

## Introduction

The Wisconsin Coastal Management Program (WCMP) supports the management, protection, and restoration of Wisconsin's coastal resources, and increases public access to the Great Lakes.

The Wisconsin Department of Administration (DOA) administers WCMP Grants in collaboration with the Wisconsin Coastal Management Council (WCMC) and the Office for Coastal Management (OCM), U.S. Department of Commerce, through funding provided under the Coastal Zone Management Act of 1972.

The following principles guide the WCMP grant program:

1. Coastal management means achieving a balance between natural resource protection, preservation, and economic development.
2. All projects will be environmentally sustainable and respect ecosystem integrity.
3. All projects will protect, restore, or enhance coastal resources.
4. All projects must demonstrate a need for WCMP funding and that no other viable funding source exists.
5. All projects must identify measurable outcomes of the grant as part of the grant application and final report.
6. Community planning and educational projects, where appropriate, are encouraged to serve underrepresented communities and populations.
7. Educational projects that are appropriate for distribution (i.e., studies and curricula) must specify a distribution and marketing strategy.
8. Priority will be given to projects that demonstrate a high relative impact on coastal resources.
9. Any applicant that submits multiple applications must prioritize projects.

## Grant Categories

WCMP Grants are available in five categories. Details are provided on the following pages.

1. Coastal Wetland Protection and Habitat Restoration
2. Nonpoint Source Pollution Control
3. Coastal Resources and Community Planning
4. Great Lakes Education
5. Public Access and Historic Preservation

## Project Location and Project Period

Projects must be located in one or more Wisconsin counties adjacent to Lake Superior or Lake Michigan. WCMP Grants may start no earlier than July 1, 2020 and must complete by June 30, 2021.

## Application and Selection Timeline

Application Webinar (Recorded):	August 2020
Application Deadline:	November 2, 2020
Project Review Committee:	January 2021
WCMC Meeting:	February 2021
Projects Selected:	March 2021
Projects Begin:	July 1, 2021
Project Completion:	June 30, 2022

## How to Apply

1. Read this Request for Proposals (RFP), the Grant Application and Grant Application Instructions at <http://coastal.wisconsin.gov>.
2. Contact WCMP staff to discuss project proposals and application requirements.
3. Download the Grant Application and Grant Application Instructions from the WCMP website. Complete the Grant Application according to the instructions provided.
4. Seven copies of the Grant Application and all attachments that are required to complete the application must be mailed to WCMP, postmarked by November 2, 2020.

Wisconsin Coastal Management Program  
P.O. Box 8944  
Madison, WI 53708-8944

5. The Grant Application form must also be submitted electronically (Microsoft® Word – not .pdf) by email to [coastal@wisconsin.gov](mailto:coastal@wisconsin.gov) or by mailing a flash drive to WCMP postmarked by November 2, 2020. Submission of an electronic version of the Grant Application by email does not replace the requirement to mail the seven copies of the Grant Application paper form by November 2, 2020.

## Application Webinar (Recorded)

A recorded presentation will be made available and posted at <http://coastal.wisconsin.gov>. For more information please contact staff directly or at [coastal@wisconsin.gov](mailto:coastal@wisconsin.gov).

## Review Process

Following an eligibility review by WCMP staff, a panel of technical reviewers for each grant category (nonpoint, public access, etc.) reviews proposals, provides comments, and assigns points using the evaluation criteria.

WCMP staff will use technical scores to compare projects within the same grant category. Staff recommendations are further based on consideration of reviewer comments, an applicant's past performance, and a balanced allocation of limited grant funds among fifteen coastal counties and five grant categories.

Applicants are invited to make brief presentations to a Project Selection Committee consisting of WCMC members and WCMP staff in January 2021. The full WCMC will make funding recommendations at its February 2021 meeting. The recommendations will include a list of projects subject to changes in available funding. DOA will select final projects in March 2021 once final program funding is determined.

## Project Evaluation Criteria

All project types are important and will be considered equally. Scoring will give greatest weight to impact on coastal resources:

- Impact on Coasts 0-15 points
- Methods 0-5 points
- Budget 0-5 points
- Timetable 0-5 points

A bonus point system encourages applicants to develop creative proposals. Applications that address the following objectives are eligible for bonus points:

- Build partnership alliances with other organizations or agencies: 0-5 points
- Develop exceptional marketing, outreach or education strategies: 0-2 points
- Encourage coast-wide projects: 0-2 points
- Engage underrepresented communities: 0-2 points

---

## Overview

The WCMP will make available approximately \$1.5 million of WCMP Grants for:

- Coastal wetland protection and habitat restoration
- Nonpoint source pollution control
- Coastal resource and community planning
- Great Lakes education
- Public access and historic preservation projects.

Applicants requesting more than \$100,000 should contact the Wisconsin Coastal Management Program to discuss their proposal.

WCMP Grant projects totaling \$60,000 or less require a 50% match. Projects with a total budget larger than \$60,000 require a 60% match.

Match may be in-kind, cash, or a combination of the two. Applicants must certify that they can supply the required match. Match cannot be federal funds except for tribal "self-sufficiency" grants. Local money spent before the grant is awarded cannot be considered as match, including expenses incurred in preparing this application, preliminary engineering reports, etc.

Eligible applicants are local units of governments, state agencies, colleges and universities, school districts, regional planning commissions serving coastal areas, tribal units of government and private, nonprofit organizations. (Special eligibility requirements for land acquisition, habitat restoration, and public access projects are noted below.)

For more information, please refer to the Grant Application Instructions available at <http://coastal.wisconsin.gov>.

### **Coastal Wetland Protection and Habitat Restoration**

Wetlands enhance water quality, wildlife habitat, recreational opportunities and flood control. Protection and restoration of coastal wetland and upland habitat supports effective management of coastal resources. The WCMP grant program will protect and restore sensitive natural resources, including wetlands. The following principles guide the selection and eligibility of projects in this category:

1. Restoration must be done on publicly owned land or land where public access can be assured. Only governmental entities may apply for habitat restoration funding.
2. The program will strengthen the capacity of local governments to undertake effective coastal habitat management and protection.
3. Project review criteria will favor restorations that have an impact on Great Lakes water quality and/or enhancement of wildlife or fisheries.
4. Wetland restoration projects cannot create a wetland where none previously existed.
5. The project may not be the result of a permit condition or other regulatory action.
6. The project must make a strong effort toward restoring or managing diversity in wetland and upland plant communities (e.g. a “high quality” restoration).
7. The restoration project must be designed to be permanent and actively maintained for at least five years.

### **Nonpoint Source Pollution Control**

Nonpoint source pollution is a leading contributor to water quality problems on the Great Lakes coasts. The purpose of the nonpoint pollution control grants program is to address pollution arising from multiple and diffuse sources and their impacts. The following principles guide the selection and eligibility of nonpoint source pollution control projects:

1. The project must improve the coordination of activities undertaken by federal, state and local governments to control nonpoint source pollution.
2. The project must strengthen the capacity of local governments to undertake effective coastal management to control nonpoint source pollution.
3. The project may not be the result of a permit condition or other regulatory action.
4. The project must be designed to be permanent and actively maintained for at least five years. A maintenance plan must be included.
5. The project must have an outreach and education component to generate awareness.

### **Coastal Resource and Community Planning**

Land use conflicts and the protection of coastal resources affect the quality of life for all residents, businesses and visitors. The WCMP grant program encourages local governments to protect coastal resources using comprehensive planning as described in §66.1001, Wis. Stats. Eligible projects include developing and updating elements of comprehensive plans, waterfront plans, all-hazards mitigation plans, and resource management plans, including plans that address sustainable water use. Plan implementation through ordinance development is also eligible. Projects that are initiated to meet regulatory requirements (including required updates to comprehensive plans) must demonstrate that additional activities will be completed, or topics addressed, through WCMP funding that would not otherwise be accomplished. The WCMP grant program encourages eligible projects that will serve underrepresented communities. The following principles guide the selection and eligibility of coastal planning projects:

1. Projects must protect coastal resources.
2. Natural hazard planning and implementing projects are encouraged.
3. Projects will emphasize the importance of public participation in the planning process.
4. The program encourages communities to adopt the comprehensive planning goals listed in §1.13 and §16.965, Wis. Stats.
5. Proposals that benefit underrepresented communities are encouraged.
6. Priority will be given to proposals that combine coastal resource protection and economic development including plans that address water conservation, sustainable water use, and changes in lake levels, such as a lakefront revitalization master plan or plan update.
7. Projects must be integrated with the local comprehensive plan.

### **Great Lakes Education**

The purpose of this grant category is to promote greater awareness about the Great Lakes, improve environmental literacy and engage stakeholders on coastal resources stewardship. Eligible education projects include workshops, training, experiential education, curriculum development and other innovative public outreach efforts. The following principles guide the selection and eligibility of coastal education projects:

1. Projects must support public information and education efforts that address coastal issues of regional importance.

2. Projects that benefit underrepresented communities are encouraged.
  3. Projects must be sustainable beyond the term of the grant.
  4. Projects must identify the audience targeted, and the intended outcome.
  5. Preference will be given to projects:
    - With a focus on sustainable use and management of coastal resources, nonpoint pollution/water quality, watershed management principles and invasive species.
    - That can be replicated by other organizations and agencies.
    - That incorporate a media or public relations plan.
    - That incorporate an evaluation plan with clear expectations of measurable results.
- Public Access and Historic Preservation**
- The WCMP grant program may fund low-cost construction projects such as parks, recreational trails, walkways, piers, viewing decks, fishing piers, historic building restorations, coastal land acquisition and other public access facilities. The following principles guide the selection and eligibility of public access and historic preservation projects:
1. Construction must be done on publicly-owned land or land where public access can be assured. Only governmental entities may apply for public access and historic preservation funding.
  2. All public access and historic preservation projects must have a direct relationship to the Great Lakes.
  3. Projects must be open to the public on an equal basis and for direct use with no membership fee or reservation required. If a project is part of a revenue-producing enterprise, a minimum fee may be charged for use provided it is devoted to maintenance, and no advance reservation is required. (An example of this situation would be a fee paid for the use of a boat ramp).
  4. Construction projects must be designed to comply with the Architectural Barriers Act of 1968 (P.L. 90-480) and with the Americans with Disabilities Act of 1990.
  5. Fee-simple acquisitions are preferred, but easements and other less-than-fee-simple acquisitions will be considered. Only governmental entities may apply for land acquisition funding.
  6. Projects must include an educational or resource protection component.
  7. Funds may not be used for maintenance projects of any kind.
  8. Projects that are not eligible include harbor dredging, warehouse demolition, breakwater construction, constructing an erosion-control structure, building marinas and improvements to buildings for rental and lodging.
  9. Funds may be used to purchase materials and pay labor and management costs for construction. Wages for implementation of the project must comply with the Davis Bacon Act.
  10. Preference will be given to projects:
    - That demonstrate creative or innovative means to provide public access to the waterfront.
    - That incorporate sustainable building practices (through LEED® certification, for example) and “green infrastructure” that reduces stormwater runoff.
    - That are part of an adopted waterfront or public access development plan that incorporates planning for lake level changes.
  11. Projects must be designed to be permanent (20 year minimum lifespan) and include a maintenance and operations plan.

---

## Questions?

Please direct questions to the following WCMP staff:

Mike Friis, (608) 267-7982  
[michael.friis@wisconsin.gov](mailto:michael.friis@wisconsin.gov)

Kate Angel, (608) 267-7988  
[kathleen.angel@wisconsin.gov](mailto:kathleen.angel@wisconsin.gov)

Todd Breiby, (608) 261-6349  
[todd.breiby@wisconsin.gov](mailto:todd.breiby@wisconsin.gov)

Lauren Leckwee, (608) 267-2125  
[Lauren.Leckwee@wisconsin.gov](mailto:Lauren.Leckwee@wisconsin.gov)