

Guidance for Completing an Application

2020 Behavior Change Grants for Aquatic Invasive Species Prevention

Important information about this grant program:

- This is a reimbursement grant program.
- The maximum award to any grantee is \$5,000.
- Applicant must be a tribal or local government unit.
- **Proposals are due by 4:30 p.m. Central Time on April 17, 2020. Email submissions are encouraged.** If applications are mailed, they must be postmarked by **April 15, 2020**. ~~You may also hand deliver your application on or before April 17, 2020 during normal business hours (8:00 a.m. – 4:30 p.m., Monday – Friday).~~

Submit your application to:

- Tina Fitzgerald, Minnesota Department of Natural Resources, 500 Lafayette Road, Box 25, St. Paul, MN 55155 tina.fitzgerald@state.mn.us
- You will be notified when your proposal is received. If you do not receive a notification within two business days, please contact Tina Fitzgerald (651-259-5146).

Note: On June 30, 2020 the name and address of all applicants, and the amounts requested becomes public. All other data is nonpublic until the negotiation of the grant agreement(s) with the selected grantees is completed. After the application review process is completed, all data (except trade secret data) becomes public. Data created during the evaluation process is nonpublic until the negotiation of the grant agreements with the selected grantees is completed.

Required Application Content

Applications must contain the following information. A [template application \(word document\)](#) is provided for your convenience and can also be found on the [Behavior Change Grants Webpage](#).

1. Applicant Information

- Lead Organization
- County or counties where project will occur
- Project Leader – Name
- Address
- Phone
- Email
- Federal Tax ID for the Lead Organization. *Your organization must have a federal tax ID number in order to be eligible for a grant.*
- Total Grant Funds Requested (maximum = \$5,000)

2. Project Focus

Project may focus on one of the five initiatives listed in the table below. More details can also be found in Appendix A.

Target Audience	Desired Behavior	Strategy
Lakeshore Residents	Dry docks, lifts and associated equipment for 21 days	Partner with lake associations to communicate with residents
Lakeshore Residents	<ul style="list-style-type: none"> Dry docks, lifts and associated equipment for 21 days Remove visible debris from docks, lifts and associated equipment 	Identify and have lake associations promote credible Lake Service Providers
Anglers	<ul style="list-style-type: none"> Dispose of unwanted live bait in the garbage Clean and drain boats 	Partner with fishing clubs and organizations to communicate with participants and members
Anglers	Dispose of unwanted live bait in the garbage	Partner with bait retailers to distribute bait disposal bags
Anglers	Dispose of unwanted live bait in the garbage on-site	Provide designated bait and bait water disposal zones at water access points

Priority will be given to projects that focus on one of the five areas listed above, however, proposals that address other initiatives outlined in the Moving Forward Report are also welcome. One of the following scenarios will occur during the evaluation process, either:

- All proposals within the five focus areas are evaluated. Proposals that do not meet minimum criteria are not awarded funds. The proposal with the highest evaluation points is awarded funds, followed by the second-highest and so on until no funds remain. In this case some proposals may meet minimum requirements but may not be funded because other proposals scored higher. Proposals that address “other” initiatives are not evaluated and are not funded.
OR
- All proposals within the five focus areas are evaluated. Proposals that do not meet minimum criteria are not awarded funds. All proposals that meet minimum criteria are awarded funds. Funds remain. A second round of evaluation is conducted for proposals for “other” initiatives. Of these proposals for “other” initiatives, the proposal with the highest evaluation points is awarded funds, followed by the second-highest and so on until no funds remain.

3. Additional Ranking Criteria

This grant will serve geographically diverse populations of the state by funding proposals in any of the four DNR administrative regions. The following are optional, but priority will be given to proposals that include the following:

- Describe how racial and ethnic communities, including American Indians will lead or be involved in project implementation.
- Describe how racial and ethnic communities, including American Indians will be served by the implementation or outcomes of this project.

- List the additional organization(s) that the lead organization will actively be partnering with to complete this project.
- Describe any previous training (coursework, workshops, etc.) on Community-Based Social Marketing or and/or behavior change programs that staff of the lead organization have completed.
- Describe the amount of additional funds that will be provided by the lead organization or partner organization(s) to complete this project.
- Describe any additional in-kind services that will be provided by the lead organization or partner organization(s) to complete this project.
- If the lead organization has received state grant funds in the past, provide a description of the applicant's history as a state grantee in meeting all grant requirements.

When addressing diversity and inclusion, provide specifics about the individuals and organizations that will be involved or served by the project and how the project will be responsive to the people in those communities. For instance, consider how you might include the following in your proposal:

- Making information available in different languages.
- Engaging cultural leaders.
- Collaborating with racial and ethnic communities, organizations, and governments.
- Collecting demographics.
- Gathering different perspectives from different communities throughout the project.

4. Project Proposal

Proposals must utilize results and follow recommendations outlined in the Moving Forward Report (See Appendix A for details).

After being awarded funds, grantees are encouraged to work with the DNR as they develop, implement and evaluate their projects to ensure that their work can be reimbursed under this grant opportunity. Projects awarded grant funds may have an opportunity to consult with a behavior change expert to ensure activities align with behavior change best practices.

Proposals should include the following information concerning behavior change intervention strategy design and pilot testing.

A. Behavior Change Intervention Strategy

Briefly describe the intervention strategy that will be used to change the target behavior of the target audience. The strategy should directly address the most important previously identified barriers/motivators (see Moving Forward Report). Include a description of the behavior change tool(s) that will be used, a preliminary list of materials to be created, and any permits/permissions that may be needed.

- Example behavior change tools: commitments, social norms, social diffusion, prompts, incentives, convenience, effective communications, etc.
- Example materials and content: graphics, print materials, signage, electronic media, promotional items, infrastructure, equipment, and programs/agendas for events, meetings, workshops, etc.
 - Materials and content must meet [state accessibility standards](#) (technical assistance is available from the DNR if necessary).

B. Evaluation Methodology

Describe how the impact of the behavior change intervention strategy will be evaluated. Include a description of the metrics, methodologies and data tracking tool(s) that will be used to measure both the baseline behaviors and post-intervention behaviors. Baseline data is readily available in the reports from the DNR's CBSM project (Appendix A), but information about other baseline data currently available or collection of new baseline data is also welcome.

- Example measurement methodologies could include, but are not limited to: analysis of existing behavior trends data, focus groups or interviews, observations of the target audience engagement in target behavior(s), and surveys of the target audience.
- Example metrics could include, but are not limited to: costs, number of people/organizations engaged, reported attitudes/awareness/behaviors, commitments collected, observed behaviors, equipment installed, materials distributed, etc.

The DNR can assist grantees with development of metrics, methodologies and data tracking tool(s) as needed. If you are unsure what to include here, simply describe how you will work with the DNR to develop project evaluation criteria.

C. Pilot Test Implementation

Describe how the pilot behavior change intervention strategy will be **delivered to the target audience**. Provide a general outline of the “who, what, when, where, how” of delivering the pilot components. Provide timeframes or sequence of events as appropriate. *For planning purposes, it is expected that the grants will be awarded sometime in May 2020 and must be completed by February 1, 2021.*

5. Budget

Proposer should include a budget that describes project costs. Costs could include but are not limited to: salary and benefits; in-state travel; contracted services; advertising; equipment and supplies; and construction. Reasonable indirect costs in line with federal standards (2CFR200.331 and 200.414) are also acceptable – if you are charging indirect costs please describe how. If applicable, separate activities that will utilize these grant funds from activities that will be covered by additional funds or in-kind services.

Ineligible Expenses

- Fundraising
- Taxes, except sales tax on goods and services
- Lobbyists, political contributions
- Bad debts, late payment fees, finance charges, or contingency funds
- Parking or traffic violations
- Out of state transportation and travel expenses (Minnesota is considered the home state)
- Capital equipment and fixed assets
- Permit, license, or other fees

Reference: Project Deliverables

Projects awarded funds will be required to submit the following deliverables as part of the grant contract. All deliverables must meet [state accessibility standards](#) (technical assistance from the DNR is available if necessary).

Strategy Design Deliverables

1. Copies of all materials including any graphics, print materials, electronic media, promotional items, equipment design specifications, event programs and agendas, etc.
2. A proposed plan for pilot testing including a description of the evaluation metrics, measurement methodologies, and data tracking tool(s).

Pilot Test Implementation Deliverables

1. A description of pilot test challenges and successes. Include discussion on what worked well, what didn't, what you would change and how, and anything you would not do again.
2. Electronic or paper copies of all data tracking tool(s) (e.g. surveys, observations, focus groups, etc.) and all raw data collected.
3. A summary of target behavior change that occurred during the pilot as demonstrated by the baseline and post-intervention data.

Appendix A: Reference Material

Detailed information and full reports concerning the Minnesota DNR Invasive Species Program’s CBSM Project can be found on the [Preventing Aquatic Invasive Species through Behavior Change](#) webpage.

At minimum, applicants should review the [Moving Forward Report \(PDF\)](#). The [Anglers Survey Summary Report \(PDF\)](#) and [Shoreline Residents Survey Report \(PDF\)](#) are also helpful resources. A summary of this information relevant to the project focus areas is also provided below.

Survey Summaries

Two online surveys were conducted concerning (1) Anglers and their use of live bait and boats and (2) shoreline property owners and their movement of previously-owned equipment (docks/lifts). The objectives were to: Establish a baseline of current behaviors; gauge attitudes and awareness; identify barriers and motivators to engaging in desired behaviors; and understand communication and engagement preferences. Results are summarized in the table below.

	Anglers (1,965 responses)	Shoreline residents (1,737 responses)
Awareness	Over 80% reported being moderately to extremely knowledgeable/familiar with the laws and AIS prevention actions.	Over 85% reported being moderately to extremely knowledgeable/familiar with the laws and AIS prevention actions.
Current Behaviors	<p>92% use live bait (worms, minnows, leeches)</p> <p>82% use a boat while fishing</p> <p>Undesirable behavior: 36% have released live bait</p>	<p>96% own docks and 68% own boat lifts</p> <p>28% have previously owned water-related equipment</p> <p>Lack of knowledge:</p> <ul style="list-style-type: none"> • 46% unaware of the 21-day dry law • 35% unaware of the lake service provider program
Barriers	<p>Disposing of Bait:</p> <ul style="list-style-type: none"> • Concerns about odor (39%) or attracting animals (18%) 	<p>Inspect & Remove Visible Debris</p> <ul style="list-style-type: none"> • It is difficult to maneuver or access under the equipment (13%) • I don’t have the equipment I need (10%) <p>Dry Equipment for 21 Days:</p> <ul style="list-style-type: none"> • Buyer wants it right away (15%) or I want it right away (8%)
Motivators	<p>Disposing of Bait:</p> <ul style="list-style-type: none"> • Knowing that I am helping to prevent the spread of invasive species (71%) • Knowing that I am making a positive impact on my community and the environment (61%) • Knowing that it is illegal to release live bait in Minnesota (54%) 	<p>Cleaning and Drying Equipment:</p> <ul style="list-style-type: none"> • Knowing that I am helping to prevent the spread of invasive species (90%) • Knowing that I am making a positive impact on my community and the environment (72%) • Knowing that it is illegal to transport or spread aquatic invasive species in Minnesota (68%)
Preferred Ways to Receive AIS Information	<p>66% at boat launches</p> <p>55% at bait shops</p> <p>48% at fishing piers and fishing access points</p>	<p>79% from lake/homeowner associations or improvement districts</p> <p>41% newsletters</p> <p>39% television</p>
Trusted Sources of AIS Information	<p>92% Minnesota DNR</p> <p>38% Local municipality</p> <p>37% Environmental organizations</p> <p>37% Fishing clubs or organizations</p>	<p>88% Lake associations</p> <p>86% Minnesota DNR</p> <p>57% Environmental organizations</p> <p>52% Local municipality</p>

Potential Strategies: Anglers

The Moving Forward Report includes the following strategies for getting anglers to properly dispose of their unwanted live bait.

- **Partner with Bait Retailers to Jointly Deliver Programs** – Bait retailers are many anglers’ source of live bait. They are an interaction point typically very close to the start of a fishing trip and because of this they can be an extremely important and influential point of contact for anglers as they purchase live bait. Bait retailers offer face-to-face engagement opportunities with anglers at an important decision-point as they purchase bait. Bait retailers can be trained on AIS, appropriate practices, and in delivering components of a behavior change program (e.g. seeking commitments), as well as utilize point of purchase educational materials and prompts. Retailers could be identified as “AIS-Aware”.
- **Partner with Fishing Clubs and Lake Associations** – Similar to bait retailers, fishing clubs/organizations and lake associations are well known, and many can reach local residents effectively through established communication channels.
- **Bait Disposal Bags and Bait Return Bags** – Provide bait disposal bags at time of bait purchase or make available at boat launches/fishing access points with messages to anglers that tell them that unused live bait needs to be disposed of properly. Bags filled with tap water can also be provided at bait shops for anglers that may want to reuse or return unused live bait, along with an explanation of the process to transfer. The “transport” water could also contain an additive such as a minnow holding formula as an extra cue/incentive to swap at the end of the trip. The offer of an extra bag for disposal or for return/reuse is also an opportunity to seek commitments to do either of the desired behaviors.
- **Designated Bait and Bait Water Disposal Zones** – As a visible cue that unused bait and bait water needs to be disposed of properly, designated areas in highly visible spots around boat launches and other fishing locations can be identified. The zones could be just marked areas or include composters. It also provides a location for signage with AIS information, and in particular, the guideline on proper disposal and preservation techniques. These could be implemented in partnership with lake associations, marinas, and other private boat launches.

Potential Strategies: Shoreline Residents

The Moving Forward Report includes the following strategies for getting shoreline residents to remove visible debris from docks/lifts and dry docks/lifts for 21 days before moving them from one water body to another.

- **Partner with Lake Associations to Communicate with Residents** – Lake associations are the highest trusted sources of information for shoreline residents and have established communication channels with residents about their lakes and water issues. These channels can be leveraged to inform residents of the importance of why cleaning and drying equipment is important to the lake and point them to the rules and guidelines. Residents likely do not move equipment often, so occasional reminders through newsletters (e.g. annually) can help them remember that something is needed to be done if they buy or sell equipment.
- **Partner with Lake Associations to Provide Education and Training** – Lake associations are well positioned to host or co-host educational workshops and training on dock and other equipment maintenance, with a component focused on the movement of equipment and associated AIS prevention laws and best practices. However, it is important to ensure that the information is correct. Conservation staff could be tapped to help present this information correctly.
- **Identify and Promote Credible Lake Service Providers (LSPs)** – Encourage lake associations to establish promotional partnerships with local certified LSPs that can help move docks and other equipment. The LSP services address the barrier of not having the necessary tools or ability to clean the visible debris on

the equipment. Having an LSP clean the equipment also provides the motivations of doing the right thing and avoiding the fine if invasive species are transported. Through regular communication the list of recommended LSPs could be shared with shoreline residents.



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