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# New Hampshire Fish and Game Department

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Glenn Normandeau  
Executive Director

August 18, 2014

Her Excellency, Governor Margaret Wood Hassan  
And The Honorable Council  
State House  
Concord, New Hampshire 03301

## REQUESTED ACTION

Authorize the New Hampshire Fish and Game Department to enter into a Cooperative Project Agreement with the University of New Hampshire (vendor code 177867), under the terms and conditions of the Master Agreement for Cooperative Projects between the State of New Hampshire and the University System of New Hampshire, for a total of \$58,831 from Governor and Council approval through December 31, 2015. (85% Federal Funds, 15% Conservation License Plate Funds).

Funding is available for these services and will be expended as follows, with the authority to adjust encumbrances in each of the State fiscal years through the Budget Office if needed and justified:

### **03-75-75-751520-2125 Wildlife Program - Nongame Program Management**

	<u>FY2015</u>	<u>FY2016*</u>
20-07500-21250000-304-500841 Research & Management	\$37,577	\$12,526
20-07500-21390000-304-500841 Research and Management	\$6,546	\$2,182

\*Pending budget approval

## EXPLANATION

Since 2000, New Hampshire Fish and Game has received more than \$7.5 million dollars federal matching funds known as State and Tribal Wildlife Grants for research and conservation of species and habitats in need of conservation. Congress required that all states receiving these funds complete a Wildlife Action Plan by October of 2005 and submit it for review and approval by a national team of scientists and conservation experts.

New Hampshire's Wildlife Action Plan was approved in April of 2006 and the many strategies and actions identified during the planning process have been implemented by Fish and Game and its private and public conservation partners benefitting species such as bald eagles, common and roseate

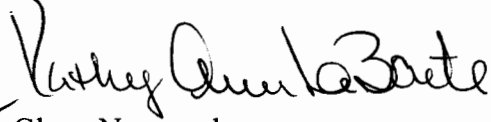
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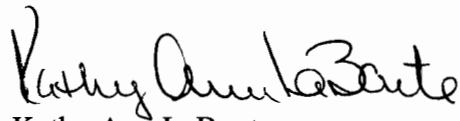
terns, New England cottontails, and Karner blue butterflies. Additionally land trusts, conservation commissions, and landowners have received technical assistance in habitat conservation, which has resulted in the identification and protection of significant wildlife habitats throughout the state. The NH Wildlife Action Plan is now approaching its 10 year revision as required by the US Fish and Wildlife Service, which is the federal agency responsible for administering the State and Tribal Wildlife Grants program.

There are two elements of this process that will be addressed under this contract: coordination and input with other government agencies, and coordination and input with stakeholders and the general public. The Public and Stakeholder Participation and Communication Planning for NH Wildlife Action Plan 2015 Revision program will create and execute a plan to gather input from stakeholders, partners, agency staff, and the general public as part of the revision of the NH Wildlife Action Plan. Additionally the program will include a communications plan to support and strengthen organizational relationships during the development and rollout of the Wildlife Action Plan.

A solicitation for bids was sent to communication and facilitation consultants on April 21, 2014. UNH Cooperative Extension and its subcontractee CrossCurrent Communications were chosen for their experience, capacity, and a competitive hourly cost that was less than other submitted bids. This contract also was the only bidder to offer some non-federal matching funds.

Respectfully submitted,

*for*   
Glenn Normandeau  
Executive Director

  
Kathy Ann LaBonte  
Chief, Business Division

**COOPERATIVE PROJECT AGREEMENT**

between the

**STATE OF NEW HAMPSHIRE, Fish and Game Department**

and the

**University of New Hampshire** of the UNIVERSITY SYSTEM OF NEW HAMPSHIRE

- A. This Cooperative Project Agreement (hereinafter "Project Agreement") is entered into by the State of New Hampshire, **NH Fish and Game Department**, (hereinafter "State"), and the University System of New Hampshire, acting through **University of New Hampshire**, (hereinafter "Campus"), for the purpose of undertaking a project of mutual interest. This Cooperative Project shall be carried out under the terms and conditions of the Master Agreement for Cooperative Projects between the State of New Hampshire and the University System of New Hampshire dated November 13, 2002, except as may be modified herein.
- B. This Project Agreement and all obligations of the parties hereunder shall become effective on the date the Governor and Executive Council of the State of New Hampshire approve this Project Agreement ("Effective date") and shall end on **12/31/15**. If the provision of services by Campus precedes the Effective date, all services performed by Campus shall be performed at the sole risk of Campus and in the event that this Project Agreement does not become effective, State shall be under no obligation to pay Campus for costs incurred or services performed; however, if this Project Agreement becomes effective, all costs incurred prior to the Effective date that would otherwise be allowable shall be paid under the terms of this Project Agreement.
- C. The work to be performed under the terms of this Project Agreement is described in the proposal identified below and attached to this document as Exhibit A, the content of which is incorporated herein as a part of this Project Agreement.

Project Title: **Public and Stakeholder Participation and Communication Planning for NH Wildlife Action Plan 2015 Revision**

- D. The Following Individuals are designated as Project Administrators. These Project Administrators shall be responsible for the business aspects of this Project Agreement and all invoices, payments, project amendments and related correspondence shall be directed to the individuals so designated.

**State Project Administrator**

Name: Kathy Anne LaBonte  
 Address: Fish and Game Department  
11 Hazen Dr.  
Concord, NH 03301

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Phone: 603-271-2741

**Campus Project Administrator**

Name: Dianne Hall  
 Address: University of New Hampshire  
Sponsored Programs Administration  
51 College Rd. Rm 116  
Durham, NH 03824

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Phone: 603-862-1942

- E. The Following Individuals are designated as Project Directors. These Project Directors shall be responsible for the technical leadership and conduct of the project. All progress reports, completion reports and related correspondence shall be directed to the individuals so designated.

**State Project Director**

Name: John Kanter  
 Address: Fish and Game Department  
11 Hazen Dr.  
Concord, NH 03301

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Phone: 603-271-3017

**Campus Project Director**

Name: Charlie French  
 Address: University of New Hampshire  
Cooperative Extension  
59 College Rd.  
Durham, NH 03824

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Phone: 603-862-1316

Campus Authorized Official KJ  
Date 8/11/14



F. Total State funds in the amount of \$58831 have been allotted and are available for payment of allowable costs incurred under this Project Agreement. State will not reimburse Campus for costs exceeding the amount specified in this paragraph.

Check if applicable

Campus will cost-share 12 % of total costs during the term of this Project Agreement.

Federal funds paid to Campus under this Project Agreement are from Grant/Contract/Cooperative Agreement No. T2-4-P-1 from U.S. Fish and Wildlife Service under CFDA# 15.634. Federal regulations required to be passed through to Campus as part of this Project Agreement, and in accordance with the Master Agreement for Cooperative Projects between the State of New Hampshire and the University System of New Hampshire dated November 13, 2002, are attached to this document as Exhibit B, the content of which is incorporated herein as a part of this Project Agreement.

G. Check if applicable

Article(s) of the Master Agreement for Cooperative Projects between the State of New Hampshire and the University System of New Hampshire dated November 13, 2002 is/are hereby amended to read:

H.  State has chosen not to take possession of equipment purchased under this Project Agreement.

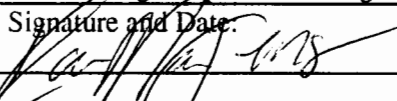
State has chosen to take possession of equipment purchased under this Project Agreement and will issue instructions for the disposition of such equipment within 90 days of the Project Agreement's end-date. Any expenses incurred by Campus in carrying out State's requested disposition will be fully reimbursed by State.

This Project Agreement and the Master Agreement constitute the entire agreement between State and Campus regarding this Cooperative Project, and supersede and replace any previously existing arrangements, oral or written; all changes herein must be made by written amendment and executed for the parties by their authorized officials.

IN WITNESS WHEREOF, the University System of New Hampshire, acting through the University of New Hampshire and the State of New Hampshire, Fish and Game Department have executed this Project Agreement.

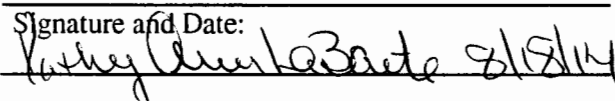
**By An Authorized Official of:  
University of New Hampshire**

Name: Karen M. Jensen  
Title: Manager, Sponsored Programs Administration

Signature and Date:  8/11/14

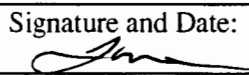
**By An Authorized Official of:  
Fish and Game Department**

Name: Glenn Normandeau  
Title: Executive Director

Signature and Date:  8/15/14

**By An Authorized Official of: the New  
Hampshire Office of the Attorney General**

Name: Lauren Noether (form, substance + execution)  
Title: Sr Assist Attorney General, Dept of Justice

Signature and Date:  8-21-2014

**By An Authorized Official of: the New  
Hampshire Governor & Executive Council**

Name:  
Title:

Signature and Date:



## EXHIBIT A

- A. **Project Title:** Public and Stakeholder Participation and Communication Planning for NH Wildlife Action Plan 2015 Revision
- B. **Project Period:** Governor and Council Approval - December 31, 2015
- C. **Objectives:** To create and execute a plan to gather input from stakeholders, partners, agency staff, and the general public as part of the revision of the NH Wildlife Action Plan. The plan will also include a communications strategy to support and strengthen organizational relationships during the development and rollout of the Wildlife Action Plan.
- D. **Scope of Work:** The work will be done by University of New Hampshire Cooperative Extension (Campus) staff and their subcontractor CrossCurrent Communications (CCC)

Planning and Internal Coordination: The first step is for Campus/CCC to work with the core WAP planning group to form a Steering Committee that includes appropriate staff from State and a selection of key project partners. The steering committee will help guide the public participation process, identify and help engage key stakeholders, develop the timeline, provide input and approve messaging, and assist with strategy prioritization and plan development. The Campus/CCC team will meet regularly with the steering committee throughout the stakeholder engagement process. To be effective, the steering committee will likely need to meet six times over the course of the planning process. Keeping this committee coordinated in-between meetings will be critical to maintaining smooth workflow, information exchange and process updates. CCC would design and maintain a system for internal communications that might include a weekly or biweekly e-newsletter, shared files on Google Drive, and phone/teleconference meetings as needed.

Campus leads this component; CCC attends all meetings and spearheads messaging and external communications tasks.

Document Review: The second step in the process is to review the 2005 Wildlife Action Plan and subsequent updates (including the 2013 Ecosystems & Wildlife: Climate Change Adaptation Plan). Campus and CCC have equal engagement in this component.

Stakeholder Interviews: Because it will be important to understand WAP priorities, successes, challenges and opportunities, the Campus/CCC team will conduct telephone or in-person interviews with 15-20 key stakeholders, identified by NH Fish and Game/Advisory Committee. These interviews will help inform our assessment of current needs and implementation capacity, as well as identify additional stakeholders and opportunities. Campus/CCC will develop interview protocols, set up and conduct the interviews, and synthesize the conversations.

Campus and CCC will equally share this function.

Messaging: Early in the planning process Campus/CCC will investigate wildlife management successes and challenges since the original plan was approved, and develop messaging and storylines that will serve as the basis of communications throughout the community engagement process. They will look at target audiences, especially those who are underrepresented or targets of specific recommendations, and determine whether there are new storylines or spokespeople that would





advance understanding, cooperation, and action. These message frameworks will be utilized in external communications and public participation components of the WAP update process. CCC leads this component with Campus and the steering committee providing review and input.

**Stakeholder engagement:** The most intensive component of the WAP update project will be the development and implementation of the stakeholder engagement process. Because there are various levels of stakeholders—ranging from implementing partners to somewhat more peripheral interests and organizations—it is likely that a variety of engagement strategies will be employed. A series of six to seven forums/discussions will be conducted, with the goal of honing a set of action steps and identifying partners to implement each action. The process will conclude with a statewide priority-setting forum to synthesize the information from all of the forums.

Campus will use its extensive email database of more than 2,400 people on the Taking Action for Wildlife list and a minimum of 2,000 additional people from related databases to help the steering committee publicize the stakeholder forums.

A targeted web-based Qualtrics survey of existing and potential WAP implementing partners will be conducted, drawing from the 2004 survey, but also incorporating information from the stakeholder forums. The purpose of the survey will be to refine action priorities that emerge from the stakeholder/partner forums and to gauge the level of commitment by partners to help move the priorities forward.

Campus leads this process, with CCC assisting with PR, messaging and publicity.

**Broad public awareness and engagement:** Beyond the inner group of partners and broader group of direct stakeholders, there will be a large public sphere to keep informed and engaged as much as possible. Campus/CCC will use traditional PR tactics to generate coverage about the successes and challenges of wildlife management in NH, develop periodic updates about important issues, questions and events, and distribute communications through existing digital platforms of partners and stakeholder groups such as websites, Facebook pages and eblasts. If warranted and budgets permit, we might also use paid media to promote broader awareness such as advertising in print or on Facebook, or spots on New Hampshire Public Radio.

CCC leads this component with Campus providing review and support as needed.

**Plan Development and Follow-up:** At the conclusion of the stakeholder and public input process, Campus/CCC will consolidate the findings into an action plan and communicate that plan to key WAP stakeholders. Along with the plan will be a final report that will include written descriptions of the methodologies used and outcomes achieved as a result of the stakeholder and public input process.

Campus leads this component with CCC providing review and support as needed.

#### Timeline

Planning and Strategy: September 2014, or within 30 days of G&C approval

Internal communications: September 2014 (or within 30 days of G&C approval) - July 2015

Document Review: October 2014

Interviews: October 2014

Messaging: September (or within 30 days of G&C approval) -October 2014

PR November 2014 – July 2015

Community engagement: November 2014 – May 2015

External communications: November 2014 – October 2015

Summary Report: July 2015

Project completion: October 2015



E. **Deliverables Schedule:** refer to section D, Scope of Work

F. **Budget and Invoicing Instructions:** Campus will submit invoices to State on regular Campus invoice forms no more frequently than monthly and no less frequently than quarterly. Each invoice will be based on actual project expenses incurred during the invoicing period, and shall show current and cumulative expenses by major cost categories, and shall document cumulative cost sharing through the end of the invoicing period. State will pay Campus within 30 days of receipt of each invoice. Reimbursement may be subject to submission and acceptance of progress reports, if such reports are requested by State. Campus will submit its final invoices not later than 45 days after the Project Period end date. Reimbursement for the final invoices shall not be made until all required reports have been received by the State.

Budget Items	State Funding	Cost Share	Total
1. Salaries & Wages	14,380	4,760	19,140
2. Employee Fringe Benefits	5,536	1,833	7,369
3. Travel	500	0	500
4. Supplies and Services	32,470	0	32,470
5. Equipment	0	0	0
6. Facilities & Admin Costs	5,945	1,714	7,659
Subtotals	58,831	8,307	67,138
Total Project Costs:			67,138

G. Other: Any publications or publicity regarding these projects shall recognize funding sources and cooperative arrangements with New Hampshire Fish and Game and the U.S. Fish and Wildlife Service.



## EXHIBIT B

This Project Agreement is funded under a Grant/Contract/Cooperative Agreement to State from the Federal sponsor specified in Project Agreement article F. All applicable requirements, regulations, provisions, terms and conditions of this Federal Grant/Contract/Cooperative Agreement are hereby adopted in full force and effect to the relationship between State and Campus, except that wherever such requirements, regulations, provisions and terms and conditions differ for INSTITUTIONS OF HIGHER EDUCATION, the appropriate requirements should be substituted (e.g., OMB Circulars A-21 and A-110, rather than OMB Circulars A-87 and A-102). References to Contractor or Recipient in the Federal language will be taken to mean Campus; references to the Government or Federal Awarding Agency will be taken to mean Government/Federal Awarding Agency or State or both, as appropriate.

Special Federal provisions are listed here:  None or

**43 CFR Part 12 Administrative and Audit Requirements and Cost Principals for Assistance Programs**

**43 CFR Part 42 Government Debarment and Suspension (Non-procurement)**

**2 CFR Part 215 Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations (OMB Circular A-110)**

**2 CFR Part 220 Cost Principles for Educational Institutions (OMB Circular A-21)**

**43 CFR Part 17 Nondiscrimination in Federally Assisted Programs of the Department of the Interior**

**43 CFR Part 18 New Restrictions on Lobbying**

**Office of Management and Budget Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations**

Pursuant to the requirements of 2 CFR Part 215.53 the financial, programmatic and supporting documents pertinent to this agreement must be retained for a period of three years beginning on the date the sub-recipient submits its final expenditure report and all other pending matters are closed.



University of New Hampshire  
Public and Stakeholder Participation and Communication Planning for NH Wildlife Action Plan  
2015 Revision

Bid Solicitations April 21, 2014

Company	Name	Telephone	Date Received	Hourly rate
University of New Hampshire	Charlie French, UNH Cooperative Extension and subcontractor Melissa Paly, CrossCurrent Communications	862-0316	June 1, 2014	\$58.98
Truslow Resource Consulting LLC	Danna Truslow	766-6670	May 12, 2014	\$60.00-\$85.00
Judy Stokes Weber, M.S., APR	Judy Stokes Weber, M.S., APR	786-2577	May 12, 2014	\$75.00
University of New Hampshire	Charlie French UNH Cooperative Extension	862-0316	May 12, 2014	did not meet bid specifications
CrossCurrent Communications	Melissa Paly	433-4383	May 12, 2014	did not meet bid specifications
Judy Silverberg	Judy Silverberg	228-5444	None submitted	
Stephenson Strategic Communications	Roger Stephenson	770-9484	None submitted	
Biodrawvversity LLC	Ethan Nedeau	413-253-6561	None submitted	
Ruth Axelrod	Ruth Axelrod	603-856-8377	None submitted	
Antioch New England	James Gruber	283-2120	None submitted	