUIDING DOCUMENTS

1. Sonoma-Mendocino Bull Kelp Recovery Plan
2. 2018-2021 California Sea Grant Strategic Plan
3. 2020-2025 California Ocean Protection Council Strategic Plan
4. Marine Life Management Act Master Plan, 2018



AWARD INFORMATION

- There is a total of **\$900,000** available for this research solicitation. California Sea Grant will fund **\$600,000** worth of projects and OPC will provide an additional **\$300,000**
- We anticipate funding two to four projects, with a maximum project budget of **\$450,000** per year
- The anticipated start date of these projects is approximately **June 22, 2020**
- The duration of a project request is typically two years, though requests for a one-year award will also be considered



National Park Service



Getty

QUESTIONS?



ELIGIBILITY

- Public agencies, nonprofit corporations, or private entities subject to Public Resources Code Section 35650, as stated in OPC's [Proposition 68 Grant Funding Procedures](#). Projects must benefit the state of California.
- California Sea Grant is the final arbiter of decisions regarding eligibility.

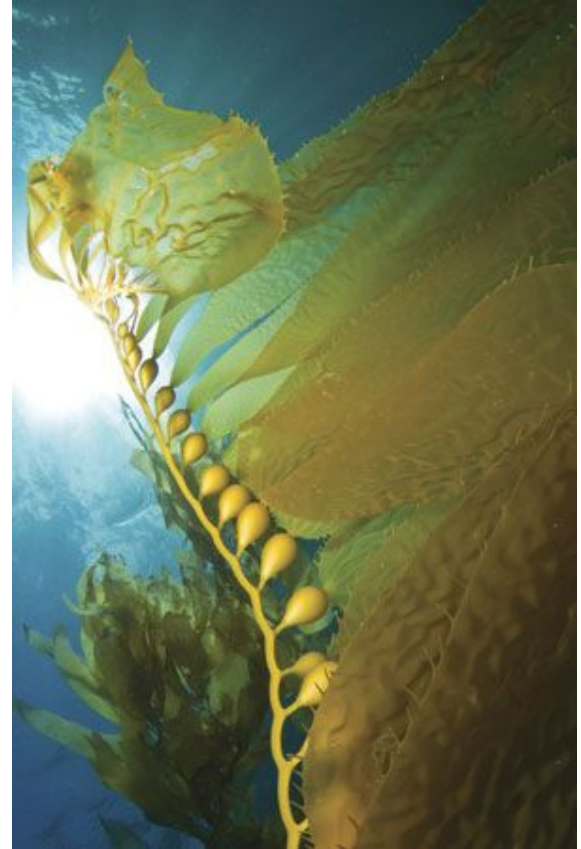
Only applicants who have submitted a letter of intent may submit a full proposal.



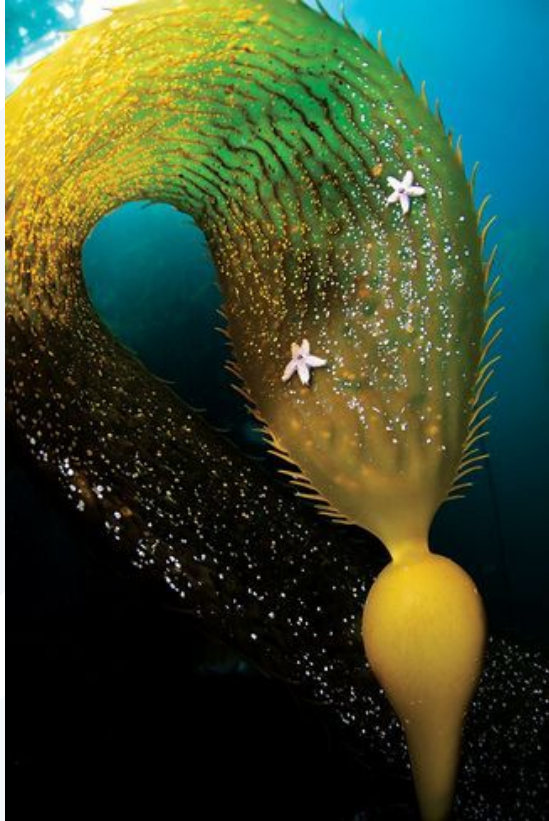
APPLICATION REQUIREMENTS – LETTER OF INTENT

1. Name of applicant and contact information
2. Title of project
3. Brief discussion of the focal topic and approach
4. Permits/CEQA - If permits are required, we ask that this be stated. Ensuring that all permits are properly obtained before research commences is the responsibility of the applicant.
5. Approximate funding to be requested

***DUE MARCH 16, 2020 by 5:00 PM TO
sproposal@ucsd.edu***



REQUIRED APPLICATION ELEMENTS – FULL PROPOSAL



1. Title Page
2. Project Narrative
3. Data Management/Sharing Plan
4. Budget and Budget Justification
5. CVs
6. Current and Pending Support
7. Support Letters (*optional*)
8. Reviewer list

DUE APRIL 27, 2020 by 5:00 PM via eSeaGrant

NOTE: Applicants will not receive access to the full proposal submission portal in eSeaGrant until a few days after the LOI submission deadline.

An underwater photograph of a fish, possibly a rockfish, with a mottled brown and white pattern, swimming through a dense thicket of green and yellow seaweed. The background is a clear blue water.

QUESTIONS?

KEY SELECTION CRITERIA

1. Rationale and Relevance
2. Scientific merit and impact or outreach quality;
3. Innovativeness;
4. Programmatic justification;
5. User relationships; and
6. Qualifications of Investigators



Joe Dovala

REVIEW PROCESS

- Proposals will undergo a structured review process led by California Sea Grant, OPC, and CDFW.
- Review panels will include subject matter experts, scientists, and agency representatives.
- At its discretion, California Sea Grant, OPC, and/or CDFW may request additional review by likely user groups of the research findings or suggest coordination of complementary proposals.
- Projects recommended for funding through this review process will be presented at an Ocean Protection Council meeting on June 19, 2020 for consideration of final approval of awards.

“BIG PICTURE” VIEW OF THE PROPOSAL

- Be Aware of Deadlines! (late proposals cannot be accepted)
- Hook Reviewers Quickly
 - Project Summary and Introduction are THE KEY
- A Great Introduction Structure (Briefly):
 - What’s The Problem And Why Is It Important?
 - What’s Known (Only The Most Important Facts)?
 - What’s Unknown And Why Is It Important To Know It?
 - What Will You Do To Address The Important Unknowns?
 - What QUESTIONS Will You Answer?
 - How will your research be used? Who will use it?



GENERAL TIPS ON PROPOSALS

- Read proposal application instructions CAREFULLY and follow them EXACTLY
- Assume that you are writing for a reviewer in a related field, rather than for an expert directly in your area
- Polish your proposal extensively
 - Well-focused, well-organized
 - Clear
 - Accurate, free of errors (esp. copy/paste, spelling, typos, grammar, budget numbers)
- Successful proposals will be a “a joy to read” and stand out from the competition

COMMON ERRORS

- Proposal does not “fit” with the purpose of the RFP or address priority topic area/s
- Inadequate expertise in the partnership and strength of relationship not identified
- Proposal is too ambitious... promises too much for too little money and/or time, unrealistic
- Not enough detail or unclear research methods; inadequate details to determine likelihood of success
- Obvious that sections are copy/pasted from a different application or written by multiple people

Timeline

March 16, 2020 (5:00 pm PT): Letters of Intent Due

April 27, 2020 (5:00 pm PT): Applications Due

May 2020: Review of Proposals

June 19, 2020: OPC consideration of approval for project funding

On/after June 22, 2020 (approximate) – Projects begin



Ralph Pace

QUESTIONS?

National Park Service



Interested in Applying?

<https://caseagrants.ucsd.edu>

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THANK YOU

