



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF AIR AND RADIATION

SOLICITATION

for

PRE-PROPOSAL APPLICATION (ASSISTANCE AGREEMENT)

**Consumer Education about Reducing Greenhouse Gas Emissions
through Awareness and Use of Energy-Efficient Products and Practices**

U.S. Environmental Protection Agency
Office of Air & Radiation/OAP
Climate Protection Partnerships Division

OVERVIEW INFORMATION

Environmental Protection Agency, Office of Air and Radiation, Office of Atmospheric Programs, Climate Protection Partnerships Division (CPPD)

PRE-PROPOSAL applications should be sent to the appropriate address below:

Mailing address:

K. Roach
U.S. Environmental Protection Agency/OAR/OAP
Climate Protection Partnerships Division
6202J
1200 Pennsylvania Avenue, NW
Washington, DC 20460

Express Mail/Courier Address:

K. Roach
U.S. Environmental Protection Agency/OAR/OAP
Climate Protection Partnerships Division
501 3rd Street, NW
Washington, D.C. 20001

Funding Opportunity Title:

EPA is requesting PRE-PROPOSALS for the following solicitation:
"Consumer education about reducing greenhouse gas emissions through awareness and use of energy-efficient products and practices."

Funding Opportunity Number:

CPPD-03-003

Catalog of Federal Domestic Assistance:

CFDA No. 66.034

"To support Surveys, Studies, Investigations, Demonstrations and Special Purpose Assistance relating to the causes, effects (including health and welfare effects), extent, prevention, and control of air pollution to include such topics as air quality, and climate change as it relates to the Clean Air Act."

Dates:

PRE-PROPOSALS are due by **April 3, 2003** (a signed original & three copies). Pre-proposals that are postmarked after this date will not be considered for funding. Pre-proposals that are being delivered by courier must arrive **NO LATER THAN 4:00 PM on April 3, 2003**. EPA will notify top rated PRE-PROPOSAL applicants by **May 1, 2003**. The final assistance agreement application will be due by **June 2, 2003** (only applicable to those selected for funding.)

Executive Summary:

The Climate Protection Partnerships Division (CPPD) is committed to reducing greenhouse gases through energy-efficiency and cost-effective partnerships with industries in all sectors of our economy where emissions reductions can be achieved. ENERGY STAR®, one of CPPD's dynamic government/industry partnerships, offers businesses and consumers energy-efficient solutions, making it easy to save money while protecting the environment for future generations.

In 1992, the US Environmental Protection Agency (EPA) introduced ENERGY STAR as a voluntary labeling program designed to identify and promote energy-efficient products to reduce greenhouse gas emissions. Computers and monitors were the first labeled products. Through 1995, EPA expanded the label to additional office equipment products and residential heating and cooling equipment. In 1996, EPA partnered with the US Department of Energy (DOE) for particular product categories. The ENERGY STAR label is now on major appliances, office equipment, lighting, consumer electronics, and more. EPA has also extended the label to cover new homes and commercial and industrial buildings.

Through its partnerships with more than 7,000 private and public sector organizations, ENERGY STAR delivers the technical information and tools that organizations and consumers need to choose energy-efficient solutions and best management practices.

American homes produce more greenhouse gas emissions than cars. By making energy-efficient choices these emissions can be significantly reduced - leading to better air quality and energy savings. Public education about energy-efficient products and practices is vital to achieving reduced greenhouse gas emissions. To that end, CPPD is seeking opportunities to fund proposals that will increase American consumer awareness and understanding of overall energy efficiency, as well as educating the general public on how to incorporate energy-efficient practices and products in their homes, offices and daily activities.

FUNDING OPPORTUNITY

This is a new solicitation opportunity. The Climate Protection Partnerships Division seeks to fund proposals that will increase overall consumer awareness and understanding of the connection between energy efficiency and the environment on national, regional and local levels. CPPD is seeking groups that are established and experienced in consumer advocacy and well-informed about energy efficiency issues. CPPD is also interested in tactics that will reach consumers at a "grassroots" level and in key markets where energy efficiency awareness is low. Proposals should demonstrate the candidates' ability to perform successful outreach through the use of "grassroots" networks or other unique communication channels. Proposals should identify unique methods for disseminating energy efficiency information in a way that compels the American public to take actions to reduce the amount of energy used in their homes, as well as become more cognizant of how the purchases they make for their homes will affect the environment for future generations. Proposals should address approaches/channels for disseminating information and what educational tactics will be used. They must also demonstrate a solid understanding and substantial knowledge-base of energy efficiency measures and best practices that are required in order to reach consumers and increase consumer understanding and awareness.

Proposals may address one or more of the following:

- Educating consumers about the link between energy use and the environment
- Educating consumers about improving the energy efficiency of their homes and offices
- Increasing consumer awareness of energy-efficient products in the market and their benefit to the environment
- Working with state and local governments to improve energy performance to existing buildings (e.g., offices, schools, hotels, hospitals, etc.)

AWARD INFORMATION

The total amount of funding that EPA expects to award through the announcement is up to \$375,000 in the first year.

EPA anticipates awarding 1-2 cooperative agreements, ranging in value from \$100,000 to \$375,000 per year. Organizations are encouraged to submit multi-year applications. **The final assistance agreement will last for 36 months, and must be completed within 36 months of the award. EPA reserves the right to reject all proposals and applications and make no awards.**

ELIGIBILITY INFORMATION

Only nonprofit, 501(3)c, organizations are eligible for this solicitation. The EPA, Office of Air and Radiation does not require cost-sharing from the grantee regarding funding of the assistance agreement. Successful applicants will be awarded cooperative agreements.

Clean Air Act, Section 103 (a) states that: "The EPA Administrator shall establish a national research and development program for the prevention and control of air pollution and as part of such program shall – (1) conduct and promote the coordination and acceleration of investigations, surveys, and studies relating to the causes, effects (including health and welfare effects), extent, prevention, and control of air pollution; (3) make grants to air pollution control agencies, to other public or nonprofit private agencies, institutions, and organizations.

(g) Pollution Prevention and Emissions Control - In carrying out subsection (a), the Administrator shall conduct a basic engineering research and technology program to develop, evaluate, and demonstrate non-regulatory strategies and technologies for air pollution prevention. Such strategies and technologies shall be developed with priority on those pollutants which pose a significant risk to human health and the environment, and with opportunities for participation by industry, public interest groups, scientists, and other interested persons in the development of such strategies and technologies. Such programs shall include the following elements:

- (1) Improvements in non-regulatory strategies and technologies for preventing or reducing multiple air pollutants, including sulfur oxides, nitrogen oxides, heavy metals, PM-10 (particulate matter), carbon monoxide, and carbon dioxide, from stationary sources, including fossil fuel power plants. Such strategies and technologies shall include improvements in the relative cost effectiveness and long-range implications of various air pollutant reduction and non-regulatory control strategies such as energy conservation, including end-use efficiency, and fuel-switching to cleaner fuels. Such strategies and technologies shall be considered for existing and new facilities.
- (2) Improvements in non-regulatory strategies and technologies for reducing air emissions from area sources.
- (3) Improvements in non-regulatory strategies and technologies for preventing, detecting, and correcting accidental releases of hazardous air pollutants.
- (4) Improvements in non-regulatory strategies and technologies that dispose of tires in ways that avoid adverse air quality impacts.

Nothing in this subsection shall be construed to authorize the imposition on any person of air pollution control requirements. The Administrator shall consult with other appropriate Federal agencies to ensure coordination and to avoid duplication of activities authorized under this subsection."

PRE-PROPOSAL SUBMISSION INFORMATION

The PRE-PROPOSAL submission should include: 1) a 1 to 2-page overview of the organization, its mission, and related experience; 2) a 3 to 5-page project description of key activities and approaches; 3) brief biographical sketches of key technical experts who will be involved in the project (no more than 3-pages total); and 4) a budget narrative (424a form attached.) Please submit a signed original and three (3) copies. *Pre-proposals that exceed page limitations will not be accepted.*

Note: Only hard copy submissions will be accepted either by mail or hand-delivered. Packages must be postmarked by **April 3, 2003**. Packages being delivered by courier must be received **NO LATER THAN 4:00 PM on April 3, 2003**. EPA recommends that applicants use express mail or courier services to ensure timely delivery.

Once EPA has completed review, the highest rated proposals will be selected and a request to submit a complete assistance agreement package will be sent to selected applicants.

APPLICATION REVIEW INFORMATION

All criteria associated with this RFP will be weighted as noted below:

Past experience: Pre-proposals shall briefly describe organizational experience promoting products and processes that improve energy efficiency to key stakeholders. **Weight: 30%**

Benefit to the public: Pre-proposals shall describe the importance of the project in delivering a public good including (1) how proposed activities in targeted markets will contribute reducing energy consumption/carbon emissions; (2) the estimated impact of the initiative(s) on consumer awareness and

how the will affect consumer behavior in terms of increasing their energy efficiency practices; and (3) anticipated outcomes of the project.

Weight: 30%

Experience of key personnel: Pre-proposals shall briefly describe the experience of key personnel and identify a primary contact, who will be responsible for the implementation of the grant and will serve as a liaison with CPPD staff. CPPD will review biographical sketches to determine if staff experience is commensurate with activities proposed.

Weight: 20%

Cost effectiveness: CPPD will review budget narratives (form 424a) to determine if costs are reasonable and commensurate with activities proposed.

Weight: 20%

1. **For Cooperative Agreements, successful applicants will need to meet the following Special Conditions:**
 - Submit quarterly progress reports to the assigned EPA Project Officer
 - Submit written materials to the assigned EPA Project Officer for review prior to release to the general public. However, final decisions on content of materials will be made by the grantee.
 - Meet quarterly, in person or via conference call, with the EPA Project Officer to review key accomplishments
 - Submit trip reports within two weeks of completing travel, indicating progress made towards project goals
2. **Dispute Resolution Process:** The Agency will resolve any disputes arising from this solicitation pursuant to the procedures outlined at 40 CFR Part 30.63 and Part 31.70. Subpart F.
3. **The applicable regulations:** Applicants selected will abide by appropriate 40 CFR regulation, part 30.
4. **Confidential Business Information:** If any portion of an applicant's proposal is comprised of confidential business information (CBI), appropriate pages should be so marked at the top of each page.
5. **E.O. 12372:** Applicants selected for funding will be required to provide a copy of their proposal to their State Point of Contact for review, pursuant with Executive Order 12372. This review is not required of initial applications.

QUESTIONS WHILE THIS FUNDING OPPORTUNITY IS OPEN SHOULD BE E-MAILED TO:

cppd.grant-funding-inquiries@epa.gov

CPPD will post questions and answers at <http://www.epa.gov/cppd> on a regular basis.