

# Request for Proposals

## Public Lands Council Grant Program, FY2023



**RFP Opens:** April 11, 2022

**Applicant Webinar:** May 11, 2022 *\*Must RSVP by May 10 to receive Zoom link.*

**Applications Due:** June 6, 2022

**Presenter Invitations Issued:** July 27, 2022

**Presentations at the PLC Board Meeting:** August 24, 2022

**Notification of Award Status:** August 31, 2022

**PLC Contacts:**

Kaitlynn Glover, Executive Director  
[kglover@beef.org](mailto:kglover@beef.org), 202-879-9128

Sigrid Johannes, Associate Director  
[sjohannes@beef.org](mailto:sjohannes@beef.org), 202-879-9122

Justyn Tedder, Director of Operations  
[jtetter@beef.org](mailto:jtetter@beef.org), 202-879-9135

## OVERVIEW

The Public Lands Council is the only national organization solely dedicated to representing the interests of cattle and sheep producers who hold federal grazing permits. Since 1968, we have amplified the voice of public lands ranchers in Washington and across the country.

Federal grazing permittees face unique political, environmental, and economic challenges that set them apart from livestock producers in other regions of the country. They are also uniquely positioned at the nexus of many of the most pressing policy concerns of our time – wildfire mitigation, water access and quality, rangeland and soil health, carbon sequestration, wildlife conservation and management, and safeguarding the future of sustainable and sustained multiple use on federal lands, to name just a few.

Public lands ranchers form the backbone of many rural communities and local economies, play a vital role in our national food supply chain, and lead the way in innovative and responsible stewardship of landscapes across the West. **The purpose of this grant program is to equip the Public Lands Council with tools that will help us defend and advance the future of grazing on public lands, and will assist us in working cooperatively with federal agencies and other stakeholders toward that goal. Through these grants, we work to improve conditions for those engaged in livestock grazing on public lands, improve the products of our industry, and attain a higher degree of efficiency in the operation of our members' businesses.**

Past proposals that have received funding include scientific research, communications campaigns, and business development projects.

## PROCESS

This RFP is for awards for Fiscal Year 2023 only, ***more details on multiyear proposals below.***

At the approximate halfway point in the open RFP period, PLC will hold an applicant webinar to answer any questions you might have about PLC's goals for the year, elements of a strong proposal, etc. The webinar is intended to help applicants target and refine their proposals before submission, resulting in a stronger pool for the Board to consider – participation will not weigh for or against a final proposal.

Following closure of the application period, proposals will go through an initial round of review. Applicants who are successful in moving to the next round of review will receive invitations to present to the PLC Board of Directors at their meeting on August 24, 2022 in Cody, Wyoming. Applicants are welcome to present their proposal in person or virtually. The PLC Board of Directors will evaluate proposals and select successful applicants. On August 31, PLC will notify all applicants of the status of their proposal.

## **TIMELINE**

RFP opens, available at [publiclandscouncil.org](http://publiclandscouncil.org):  
April 11, 2022

Applicant webinar:  
May 11, 2022 *\*Must RSVP by May 10 to receive Zoom link.*

Applications due:  
11:59 p.m. ET, June 6, 2022

Invitations to present go out:  
5:00 p.m. ET, July 27, 2022

Presentations at the PLC Board meeting:  
August 24, 2022

Notification of award status:  
5:00 p.m. ET, August 31, 2022

## **PROGRAM PRIORITIES**

PLC's specific needs change from year to year in response to emerging issues our members are seeing on the ground, new legislative or regulatory proposals in Washington, changing ecological conditions, etc. **Both new and returning applicants should review this section carefully. Do not assume that our priorities are the same as a previous year.**

To be competitive, proposals should address the following questions:

- How, in your view, does this project support PLC's goal of defending and advancing the future of grazing on public lands, and working cooperatively with federal agencies and other stakeholders toward that goal?
- What form will the finished product of this project take?
- Do you plan to leverage the finished product outside of your collaboration with the Public Lands Council? If so, how?
  - For scientific papers, please describe your plan for getting this work published.
  - For scientific papers and other research products, please describe any potential collaborations, presentations, or other sharing of this work that you hope to do outside of PLC.

- For commercial products, please describe whether you intend to sell the product in the private sector and whether you would be willing to negotiate royalties.
- All PLC grants, without exception, are for one fiscal year of funding. We do consider, and have awarded grants in the past, to applicants who clearly explain the single-year PLC funding as part of a multiyear project. PLC welcomes reapplication in subsequent years of a multiyear project but will not provide funding for multiple years in a single application. Please speak to the realistic timeline of your project.

For FY23, applicants must demonstrate their ability to meaningfully address one or more of the categories below.

### **INDUSTRY RESEARCH**

- How do healthy rangelands contribute to carbon sequestration? Is rangeland health (resiliency, biodiversity, etc.) directly correlated with carbon storage?
  - Conversely, what is the impact on carbon sequestration when a rangeland ecosystem is dominated by annual invasive plant species?
- What impact is the increased occurrence of catastrophic wildfire having on
  - The ecological health, resiliency, and biodiversity of public lands – particularly in unique ecosystems like riparian areas?
  - The economic health and sustainability of rural communities?
  - The public health of rural communities and residents in the wildland-urban interface?
- To what extent, if any, could the impact that catastrophic wildfires have on people and landscapes across the West be mitigated by rapid initial contact in firefighting, increased prevention efforts, improved post-fire restoration efforts, or other improvements to federal agencies' fire protocols?
- What ecological impact is increased recreation on public lands having on other uses such as grazing and wildlife conservation?
- What socioeconomic impact is increased recreation on public lands having on ranching communities and rural counties?
- What gaps in personnel or policy need to be filled at the federal agency level in order to adequately manage the side effects of the increase in recreational use of public lands?
- What is the holistic economic impact of increased recreation on both the federal tax base and on the local rural communities who experience this increase in recreational traffic?
  - What portion of revenue from recreational use of public lands is ultimately spent or invested within the municipality or county where the recreation took place?
- What is the holistic economic cost of listing a species under the Endangered Species Act?

- What is the holistic economic cost of designating a National Monument or expanding the footprint of an existing Monument?

### ***INDUSTRY SUPPORT***

- Proposals related to promotion, marketing, or other advancement of the importance of public lands ranching and the policy goals of the Public Lands Council.

### **EVALUATION**

All applicants must complete the attached application form. All proposals will be screened for accuracy and completeness, and then evaluated based on the extent to which they meet the following criteria:

**Program Priorities:** Project has a clear nexus with PLC’s goal for this grant program. Applicant(s) have taken care to address all required questions regarding the usefulness of the finished product and have put forward a realistic timeline for completion. Applicant(s) have addressed one or more of the specific avenues of inquiry for this year, taking care to align their project with an immediate need or question that our members have.

**Affiliate Support:** Applicant(s) have communicated with one or more PLC affiliate organizations and secured letters of support for their proposal that are to be submitted as part of the application package.

**Note:** In years past, this was a requirement for consideration of any proposal. As of FY2023, we will not be requiring this in order to move forward in the process. We are amending the requirement in order to encourage applicant(s) from non-Western states with heavy agricultural and resource management interests to apply. However, preferential consideration will still be given to proposals that have taken the time to gain support among producers in the West via a letter of support from a PLC affiliate.

**Technical Merit:** Project is technically sound and feasible. Applicant(s) have outlined an achievable work plan and timeline. Applicant(s) have clearly articulated the metrics they will use to measure success in this project. If it is scientific in nature, applicant(s) have shown awareness of the latest discourse on their topic, demonstrated a commitment to data-driven, impartial research, and identified specific final target numbers.

**Cost Effectiveness:** Proposal includes a defined “ask” for a dollar figure and a clear budget for the project. Applicant(s) have taken care to address risks associated with the project that may incur an unexpected financial burden. Applicant(s) have articulated an effective argument for why this project is a good investment of PLC funds.

**Need:** Proposal establishes a clear need for the funds being requested, and applicant(s) have demonstrated that the project is unlikely to move forward without the financial support of PLC.

**Transferability:** Project has the potential and plan to transfer lessons learned to a broader community. Applicant(s) have articulated the ways in which their work could be integrated in PLC’s future efforts to shape government programs and policies.

**Past Success:** Applicant(s) have included sufficient background information on their professional careers to demonstrate a track record of successful project management.

*If Applicable, Long-Term Continuity:* If the proposal is for a multiyear project *OR* there are other circumstances or factors that may result in the original applicant(s) not being able to complete the project under their own supervision, applicant(s) have appropriately outlined the steps they will take to ensure continuity and completion of the project. Applicant(s) have identified partners within their university, company, organization, local community, etc. who are qualified and willing to carry on any PLC-funded work to the project’s stated endpoint — ensuring that no investment of grant funds is in “default.”

A complete rubric of evaluation criteria will be made available to all applicants. Please contact staff if you need a copy.

**ELIGIBILITY**

Eligible applicants include both individuals and teams associated with non-profit organizations, educational institutions, state government agencies, local government agencies, Tribal governments and organizations, private businesses, and educational institutions.

Ineligible applicants include U.S. federal government agencies, unincorporated individuals, and international organizations.

PLC grant funds may not be used to procure goods or services for the applicant(s) beyond the reasonable execution of the project; acquire goods, services, permits, or other tools needed for a different project; lobby, advocate, fundraise, or litigate; or comply with legal requirements, including mitigation and settlement agreements. **Note:** overhead costs of any project application may not exceed 7.5% of the total award requested.

If you have questions about your eligibility, please contact the staff listed on the first page.

**REPORTING**

All grant recipients are expected to communicate regularly with Public Lands Council staff on the status of the project.

Successful grantees will provide a quarterly verbal update (can take the form of a phone call or virtual meeting). Written updates will occur at 6 month intervals; release of the final 20% of the awarded funds will occur only upon receipt and approval of a final written report at the end of the year.

### **HOW TO APPLY**

The application begins on the following page of this document. Please take care to fully complete all pages and questions.

If you have questions while working on your proposal, please contact PLC staff and/or take advantage of the applicant webinar in May. **Interested applicants must RSVP to Justyn Tedder ([jtedder@beef.org](mailto:jtedder@beef.org)) by noon ET on May 4, 2022 to receive the Zoom link for the webinar.**

We encourage you to include any supporting materials that are necessary to make a strong argument for the proposal, but we also ask applicant(s) to be as concise as possible. Please be considerate of our volunteer leadership and limit documents to a reasonable number.

Please compile your completed application and supporting materials in one PDF document.

When saving your proposal as a single PDF, please name your document accordingly:  
“FY23 Grant Proposals\_[Organization]”

When you are ready to submit your proposal, please email as an attachment to Justyn Tedder ([jtedder@beef.org](mailto:jtedder@beef.org)).

## FY 2023 Public Lands Council Grant Program Application

<b>Project Title</b>

<b>POINT OF CONTACT DETAILS</b>
<b>Full Name</b>
<b>Organization</b>
<b>Physical Address</b>
<b>Mailing Address (if different from above)</b>
<b>Office Phone</b>
<b>Cell Phone</b>
<b>Email</b>
<b>Nine-Digit Employer Identification Number</b>

<b>Total Amount Requested (USD)</b>
<b>Project Location (for multistate projects, please list all)</b>



### Basic Application Questions

How, in your view, does this project support PLC's goal of defending and advancing the future of grazing on public lands, and working cooperatively with federal agencies and other stakeholders toward that goal? **(Answer in 400 words or fewer)**

What form will the finished product of this project take? **(Answer in 200 words or fewer)**

Do you plan to leverage the finished product outside of your collaboration with the Public Lands Council? If so, how? **(Answer in 400 words or fewer)**

All PLC grants, without exception, are for one fiscal year of funding. We do consider, and have awarded grants in the past, to applicants who clearly explain a multiyear project and commit to reapplying for funding each year. Please speak to the realistic timeline of your project. **(Answer in 200 words or fewer)**

### Supplemental Application Questions

Preferential consideration will be given to proposals that can demonstrate their ability to meaningfully address one or more of inquiries below. **If your project pertains to one of these topics, please elaborate on the nexus in 600 words or fewer.**

- How do healthy rangelands contribute to carbon sequestration? Is rangeland health (resiliency, biodiversity, etc.) directly correlated with carbon storage?
  - Conversely, what is the impact on carbon sequestration when a rangeland ecosystem is dominated by annual invasive plant species?
- What impact is the increased occurrence of catastrophic wildfire having on
  - The ecological health, resiliency, and biodiversity of public lands – particularly in unique ecosystems like riparian areas?
  - The economic health and sustainability of rural communities?
  - The public health of rural communities and residents in the wildland-urban interface?
- To what extent, if any, could the impact that catastrophic wildfires have on people and landscapes across the West be mitigated by rapid initial contact in firefighting, increased prevention efforts, improved post-fire restoration efforts, or other improvements to federal agencies' fire protocols?
- What ecological impact is increased recreation on public lands having on other uses such as grazing and wildlife conservation?
- What socioeconomic impact is increased recreation on public lands having on ranching communities and rural counties?

- What gaps in personnel or policy need to be filled at the federal agency level in order to adequately manage the side effects of the increase in recreational use of public lands?
- What is the holistic economic impact of increased recreation on both the federal tax base and on the local rural communities who experience this increase in recreational traffic?
  - What portion of revenue from recreational use of public lands is ultimately spent or invested within the municipality or county where the recreation took place?
- What is the holistic economic cost of listing a species under the Endangered Species Act?
- What is the holistic economic cost of designating a National Monument or expanding the footprint of an existing Monument?
- **Other:** Proposals related to promotion, marketing, or other advancement of the importance of public lands ranching and the policy goals of the Public Lands Council.