



CONTRACT AMENDMENT

TITLE: Regreen Everett Behavior Change Campaign

WDFW NUMBER: 23-23154 (Original)

AMENDMENT NUMBER: 2 (25-28801)

CONTRACTOR: City of Everett

AMENDMENT VALUE: \$0.00

AMENDMENT EFFECTIVE DATE:
11/01/2025

Regardless Date of Execution

CONTRACT END DATE:
06/30/2027

The above-referenced Contract between the State of Washington, Department of Fish and Wildlife (WDFW); and City of Everett is hereby amended as follows:

- This project requested a no-cost amendment.
- The scope has increased with new additional deliverables; reallocating funds from completed tasks and distributing those funds throughout three other tasks to support successfully achieving the subaward goals, which is reflected in the updated budget and in the budget numbers in the attached Statement of Work.
- Effective date of the Amendment #2 is November 01, 2025
- Grant period end date is moved to June 30, 2027.

All other terms and conditions of this Contract remain in full force and effect.

THIS AMENDMENT is executed by the persons signing below, who warrant that they have the authority to execute this Amendment.

CITY OF EVERETT

Signed by:

Cassie Franklin 1/22/2026 | 7:53 AM PST
04EE4EF93E7A440...

Cassie Franklin, Mayor

Approved as to Form:

APPROVED AS TO FORM
OFFICE OF THE CITY ATTORNEY 1/21/2026 | 3:42 PM PST
F00D83ECFD8341B...

Tim Benedict, Deputy City Attorney

Attest:

Marista Jones 1/22/2026 | 10:31 AM PST
B450DD600B27461...
City Clerk

WASHINGTON DEPARTMENT OF FISH AND WILDLIFE

Signed by:

Marla Clary 1/27/2026 | 10:30 AM PST
C2E1C7B94ABE417...

Signature and Date

Marla Clary

Federal Grant Manager

Printed Name and Title

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Attachment D

STATEMENT OF WORK

Amendment # 2 – 25-8801

Regreen Everett Behavior Change Campaign

Subrecipient Organization:	City of Everett
Investment Priority:	Behavior Change
Action Agenda Strategy:	Strategy #1 Smart Growth, Action #2 Reduce barriers to infill and redevelopment in high-growth areas
Implementation Strategy alignment:	Land Development and Cover
Subaward Coalition:	Snohomish Conservation District
Subrecipient Contacts:	
Grant Manager:	Apryl Hynes, ahynes@everettwa.gov , 425 257-8992 3200 Cedar St., Everett, WA 98201
Grant Admin:	Shaun Bridge, sbridge@everettwa.gov , 425-257-8823, 3200 Cedar St. Everett WA, 98201
Fiscal Office:	Tatiana Sarmiento, tsarmiento@everettwa.gov , 425-257-8744, 3200 Cedar St. Everett WA, 98201
Signatory Authority:	Cassie Franklin, cfranklin@everettwa.gov , 425-257-7112, 3200 Cedar St. Everett WA, 98201
Habitat Strategic Initiative Lead (HSIL) Contacts:	
Subaward Manager:	Damari Peralez-Long damari.peralez-long@dfw.wa.gov , 564-233-9813 1111 Washington St. SE Olympia, WA 98504
Subaward Admin email:	nep.grants@dfw.wa.gov
Effective Date:	August 1, 2023
Amendment 1 Effective Date:	January 15, 2024
Amendment 2 Effective Date:	January, 15, 2026
Expiration Date:	June 30, 2027
Not to Exceed:	\$ 440,015



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OVERVIEW

This project will engage urban property owners at the headwaters of Lake Washington (Sammamish River Watershed) to increase vegetation in riparian management zones in two city of Everett basins, Swamp and North creek thereby improving water quality and watershed resilience to climate change. These basins were evaluated using a prioritization tool called FutureShed, which ranks each basin, from most impaired due to impervious area to least impaired by impervious area. The analysis showed both basins have the highest impairment levels and best potential for improvement through developing underutilized lands and road retrofits. The City's PROS (Parks, Recreation and Open Space) plan also identified Swamp and North creek as having less than twenty-five percent tree canopy and higher contingents of vulnerable populations that need resources, opportunity and investment to help connect them to green and natural spaces. The WRIA 8 Chinook Salmon Conservation Plan (2005) and the WRIA 8 10-Year Update of the Salmon Conservation Plan (2017) identified riparian planting and streamside landowner outreach and education about riparian stewardship and BMP implementation as key implementation strategies needed to protect and increase watershed resilience to climate change. This project will design and implement an urban stream regreen campaign, working with individual property owners in riparian management zones to increase plantings. The initial phase will identify and solicit input from property owners and local stakeholders to ascertain the barriers, benefits, and motivators to adopting this practice, which will then inform the campaign's design elements. After the initial pilot is evaluated, a year 2 launch will work to increase reach and larger contiguous clusters (or regreen clusters) in areas where property owners initially took advantage of the pilot.

Under the Land Development & Cover habitat implementation strategy to reduce barriers to infill and redevelopment in UGAs, there is a key opportunity in the Action Agenda to "improve the well-being of people living in high-growth areas by clearly defining needs for and increasing access to green spaces". This project makes progress towards this outcome by increasing people's connection to nature, plants, trees, and water in their own backyards. Environmental justice priorities are addressed by targeting two specific basins within the city of Everett that have been shown to have the following combined environmental and demographic indicators:

- High population density
- High density of People of Color
- Low median income
- Little to no immediate access to a park or a trail
- Prevalence of "heat islands" or areas with high impervious surfaces, coupled with a lack of tree canopy
- Close proximity to heavy traffic roads which impact local air quality and other environmental health factors
- Less than twenty percent tree canopy

Given that this is a behavior change campaign, time will be spent on outreach and stakeholder questionnaires to identify the barriers, challenges and opportunities this community (or audience) has to this specific behavior. Information collection through questionnaires will not be funded through this subaward (i.e. will be conducted with non-EPA funds). Once these barriers are identified, social marketing principles will be engaged to design an incentivized approach that addresses, or all together removes, some of the possible barriers to action. By utilizing private property owners who live within riparian management zones, we hope to provide the first of many solutions that can start to make a difference to some of the environmental factors or disparities within North and Swamp creek - to take a step towards working collaboratively to build healthy, sustainable communities.

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GOALS & MEASURABLE OBJECTIVES

The goal of this project is to incorporate social marketing principles to strategically address local stream water quality degradation and elevate the wellbeing of its residents living in high-growth areas by pinpointing opportunities where property owners can restore riparian areas. The key objective is to design a campaign that addresses the motivations and barriers this audience may have to implementing habitat protection on their property. Once the pilot campaign is executed, the effectiveness of the incentive-based pilot will be evaluated and then modified with the goal of increasing participation the following year. This secondary effort will enhance the campaign's reach by not only retaining previous successful campaign elements but amplifying the momentum from word-of-mouth and neighborhood visibility of the pilot campaign. This will improve the likelihood of contiguous tree canopy and vegetation along multiple, clustered properties in riparian areas of North and Swamp creek.

The desired outputs for this campaign include:

- A successful pilot campaign that identifies and addresses at least some of the barriers and motivators to property owners installing and planting trees on their properties.
- Amplified participation in the second year of the campaign to increase clustering of riparian buffering.
- Increased vegetation in North and Swamp creek riparian management zone.
- Expanded tree canopy and riparian forest cover in local urban streams.

The desired outcomes for this campaign include:

- Reduced water quality concerns.
- Increased government engagement in overburdened communities.
- Improved community engagement with local water quality issues.
- Increased watershed resilience to impacts from climate change including stream flow and water temperature.

TASKS & DELIVERABLES

The City of Everett (hereafter referred to as the subrecipient) will manage all project components, including but not limited to subcontract(s), invoice submission, budget, and deliverable completion and submission. The subrecipient will submit deliverables and invoices to the Habitat Strategic Initiative Lead (HSIL) subaward manager. Deliverables and invoice submission procedures are described in the [HSIL Subrecipient Manual](#).

The following are tasks, deliverables, and target completion dates associated with this this subaward:

TASK 1. Project Development

This task must be completed before initiating any other work under this subaward. **Work completed on other tasks prior to completion of Task 1 may be ineligible for reimbursement.**

1.1 DEVELOP PROJECT PLAN

The subrecipient will complete the project plan template describing the work necessary to achieve the subaward deliverables. The template includes a timeline, workplan, budget, project success measures, and storytelling metrics. The Habitat Implementation Strategy (IS) lead and subaward manager will have the opportunity to provide input on the template and establish mutual expectations. The template provides the framework for quarterly reporting (Task 2.1) and clear communication between the HSIL and the subrecipient.

1.2 CULTURAL RESOURCE REVIEW

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HSIL facilitates the review of projects for potential impacts to cultural resources, except as those listed below.

State or Federally Managed Lands.

Cultural resources compliance for projects implemented on state or federally owned or managed lands will be the responsibility of the land managing agency, regardless of subrecipient.

Prior to ground disturbing work or alteration of a potentially historic or culturally significant structure, or release of final payments on an acquisition, the subrecipient must provide HSIL documentation from the state or federal land managing agency's cultural resources responsible official demonstrating compliance with all applicable cultural resource laws and regulations.

The subrecipient shall follow HSIL guidance and directives to assist it with such review as may apply. The subrecipient will work with the HSIL subaward manager to fulfill cultural resource review requirements. Costs associated with project review and evaluation of archeology and cultural resources are eligible for reimbursement under this agreement. Costs that exceed the budget grant amount shall be the responsibility of the subrecipient.

Task 5 may not begin until the required consultation and review processes and documentation have been approved by the HSIL in coordination with the WDFW Cultural Resources Division.

No work shall commence in the project area until the HSIL has provided a notice of cultural resources completion. The HSIL may require on-site monitoring for impacts to cultural resources during any demolition, construction, land clearing, restoration, or repair work, and may direct that work stop to minimize, mitigate, or avoid impacts to cultural resource impacts or concerns. All cultural resources requirements for non-ground disturbing projects (such as acquisition or planning projects) must be met prior to final reimbursement.

At all times, the subrecipient shall take reasonable action to avoid, minimize, or mitigate adverse effects to cultural resources in the project area, and comply with any HSIL direction to manage adverse effects such as project re-design, relocation, or mitigation.

All federal or state cultural resources requirements under Governor's Executive Order 21-02 and the National Historic Preservation Act, and the State Environmental Policy Act and the National Environmental Policy Act, and any local laws that may apply, must be completed prior to the start of any work on the project site. The subrecipient must agree to indemnify and hold harmless the State of Washington in relation to any claim related to historical or cultural artifacts discovered, disturbed, or damaged due to the project funded under this Agreement.

Subrecipient shall comply with RCW 27.53, RCW 27.44.055, and RCW 68.50.645, and all other applicable local, state, and federal laws protecting cultural resources and human remains.

HSIL retains the right to terminate a project due to anticipated or actual impacts to cultural resources.

INADVERTENT DISCOVERY PLAN

Using the WDFW-provided template, the subrecipient will adopt an Inadvertent Discovery Plan (IDP). If subrecipients would like to use a template used by their organization, they will work with the HSIL Subaward Manager to ensure the

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template contains all information required by WDFW Cultural Resources Division. Subrecipients are required to keep a copy of the IDP at all the project sites at all times.

If any archaeological or historic resources are found while conducting work under this Agreement, the subrecipient shall immediately stop work and notify:

HSIL/WDFW: HSIL Subaward Manager

DAHP: Dr. Lance Wollwage - 360-586-3064

HSIL/WDFW will contact any affected Tribe. Immediately stop any activity that may cause further disturbance to the archeological or historic resources.

If ground disturbing activities encounter human skeletal remains during construction, then all activity will cease that may cause further disturbance to those remains. The area of the find will be secured and protected from further disturbance until the State provides notice to proceed. The finding of human skeletal remains will be reported to the county medical examiner/coroner and local law enforcement in the most expeditious manner possible. The remains will not be touched, moved, or further disturbed. The county medical examiner/coroner will assume jurisdiction over the human skeletal remains and make a determination of whether those remains are forensic or non-forensic. If the county medical examiner/coroner determines the remains are non-forensic, then they will report that finding to the Department of Archaeology and Historic Preservation (DAHP) who will then take jurisdiction over the remains. The DAHP will notify any appropriate cemeteries and all affected tribes of the find. The State Physical Anthropologist will make a determination of whether the remains are Indian or Non-Indian and report that finding to any appropriate cemeteries and the affected tribes. The DAHP will then handle all consultation with the affected parties as to the future preservation, excavation, and disposition of the remains (RCWs 68.50.645, 27.44.055, and 68.60.055).

INADVERTENT DISCOVERY PLAN TRAINING

Subrecipient will take an IDP training from a resource approved by the HSIL subaward manager. Subrecipient will submit documentation via email of IDP training completion including the type of training (in-person or virtual), the provider of training, training date, and staff trained.

Additional Cultural Resources Review and Consultation upon Work Zone Identification

When specific project "work zones" are identified,

1) HSIL will require the subrecipient to provide written documentation that project review and consultation has occurred as provided for in applicable local, state, and federal laws and regulations and that no adverse impacts/effects have been identified or agreement to mitigation has been reached. This documentation will be provided by a person meeting the Secretary of the Interior's qualifications for professional archaeologist and approved by the WDFW Cultural Resources Division.

- OR -

2) HSIL will continue consultation to identify whether any archaeological or historic archaeological site, historic building/structure or traditional/sacred place studies are needed before a project may proceed, as provided in EO 21-02. The subrecipient may need to provide supplemental information may include maps, monitoring, surveys, or other requirements contingent on consultation with tribes and the Department of Archaeology and Historic Preservation (DAHP).

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The following process will be followed:

- i. The subrecipient will submit the WDFW Cultural Resources Intake Form and provide a map or shapefile (polygons) of the project location(s).
- ii. Additionally, the subrecipient may provide written documentation that project review and consultation has occurred as provided for in applicable local, state, and federal laws and regulations and that no adverse impacts/effects have been identified or agreement on mitigation has been reached
- iii. WDFW will review the information submitted in (i) and (ii) and make one of the following determinations:
 - a. Subrecipient has provided sufficient documentation per (i) and (ii) may proceed or,
 - b. Project-specific consultation should be initiated with a specific supplementation information recommendation.
- iv. If a project-specific consultation is recommended, HSIL will initiate a project-specific consultation with the affected Tribes and Department of Archeological and Historic Preservation.
- v. Following the initial consultation, HSIL will confirm with subrecipient the required supplemental information required as deliverables under this Task.
- vi. Require supplemental information will be provided to HSIL for WDFW approval and communication to consulting parties.
- vii. Work may begin on related tasks when HSIL provides a notice to proceed.

SUMMARY OF TASK 1 DELIVERABLES -

Deliverable Number	Deliverable	Target Completion Date
1.1	Project Plan	October 10, 2023
1.2a	Completed Inadvertent Discovery Plan for non-ground disturbing work	April 10, 2024
1.2b	Documentation via email of IDP training completion	January 10, 2024
1.2c-i	WDFW Cultural Resources Intake Form and initial map or shape file (polygons) of project locations	July 10, 2024
1.2c-i	Map of individual project locations	October 10, 2025 October 10, 2026
1.2c-ii	Written documentation that project review and consultation has occurred	October 10, 2025 October 10, 2026
1.2c-iii	Supplementation information to be specified	January 10, 2026

TOTAL ESTIMATED COST FOR TASK 1: \$15,940

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TASK 2. Project Administration and Reporting

Task 2 describes project administrative and reporting requirements. The subrecipient will refer to and comply with all underlying state and federal terms and conditions.

2.1 PROGRESS REPORTING AND INVOICING

The subrecipient will submit quarterly progress reports by the specified target completion dates to the subaward manager as described in the [HSIL Subrecipient Manual](#).

Quarterly reporting periods are:

Quarter 1 reporting period:	January 1 – March 31	Due April 10th
Quarter 2 reporting period:	April 1 – June 30	Due July 10th
Quarter 3 reporting period:	July 1 – September 30	Due October 10th
Quarter 4 reporting period:	October 1 – December 31	Due January 10th

Progress reports shall include:

- A description of:
 - Work completed for each task/deliverable during the reporting period, including what deliverables were completed and submitted during the reporting period.
 - Success measures or storytelling metrics completed during the reporting period.
 - Status updates for ongoing project tasks.
 - Challenges affecting task-specific or overall project completion date(s), scope of work, or costs.

The subrecipient will submit invoices at least quarterly, but no more frequently than monthly.

2.2 MINORITY BUSINESS ENTERPRISE/WOMEN BUSINESS ENTERPRISE AND VETERAN-OWNED BUSINESS (MWBE-VOB) REPORTING

Subrecipients will submit MBE/WBE utilization reports each year as required by EPA terms and conditions included in this contract. Reports will be in the format described in the [HSIL Subrecipient Manual](#) and will include all qualifying purchases or will clarify that no qualifying purchases were made. MBE/WBE reporting periods are from October 1 to September 30 annually. Reports are due to the subaward manager 15 calendar days after the end of each reporting period.

2.4 CONTRACTS AND SUBAWARDS

The subrecipient will pass-through funds through subawards to applicant coalition partners (Snohomish Conservation District) to achieve the goals of this subaward. The subrecipient will provide copies of the final pass-through agreement.

2.5 CLOSE-OUT FORM IN SMARTSIMPLE

The subrecipient will complete a final Close-out report using an HSIL provided template. The Close-out report will summarize methods, results, analyses, lessons learned, success of achieving success measures and recommendations for future work.

2.6 CLOSE-OUT REPORT

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The subrecipient will complete a final Close-out form using an HSIL provided template generated in SmartSimple. The Close-out form is intended to be an internal HSIL administrative report to document the successful completion of the project by the subrecipient.

SUMMARY OF TASK 2 DELIVERABLES -

Deliverable Number	Deliverable	Target Completion Date
2.1	Quarterly progress reporting, including update on undergrad student work. (Quarter 1) (Quarter 2) (Quarter 3) (Quarter 4)	Annually on April 10 Annually on July 10 Annually on October 10 Annually on January 10
2.2	MBE/WBE Reporting	Annually on October 10
2.3	Copy of executed pass-through agreements	January 10, 2024
2.4a	Draft Close-out Report	May 1, 2027
2.4b	Final Close-out Report that incorporates HSIL comments	June 1, 2027
2.5	Close-out form	July 15, 2027

TOTAL ESTIMATED COST FOR TASK 2: \$50,910

TASK 3. Broader Impacts and Communication

The subrecipient will communicate project outcomes, lessons learned, and recommendations for next steps. The project factsheet, presenting at the Salish Sea Ecosystem Conference and participation in the HSIL subrecipient summit are required tasks. The subrecipient will also complete a webpage, story map, neighborhood workshops and presentation at one or more conferences.

3.1 PROJECT FACTSHEETS

Using the project factsheet template provided, the subrecipient will complete an initial one-page project factsheet at the outset of the grant and a final one-page factsheet at the end of the grant. The initial factsheet will provide an overview of the project and a brief description of the subrecipient's organization. The subrecipient will submit the initial factsheet with the first quarterly progress report. The subrecipient will submit the final factsheet at the end of the grant to summarize project outcomes, lessons learned, and next steps. The HSIL will make the factsheets publicly available through the website <https://pugetsoundestuary.wa.gov/>.

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3.2 CONFERENCE ATTENDANCE AND PRESENTATION

Subrecipients are required to attend the Salish Sea Ecosystem Conference and submit an abstract for an oral or poster presentation. Conference registration documentation and, if accepted, a copy of the conference abstract and presentation, will be provided as deliverables. Provide documentation of "non-acceptance" if not accepted.

3.3 HSIL SUBRECIPIENT SUMMIT

HSIL is committed to building community and supporting knowledge exchange among HSIL subrecipients. HSIL will organize an annual gathering of active subrecipients to provide an opportunity for them to exchange information and connect on shared interests and goals for Puget Sound Recovery. Attendance at the Summit will be documented by the subrecipient submitting a one page PowerPoint slide summarizing the current status of their project via SmartSimple.

3.4 PRESENTATIONS AND WORKSHOPS

The subrecipient will present on project outcomes, recommendations, lessons learned and the results at one or more relevant conference(s) (e.g. [Municon](#) or [STORM](#) symposium) and a habitat restoration, behavior change or environmental justice focused conference or symposium (e.g. SPARKS conference). The HSIL will be notified one month prior to the presentation to allow adequate time for the HSIL to distribute to the list serve of the upcoming presentation. Subrecipient will seek pre-approval from the subaward manager for conference participation expenses proposed to be charged to this task. The subrecipient will also conduct at least annually a neighborhood education and outreach workshop and submit any workshop materials developed (attendance sheet, factsheet, brochures, postcards etc.). It is recommended that the subrecipient present after the Task 5 pilot is complete to solicit feedback to incorporate into the Task 6 "relaunch".

3.5 WEBSITE & STORY MAP

The Subrecipient will develop a Regreen Everett Webpage and Story Map to educate the public on the new behavior change campaign and how the campaign is connected to the long-term, system scale recovery planning efforts for North and Swamp Creek. The Webpage and Story Map will integrate multiple initiatives highlighted on the City's website including the Stormwater Management Action Plan ([SMAP](#)) which identifies North Creek as a priority basin and the [Sustainability and Climate Action Plan](#), which envisions Everett as a leader in sustainability, climate action and the green economy. The goal of the Regreen Everett Webpage and Story Map is to spotlight outreach in highly urbanized, overburdened communities; highlight antidotal stories of people's increased connection to nature, plants, trees, and water; and underscore actions that individuals can take to improve water quality in their own backyard.

SUMMARY OF TASK 3 DELIVERABLES -

Deliverable Number	Deliverable	Target Completion Date
3.1a	Initial Project Factsheet	October 10, 2023
3.1b	Final Project Factsheet	June 1, 2027
3.2a	SSEC conference registration	April 10, 2026
3.2b	SSEC submitted conference abstract or documentation of "non-acceptance"	July 10, 2026

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3.2c	If SSEC abstract accepted, copy of poster or presentation.	July 10, 2026
3.3a, 3.3b, 3.3c, 3.3d	Attendance at annual HSIL subrecipient summit	Annually on April 10, 2024 – April 10, 2027
3.4a	Conference abstracts and presentations	April 10, 2027
3.4b	Workshop materials developed	October 10, 2025
3.5a	Link to draft webpage and story map	October 10, 2026
3.5b	Link to final webpage and story map	June 1, 2027

TOTAL ESTIMATED COST FOR TASK 3: \$54,530

TASK 4. Social Marketing Research & Questionnaire Development

The subrecipient will perform formative social marketing research, a situational analysis, and audience questionnaires to shape the development of the Regreen Everett behavior change campaign. A cross-sectional advisory group of city staff, stakeholders, and partners will advise on the development of Task 4 to ensure equity and inclusion. A variety of audience research methods will be used to best design a behavior campaign with the intent to identify barriers, opportunities and social considerations that influence possible successful adoption of said behavior. Green stormwater infrastructure and water quality data, along with individual property assessments, will be compiled and evaluated for audience targeting and feasibility. Development of the questionnaire and evaluation of the results will be completed under this agreement.

The collection of information with the questionnaire will not be funded under this agreement and will be completed using non-EPA funds.

4.1 SOCIAL MARKETING RESEARCH

The social marketing research will identify property owners and local stakeholders to ascertain the barriers, benefits, and motivators to planting and maintaining trees and other vegetation on their properties to increase riparian buffer widths and functions. This research will inform the campaign's design elements. The methodology and technical considerations for achieving the desired outcomes for this task are:

- Pinpoint target audience using GIS-based tools, County and city tree tag data and other water quality data points.
- Convene a cross sectional advisory group of city staff and partners to conduct a situational analysis, assessing the internal and external strengths, weaknesses, opportunities, and threats.
- Develop a verified list of potential property owners in the North and Swamp Creek basins.
- Complete a data memo including property owner identification, methodology, mapped target audience and the reasoning as to why chosen.
- Compile formative research and literature review of other incentive-based programs to glean successes and opportunities. A research report will be completed with audience and situational research review results.

4.2 QUESTIONNAIRE DEVELOPMENT

Utilizing the information collected in task 4.1, the subrecipient will develop an online questionnaire to collect information from property owners as well as an in-depth stakeholder questionnaire to collect key insights to identify and weigh areas of conflict, motivators, barriers (real or perceived) to adopting said behavior. The subrecipient will use multi-media

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approaches and leverage local natural gathering spots (i.e., library, community centers) to recruit property owners to gauge interest and measure knowledge, attitudes and behaviors. A questionnaire analysis report will be completed that breaks down how the questionnaire was distributed, to whom and the identified results.

4.3 LANDOWNER OUTREACH PLAN & MATERIALS

Based on the results of the questionnaire implemented in Task 4.2, an incentive-based program and communication plan will be developed that breaks down the design campaign elements, logistics of recruitment and planting, roles, responsibilities and timeline, key messaging and details of workshop components. The plan will be consistent with the WDFW Riparian Ecosystems, Volume 2: Management Recommendations. A portfolio of education and outreach materials will be developed that includes all produced education pieces, participant evaluation/feedback form, translated materials, and engagement and education strategies (postcards, tree planting guide, etc.). This task will included:

- Homeowner packet (on-site permission letter, maintenance agreement, participation feedback form, etc.).
- Plan (included in program and communication plan) for material translations based on the demographic needs of the North and Swamp creek audience.
- Training module for staff who might canvas in selected neighborhoods.

SUMMARY OF TASK 4 DELIVERABLES -

Deliverable Number	Deliverable	Target Completion Date
4.1a	Verified list of potential property owners in the North and Swamp Creek basins and property owner map	January 10, 2024
4.1b	Data memo	January 10, 2024
4.1c	Research report and annotated bibliography	April 10, 2024
4.1d.1 – 4.1d.13	Advisory group meeting agendas, attendance, copies of presentations, meeting notes	Annually on April 10 Annually on July 10 Annually on October 10 Annually on January 10
4.2a	Landowner questionnaire and extended stakeholder questionnaire	October 10, 2024
4.2b	Questionnaire analysis report	April 10, 2025
4.3a	Program and communication plan	April 10, 2025
4.3b	Draft outreach materials	January 10, 2025
4.3c	Final outreach materials	April 10, 2025
4.3d	Homeowner packet	April 10, 2025
4.3e	Training module	April 10, 2025

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TOTAL ESTIMATED COST FOR TASK 4: \$67,580

TASK 5. Implementation

The Subrecipient will implement an incentive-based, behavior change campaign using a social marketing framework, developed through formative research in task 4 that identified drivers of decisions and the needs of the target audience. The subrecipient and task team will create a detailed campaign program plan that addresses the educational and behavior change priorities set forth from the research phase. They will recruit and work with interested private property owners.

Implementation will include site visits, stream workshops, developing riparian planting plans, establishing landowner agreements, purchasing native trees and shrubs/vegetation, site preparation, plant installation documentation, and any additional assistance. Translated education outreach materials and guides will be used, as needed.

5.1 LANDOWNER OUTREACH

Using the marketing and educational materials developed in task 4, launch the outreach and education campaign to include workshops, mailers, and other outreach tactics to outreach to riparian management zone property owners/managers. Site visits will be conducted to provide technical assistance and follow up with technical assistance letters and development of riparian planting plans. Collaborate with willing property owners on a riparian buffer planting project and request feedback on the participation process. Site visit logs including summary of site locations and outcomes will be submitted quarterly.

5.2 RIPARIAN PLANTINGS

The subrecipient will work with at least five interested private property owners to design site specific planting plans and landowner agreements, purchase native trees and shrubs/vegetation, site preparation, plant installation, installation documentation, and development of maintenance agreements and/or assistance. Maintenance agreements will include information on how to maintain plantings and prevent invasive species. Planting plans and maintenance agreements will be consistent with the WDFW Riparian Ecosystems, Volume 2: Management Recommendations. Cultural resource consultation will be completed for each site. Plantings will be implemented utilizing a combination of property owner labor, restoration field crew labor, and community volunteer events. Before and after planting photos of each site will be submitted.

SUMMARY OF TASK 5 DELIVERABLES -

Deliverable Number	Deliverable	Target Completion Date
5.1a	Documentation of Mailers/deployment of outreach materials	July 10, 2025
5.1b.1 – 5.1b.13	Site visit logs	Annually on April 10 Annually on July 10 Annually on October 10 Annually on January 10
5.1c	Workshop materials, agendas, attendance sheets	October 10, 2025

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5.2a	Documentation of landowner agreements & long-term maintenance agreements	April 10, 2026
5.2b	Documentation of cultural resource consultation and approval for each site.	January 10, 2026
5.2c	Before and after photos	July 10, 2026
5.2d	Documentation of invasive species removal and site preparation	July 10, 2026
5.2e	Riparian planting plans / site maps	July 10, 2026
5.2f	Maintenance plans	July 10, 2026

TOTAL ESTIMATED COST FOR TASK 5: \$113,955

TASK 6. Evaluation & Adaptive Management

The subrecipient will design and implement tools to track impacts and outcomes of tasks using social marketing and research guidelines. These evaluation outcomes will guide the subrecipient and task team for the second year campaign relaunch, which will include many of the same elements of Task 4 but will incorporate any newly presented opportunities and keep all previously identified successful key campaign elements. By relaunching a refined campaign, we hope to create multiple, clustered properties.

6.1 TRACK & EVALUATE OUTCOMES

The subrecipient will develop an evaluation report that will debrief and evaluate how the pilot campaign went to determine what worked well and what improvements can be made. It will also report on lessons learned and opportunities for improvement. The subrecipient will also assess how task 5 implementation went and where there were identified opportunities to create regreen clusters. A campaign redesign memo will be completed that outlines what components of the pilot will be revised based on lessons learned and participant evaluations.

6.2 REFINE & RELAUNCH CAMPAIGN

Based on the evaluation report, the campaign will be relaunched where opportunities were identified to create regreen clusters. Relaunch deliverables include summary of site locations and outcomes, copy of planting plans and landowner agreements. Post-planting monitoring and maintenance will be completed for property owners participating in the incentive program. Site visit log including summary of site visits and outcomes will be submitted quarterly.

Documentation of cultural resource consultation and approval for each site including intake form and map or shape file will be submitted as deliverables. Before and after planting photos of each site will be submitted.

SUMMARY OF TASK 6 DELIVERABLES -

Subtask Number	Deliverable	Target Completion Date
6.1a	Draft evaluation report	May 10, 2026

PUGET SOUND

National Estuary Program

6.1b	Final evaluation report with HSIL comments incorporated	July 10, 2026
6.1c	Campaign redesign memo	July 10, 2026
6.2a.1 – 6.2a.13	Site visit logs	Annually on April 10 Annually on July 10 Annually on October 10 Annually on January 10
6.2b	Documentation of landowner agreements & long-term maintenance agreements	April 10, 2027
6.2c	Documentation of cultural resource consultation	January 10, 2027
6.2d	Before and after photos	June 1, 2027
6.2e	Documentation of invasive species removal and site preparation	June 1, 2027
6.2f	Riparian planting plans / site maps/maintenance plans	June 1, 2027

TOTAL ESTIMATED COST FOR TASK 6: \$137,100

TOTAL GRANT AMOUNT: \$440,015

PUGET SOUND
National Estuary Program

HABITAT STRATEGIC INITIATIVE NEP GRANT
PROJECT BUDGET AND NARRATIVE

Project Name:	Regreen Everett Behavior Change Campaign	
Project Sponsor:	City of Everett	
Not to Exceed (\$):	\$ 440,015	Begin Date: Aug 1, 2023
Award Fiscal Year:	FY 23	End Date: Jun 30, 2027

Add deliverable columns and summary task columns as needed. Deliverables listed must match deliverables described in the project's Statement of Work.

Deliverable Number	Description of Deliverable	1.1 Project Plan	1.2 Cultural Resources Review	TOTAL TASK 1	2.1 Quarterly Progress Reports	2.2 MBE/WBE reporting	2.3 Contracts and Subawards	2.4 Close-Out Report	2.5 Close-Out Forms	TOTAL TASK 2	3.1 Project FactSheets	3.2 Salish Sea Ecosystem Conference	3.3 HSIL Subrecipient Summit	3.4 Presentations and Workshops	3.5 Website and Story Map	TOTAL TASK 3	4.1 Social marketing & research	4.2 Questionnaire Development	4.3 Landowner Outreach Plan & Materials	TOTAL TASK 4	5.1 Landowner Outreach	5.2 Riparian Plantings	TOTAL TASK 5	6.1 Track and Evaluate Outcomes	6.2 Refine and Relaunch Campaign	TOTAL TASK 6	TOTAL AWARD
Personnel	\$ 2,164.80	\$ 4,407.10	\$ 6,571.90	\$ 11,380.40	\$ 314.88	\$ 4,150.00	\$ 2,920.60	\$ 650.00	\$ 19,415.88	\$ 1,085.00	\$ 4,495.00	\$ 1,574.40	\$ 6,133.40	\$ 13,885.00	\$ 27,172.80	\$ 18,550.00	\$ 8,250.00	\$ 10,625.00	\$ 37,425.00	\$ 19,975.00	\$ 8,736.90	\$ 28,711.90	\$ 10,755.95	\$ 21,225.00	\$ 31,980.95	\$ 151,278.43	
Fringe Benefits	\$ 909.15	\$ 1,850.90	\$ 2,760.05	\$ 4,779.77	\$ 132.24	\$ 1,743.00	\$ 1,226.65	\$ 273.00	\$ 8,154.66	\$ 455.70	\$ 1,887.90	\$ 661.25	\$ 2,576.03	\$ 5,831.70	\$ 11,412.58	\$ 7,791.00	\$ 3,465.00	\$ 4,462.50	\$ 15,718.50	\$ 8,389.50	\$ 3,669.50	\$ 12,059.00	\$ 4,517.50	\$ 8,914.50	\$ 13,432.00	\$ 63,536.79	
Travel	\$ 75.00	\$ 75.00								\$ -	\$ 125.00	\$ 250.00	\$ 250.00	\$ 625.00	\$ 75.00				\$ 75.00	\$ 625.00	\$ 625.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 3,275.00		
Equipment (anything over \$5,000)	\$ -	\$ -								\$ -				\$ -				\$ -									
Supplies	\$ -	\$ -								\$ -				\$ -				\$ 2,183.00	\$ 2,183.00	\$ 1,000.00		\$ 1,000.00			\$ 2,182.00	\$ 2,182.00	\$ 5,365.00
Contractual Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Contract 1	\$ -	\$ -								\$ -				\$ -				\$ -									
Contract 2	\$ -	\$ -								\$ -				\$ -				\$ -									
Other Total	\$ -	\$ 5,590.00	\$ 5,590.00	\$ 13,410.00	\$ -	\$ 7,170.00	\$ -	\$ -	\$ 20,580.00	\$ -	\$ 3,565.00	\$ -	\$ 4,800.00	\$ 3,030.00	\$ 11,395.00	\$ 1,200.00	\$ 1,230.00	\$ 4,208.00	\$ 6,638.00	\$ 34,312.00	\$ 32,320.00	\$ 66,632.00	\$ 3,564.00	\$ 79,805.00	\$ 83,369.00	\$ 194,204.00	
Other - General	\$ -	\$ -								\$ -				\$ -				\$ -									
Other - Participant Support Costs	\$ -	\$ -								\$ -				\$ -				\$ -									
Other - Snohomish CD	\$ -	\$ 5,590.00	\$ 5,590.00	\$ 13,410.00	\$ -	\$ 7,170.00	\$ -	\$ -	\$ 20,580.00	\$ -	\$ 3,565.00	\$ -	\$ 4,800.00	\$ 3,030.00	\$ 11,395.00	\$ 1,200.00	\$ 1,230.00	\$ 4,208.00	\$ 6,638.00	\$ 34,312.00	\$ 32,320.00	\$ 66,632.00	\$ 3,564.00	\$ 79,805.00	\$ 83,369.00	\$ 194,204.00	
Other - Subaward 2	\$ -	\$ -								\$ -				\$ -				\$ -									
Indirect/Overhead	\$ 307.40	\$ 633.30	\$ 940.70	\$ 1,616.02	\$ 44.71	\$ 589.30	\$ 414.73	\$ 92.30	\$ 2,664.75	\$ 154.07	\$ 650.79	\$ 248.57	\$ 895.94	\$ 1,971.67	\$ 3,921.04	\$ 2,641.60	\$ 1,171.50	\$ 1,727.05	\$ 5,540.15	\$ 2,998.95	\$ 1,303.14	\$ 4,302.09	\$ 1,527.35	\$ 3,357.15	\$ 4,884.50	\$ 22,253.22	
Total	\$ 3,381.35	\$ 12,556.30	\$ 15,940.00	\$ 31,186.19	\$ 491.83	\$ 13,652.30	\$ 4,561.98	\$ 1,015.30	\$ 50,910.00	\$ 1,694.77	\$ 10,723.69	\$ 2,734.22	\$ 14,655.37	\$ 24,718.37	\$ 54,530.00	\$ 30,257.60	\$ 14,116.50	\$ 23,205.55	\$ 67,580.00	\$ 67,300.45	\$ 46,654.54	\$ 113,955.00	\$ 20,364.80	\$ 116,733.65	\$ 137,100.00	\$ 440,015.00	

BUDGET NARRATIVE	
Personnel	Senior Public Information Education Specialist, FT, \$39.36/hr. for 3,085 project hrs. (Program and Grant Manager: responsible for oversight on all grant required Task 1 - Task 6 deliverables.) Surface Water Compliance Specialist, FT, \$55.90/hr. for 245 project hrs. (Project technical advisor: review all data, maps, water quality reporting, presentations, and on-site assessments & plantings that occur within North and Swamp creek.) GSI Mapping Tech, FT, \$37.10/hr. for 146 project hrs. (GSI Mapping Tech: data and map compiling for the North and Swamp creek, situational analysis.) Public Information Education Specialist, FT, \$33.67/hr. for 319 project hrs. (web page development, education materials, social marketing research, online postings/information and branding of presentation materials.)
Fringe Benefits	Full-Time (FT) employees are 42% fringe benefit (3795 TOTAL HOURS x 42%), which includes: Senior Public Information Education Specialist, FT, \$39.36/hr. for 3,085 project hrs., Surface Water Compliance Specialist, FT, \$55.90/hr. for 245 project hrs., GSI Mapping Tech, FT, \$37.10/hr. for 146 project hrs., Public Information Education Specialist, FT, \$33.67/hr. for 319 project hrs.
Travel	It is estimated to be about 20 miles round trip from Everett Public Works Service Center to the southern-most tip of North creek, along the city limits. The current IRS mileage rate is \$0.625/mile. Mileage has also been included for travel to and from conferences and summits for Task 2, in case they are in person, instead of virtual There will be multiple trips to the North and Swamp creek area for Task 2 - Task 5. Task 1: 120 miles (\$75.00), Task 2: no miles, Task 3: 1,000 miles (\$625.00), Task 4: 120 miles (\$75.00), Task 5: 2,000 miles (\$1,250), Task 6: 2,000 miles (\$1,250)
Equipment (anything over \$5,000)	N/A
Supplies	Supplies will mostly consist of marketing outreach for survey and to gauge participation. It will also include supplies for neighborhood outreach, including in-field workshops and/or stream presentations. Proposal includes two outreach efforts, pilot and relaunch Marketing - pilot campaign Postcard prints (1,000 postcards x \$0.75) \$ 750 Postage (direct mail) \$0.55 x 1,000 = \$ 550 Secondary outreach postcard = \$1,300 Flyers for posting = \$ 50 Door hangers (0.20 x 1000) \$ 200 Marketing - relaunch Postcard prints (1,000 postcards x \$0.75) \$ 750 Postage (direct mail) \$0.55 x 1,000 = \$ 550 Secondary outreach postcard (selective group) = \$590 Flyers for posting = \$ 50 Workshops (with property owners) for pilot and relaunch Various plants to demonstrate what might be planted = \$350, Homeowners guide/packet (\$1.50 x 150) = \$225
Contractual	N/A
Other	Snohomish Conservation District will be the sub-award and coalition partner for the grant, \$194,204
Indirect/Overhead	The City of Everett does not have a federally approved indirect rate at this time therefore an indirect cost of 10% was applied to personnel, fringe benefits, travel, and supplies.