

District of Columbia
Department of Energy and Environment



**NOTICE OF FUNDING AVAILABILITY
AND
REQUEST FOR APPLICATIONS (RFA)**

Communications For RiverCents Automotive Pollution Prevention Program
(Short name: P2 SRA Communications)
RFA # 2016-1610-SWMD

Publication Date: 10/7/2016

Application Deadline: by 4:30 PM 11/7/2016

Government of the District of Columbia
Department of Energy and Environment
1200 First Street, NE 5th Floor
Washington, DC 20002
(202) 535-2600



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SECTION 1. GENERAL INFORMATION

1.1 Introduction

The District of Columbia Department of Energy and Environment (“DOEE”) is soliciting grant applications from eligible entities (called “Applicants”). The goal of this Request for Applications (RFA) is to provide communications and design support for a pollution prevention education program that addresses land, air, and stormwater pollution at automobile repair shops in the District of Columbia. The DOEE Stormwater Management Division will administer this RFA.

1.2 Purpose of the Grants

The purpose of this grant is to provide communications and design support for the RiverCents Automotive Pollution Prevention Program. The awarded applicant will create a unified language and branding for the P2 Program that is effective at engaging businesses and educating their customers about pollution prevention. The P2 Program will provide workshops, onsite technical visits, newsletters, and a certification program that will be integral to the District’s efforts to improve local environmental health by reducing pollution from automotive repair shops.

1.3 Source of Funds

The source of funds for this grant is the U.S. Environmental Protection Agency.

1.4 Competition for a Grant Award

This RFA is competitive. Each Applicant must demonstrate its ability to carry out the activities for the grant for which it applies (called a “project”). A review panel will evaluate the applications for each advertised grant according to the stated list of criteria in each project’s description. The proposal/s with the highest score/s will be awarded the grant.

Specifically, grant awards will be made based on eligibility (Section 1.6), the extent to which the proposed project fits within the scope and available funding of the grant, strength of the application, and the organization’s capacity to achieve the grant’s goals.

Each Applicant may submit an application for more than one project, if applicable.

1.5 Projects and Funds Available

| Project Number | Project Name | Amount |
|----------------|--|-------------|
| 1 | Communications for Automotive Pollution Prevention Program | \$33,744.00 |

1.6 Eligibility

The following are eligible to apply if an “x” appears:

- Nonprofit organizations, including those with IRS 501(c)(3) or 501(c)(4) determinations;
- Faith-based organizations;
- Government agencies
- Universities/educational institutions; and
- Private Enterprises.

Continuing conditions of eligibility are that the information in the application is complete and truthful and that the Applicant at all times is able to meet any material conditions stated in its application. For instance, if an Applicant’s ability to fulfill the terms of the grant is based on the availability of skilled staff and those staff should leave after the application’s submittal or the grant award to the Applicant, the Applicant has the responsibility to advise DOEE in writing of this change in material conditions. Another example of change in material conditions that could result in the loss of eligibility would be the loss of the Applicant’s tax-exempt status

Informational Meeting and Conference Call

An informational meeting/conference call and opportunity for question and answers will be held on October 21, 2016, from 2 to 3pm.

The location of the meeting will be:
1200 First Street, NE
Washington, DC 20002
Fifth Floor

The call-in number is 1-(866)-741-7514 and the conference code is 2014667.

1.7 Definitions

District - The District of Columbia.

Grantee - The person provided a grant by the District, including a sub-grantee.

Person - A natural person or a legal entity, including a partnership, firm, association, joint venture, public or private corporation, trust, estate, commission, board, public or private institution, cooperative, the District government and its agencies, and the federal

government and its agencies.

Writing - A tangible or electronic record of a communication or representation, including handwriting, typewriting, printing, photostat, fax, photography, word processing computer output, and e-mail. A "signed" writing includes an electronic symbol or process attached to, or logically associated with a writing, and executed or adopted by a person with the intent to sign the writing.

1.8 Permissible Use of Grant Funds

A Grantee may use grant funds only for allowable grant project expenditures. Grant funds related to work performed will be provided on a reimbursement basis, except that an advance of funds may be provided for grant administration expenses in limited circumstances for good cause approved by DOEE at its sole discretion.

1.9 Grant Monitoring

In its sole discretion, DOEE may use several methods to monitor the grant, including site visits, periodic financial reports and the collection of performance data. Each grant is subject to audit.

1.10 General Terms and Conditions

Appendix 1, "General Terms and Conditions" is incorporated by reference in this RFA. Applicants and Grantees must comply with any and all applicable terms and conditions outlined in Appendix 1.

1.11 RFA Conditions - Promises, Certifications, and Assurances

Appendix 2, "Applicant's Promises, Certifications, and Assurances" ("PCA"), is incorporated by reference in this RFA.

1.12 DOEE's Authority to Make Grants

DOEE has grant-making authority under:

- The Renewable Energy Portfolio Standard Act of 2004 (D.C. Law 15-340, D.C. Official Code §§ 34-1431-40), including § 34-1436(b) and (c)
- The Water Pollution Control Act of 1984, effective March 16, 1985, as amended, (D.C. Law 5-188; D.C. Official Code § 8-103.01 *et seq.*);
- The District Department of the Environment Establishment Act of 2005, effective February 15, 2006, as amended, (D.C. Law 16-51, D.C. Official Code § 8-151.01 *et seq.*);
- The Comprehensive Stormwater Management Enhancement Amendment Act of 2008, effective March 25, 2009, (D.C. Law 17-371; D.C. Official Code § 8-152.01 *et seq.*); and

- Other applicable laws and regulations.

1.13 Conflicts between RFA and Applicable Law

If any requirement of this RFA conflicts with a provision of any applicable law, including a District or federal law or regulation, the applicable legal provision shall control.

SECTION 2. SUBMISSION OF APPLICATION

2.1 RFA Release Date

The release date of this RFA is 10/7/2016.

2.2 Obtaining a Copy of the RFA

A person may obtain a copy of this RFA at doee.dc.gov or by requesting a copy through any of the methods listed in Section 2.6. Please add to any note the heading “RE: RFA 2016-1610-SWMD.”

2.3 Applications: When, What, and Where

When: All applications must be received at the address below by 4:30 p.m. on 11/7/2016.

Applications will be dated and recorded as “received” pending review by DOEE for completeness. DOEE considers an application to be “filed” only if all the required materials are submitted. Late or incomplete applications will be considered received, not filed.

What: The contents of the Application are specified in Section 3. Each applicant must submit:

Five paper copies of the application; and

One electronic copy.

The Department will not receive faxed copies.

Where: The paper copies must be filed with DOEE at the following address:

District of Columbia Department of Energy and Environment

**RFA – Grants
1200 First Street NE
5th Floor
Washington, DC 20002**

Attn: RFA 2016-1610-SWMD

Email: The electronic .pdf file should be sent to RiverCentsCommunications@dc.gov.

2.4 Award Announcement

DOEE expects to notify each Applicant in writing of its award status within six weeks after the application due date.

2.5 Updates and Questions and Answers (Q & A)

Additional information may become available before the application is due. It is the Applicant's responsibility to stay up-to-date on the status and requirements of the grant for which it is applying.

DOEE welcomes questions seeking clarification of matters in this RFA. Questions about the RFA should be sent to RiverCentsCommunications@dc.gov with "RE: RFA 2016-1610-SWMD" in the subject line.

DOEE will publish updates and Questions and Answers (Q&A) regarding the RFA at doee.dc.gov. DOEE will also create an email list to send updates and information regarding the RFA. A person can be put on the email list by immediately emailing RiverCentsCommunications@dc.gov with the subject line "RE: RFA 2016-1610-SWMD – Add me to the email list."

DOEE will provide the information to those on the email list at the same time the information is uploaded to the DOEE website. Paper copy updates will be available for pickup at DOEE's offices by appointment. DOEE will not mail out updates or Q&A materials.

The cut-off date for receipt of any questions is one week prior to the application deadline.

2.6 DOEE Contacts

DOEE can be contacted about this RFA (use the RFA's short name and number whenever possible) by:

- (a) **Emailing** RiverCentsCommunications@dc.gov with "RE: RFA 2016-1610-SWMD" in the subject line;
- (b) **In person** by making an appointment with (call Clara Elias at (202) 645-4231 and mention this RFA by name); or
- (c) **Write** DOEE at 1200 First Street NE, 5th Floor, Washington, DC 20002, Attention: Clara Elias RE: RFA 2016-1610-SWMD on the envelope.

SECTION 3. APPLICATION CONTENT

3.1 Format

Proposals should be formatted as follows:

- (a) Use plain, white, 8 ½” x 11” recycled paper with one-inch margins.
- (b) Applications should be double-sided to the extent possible;
- (c) Limit each project description to 15 double-spaced pages. Budget tables, flowcharts, photographs, the work plan, and other supporting documentation may be attached in addition to the project description
- (d) Staple the application in the top left-hand corner. Do not use a plastic cover or other form of binding.

3.2 Proposal Content

DOEE intends to fund a project that will benefit the environment, and, in particular, the environment of the District. The proposal should use the following format and explain, in increasing levels of detail, how the Applicant will accomplish this.

(Note: Before drafting the proposal, please read the project description very carefully to see if there are restrictions for the DOEE grant. For instance, certain activities might be required to take place in the District or the scoring might give extra points to labor sourced in the District.)

(a) Cover Sheet

Include a cover sheet in the format specified in Appendix 3.

(b) Project Summary

Provide a brief introduction (one or two paragraphs) that summarizes the proposal.

(c) Project Description

Present the quantifiable outputs and how to measure the project’s success. This will require identifying the target audience, explaining how the chosen methods will produce the outputs, and what resources must be expended to achieve the outputs identified. In presenting the project team and the budget, ensure that expenditures identified are those that the grant can reimburse.

(1) Purpose and Objectives

State how the project will benefit the environment and identify its targets or objectives.

(2) Target Audience

Identify the target audience and address how the project will engage the target audience. For instance, if the project has an educational component, describe who the target audience is (e.g., high school students, low-income residents, etc.), how the project will educate the target audience, and how educating this audience will benefit the environment.

(3) Project Outcomes, Outputs, and Activities

Explain the expected project outcomes, the project outputs that will produce the outcomes, and the activities that make the outputs possible.

A *project outcome* is a medium- to long-term result that occurs and/or continues after the project ends. Outcomes tend not to be quantified, because they are typically statements of relative conditions. For example, outcomes – not necessarily associated with this project – might include improved health of residents, an adequately sized riparian buffer, or increased public awareness of the effects of human activities on the health of the Chesapeake Bay.

An output is a short-term result achieved at the end of the project period. Outputs can and should be quantified. For example, an output might be described as providing watershed education to 100 students, installing 200 square feet of green roof and an informational sign, or cleaning two acres of land of invasive plants.

Activities are undertaken to achieve the outputs and outcomes. For example, if the project involves teachers, the proposal would explain how the Applicant will recruit the teachers, what the teachers will do, and if any experience or research supports the proposed use of teachers.

The proposal should connect the projected outcomes with the outputs, and the outputs, in turn, to the funded activities. This enables reviewers to evaluate what the proposed project will achieve if funded.

(4) Methods

Describe how the Applicant will use people and resources to accomplish the proposed activities.

(5) Measurement of Project Success

Provide quantifiable measurements. For example, a trash removal project might measure the pounds of trash removed, while a stormwater project might measure the amount of stormwater

captured. Also, if there are key tasks in the project, the proposal should identify the milestones necessary to produce the stated outputs.

(6) Project Budget.

Present a project budget and budget narrative.

An example of a project budget table, with categories that DOEE examines, appears in Appendix 4. The narrative should explain each budget line item. The explanation should be thorough enough to allow a reviewer to understand why expenditure levels were chosen and how the line item amounts were derived. The narrative should list its principal assumptions - for example, "senior staff are paid \$xx per hour times xx hours."

The proposal may use the budget format in Appendix 4. If the Applicant's own internal budget format is more detailed and covers each of the indicated line items, the Applicant may use its budget format. The budget must state the total cost of the project, even if the total exceeds the amount of the grant.

If the Applicant seeks an advance payment, it must request advance payment in its proposal and explain why an advance payment is requested. See Section 6.2.

Resources other than those being funded under the grant should appear in the column titled "Non-DOEE Match," meaning the Applicant intends to provide the indicated resources (i.e., the "match," and that the resources do not come from DOEE). Entries in this column would include both dollars and the value of the in-kind contributions. For example, in-kind contributions can include staff time, volunteer services, already-paid licensing fees, materials, supplies, and the use of equipment or real estate.

Volunteer hours provided to a grantee or sub-grantee must be valued at rates consistent with those the Applicant's organization ordinarily pays for similar work, including salary and fringes. If the grantee or a sub-grantee does not have employees performing similar work, the rates must be valued the same as rates ordinarily paid by employers in the same labor market for similar work.

The Applicant must verify that all costs in the budget are allowable and verifiable (see the examples of allowable costs and non-allowable costs listed below). DOEE will require documentation for grant payments, and the entire grant will be subject to audit.

Typical allowable costs are:

1. Rental of office space, some vehicles, and some equipment;
2. Employee salaries and benefits;

3. Contractor labor, including professional services;
4. Accounting and bookkeeping services;
5. Communications, including telephone and data services;
6. Printing, reproduction, including signage;
7. Materials and supplies;
8. Computers and printers;
9. Small tools;
10. Some field equipment, typically below \$5,000 in value;
11. Postage and shipping;
12. Necessary travel, meals and lodging; and
13. Insurance.

If the category or size of the expenditure is not obviously connected to the proposed project, the proposal should justify it. For example, a project to install a \$100,000 trash trap should discuss how the particular equipment was identified and why the price is the best for the project.

Non-Allowable Costs include:

1. Most major equipment, like vehicles;
2. Lobbying, including salaries and overheads and out-of-pocket expenses;
3. Entertainment;
4. Interest payments on loans;
5. Most food; and
6. Land purchases.

(a) Applicant.

(1) Organization.

Describe the organization's history, mission, and current or past projects that demonstrate the organization's capacity to achieve the project's goals. This section should be limited to one page. To provide further information, the Applicant can reference its website or attach organizational brochure or resume.

(2) Key personnel.

Identify the key team members for the project and provide brief biographies or their resumes. The team members can be staff, volunteers or contractors.

(3) Past performance on District Grants/Contracts.

Identify District agencies from which the Applicant has received funding as a contractor, grantee, or partner in the past five years and provide specific information including:

- The grant(s) or contract(s) title;
- The District agency/agencies;
- The grant number(s), contract number(s), or other identifier(s);
- The amount(s) paid; and
- What was accomplished as a result of the funding(s).

Briefly describe any disputes, investigations, or audits related to any of these District grants or contracts, grants, or partnerships in the past five years.

(4) Partners.

Sometimes partnerships can improve the success of a project. These partnerships might be with government agencies, nongovernmental organizations (NGOs), companies, or individuals. If a partner is to be involved in the project, the Applicant must describe the partner's involvement and resource commitments. The proposal must identify and attach a letter of support on the partner's letterhead, signed by an authorized official if the partner is a government agency, NGO, or business entity.

In lieu of a letter, an Applicant may attach an email from the partner (or an authorized official if the partner is a government agency, NGO, or business entity) that states support of the project and identifies the partner's name, address, website, and a contact name, telephone number, and email address.

For the following types of partners, provide the documentation indicated.

i. District of Columbia Public Schools

If the Applicant will work with the District of Columbia Public Schools (DCPS), it must include a letter of support from the principal of each school with which it will work, and, if available, from each participating teacher. Teachers and principals may send a joint letter.

ii. Property Owner

If the Applicant will work on public land, it must submit a letter of support from the managing agency. Similarly, if the Applicant is to work on private land, it must submit a letter of support from each property owner. If the project includes construction or installation, the letter must acknowledge that the property owner will be responsible (either directly or through an agreement with another entity) for project maintenance.

iii. Partnering Organization

If the Applicant has identified a project partner, it must include a letter of intent from the collaborating organization/s, agreeing to participate in the proposed project. The letter should demonstrate that the partnering organization understands the project presented for funding and the activities and/or services that the partner will provide.

iv. National Park Service

Projects that would be carried out on National Park Service (NPS) property will require NPS permission. Sometimes the paperwork supporting such permission takes extra time to complete. DOEE will accept more informal statements generated by responsible NPS officials, including emails.

3.3 Work Plan

The application must include a proposed work plan that describes the timeline for project implementation.

3.4 Required Documents

Each of the following documents must be filed as part of the proposal package. If the document is not in this filing, DOEE may classify the grant application as “received” but not “filed,” as specified in Section 2.3. However, if a government agency must issue a required document, and the Applicant has requested the document but not received it, DOEE may accept a copy of the Applicant’s request to the agency for the purpose of deeming the Application “filed.”

(a) Certificate of Good Standing

Each Applicant must submit a current Certificate of Good Standing from the District Department of Consumer and Regulatory Affairs.

(b) Promises, Certifications, and Assurances

Each Applicant must sign and submit the “Promises, Certifications and Assurances” (“PCA”) in Appendix 2. Signing the PCA is a condition of eligibility for this grant. If the Applicant is not prepared to sign the PCA, it should not apply for a grant. Compliance with the promises, certifications, and assurances in the PCA is a continuing condition of eligibility for this grant.

The PCA must be signed by the Applicant or, if the Applicant is an organization, by a duly authorized officer of the organization.

The PCA also includes a sworn statement verifying that the Applicant is not in arrears (i.e. is “current”) on all obligations outstanding to the District, including all District agencies. The Applicant must be “current” as of the date of the application and the date of a grant award. DOEE requires, as a condition of continuing eligibility, that a grantee stay current on such obligations during the period of the grant.

(c) IRS W-9 Tax Form

The Applicant must submit a current completed W-9 form prepared for the U.S. Internal Revenue Service (IRS). DOEE defines “current” to mean that the document was completed within the same calendar year as that of the application date.

(d) Tax Exemption Affirmation Letter

The tax exemption affirmation letter is the IRS’s determination letter of non-profit status. If this letter is not available, then the Applicant should provide its most recent IRS Form 990 tax return, if one was submitted. If no return has yet been filed, the organization can submit its application for tax-exempt status. If the group has a supporting organization with an IRS tax-exempt status determination, then that organization’s tax exemption affirmation letter should also be submitted.

If there is no IRS tax exemption affirmation letter because the organization is a religious organization, then the Applicant may submit the best evidence it can of its status. Examples of potential best evidence for this purpose include, but are not limited to (i) a letter from the leader of the organization verifying that the organization is a religious group; (ii) a letter from the group’s board chair or similar official, verifying that the organization is a religious group; (iii) the Applicant’s most recently submitted state sales or other tax exemption form, if it exists (Form 164 in the District of Columbia); or (iv) the state’s issued tax exemption certificate or card, if it exists. (*See IRS publication no. 1828, Tax Guide for Churches and Religious Organizations.*)

(e) Applicant’s Current Fiscal Year Budget

The Applicant must submit its full budget, including projected income, for the current fiscal year, using a format at least as detailed as that presented in Appendix 4. Also, the Applicant should submit a comparison of budgeted versus actual income and expenses of the fiscal year to date.

(f) Applicant’s Financial Statements

If the Applicant has undergone an audit or financial review, it must provide the most recent audited financial statements or reviews. If audited financial statements or reviews are not available, the Applicant must provide its most recent complete year’s unaudited financial statements.

(g) Separation of Duties Policy

The Applicant must state how the organization separates financial transactions and duties among people within the organization in order to prevent fraud or waste. This may be a statement that already exists as a formal policy of the organization, or the Applicant may create the statement for purposes of the application. The applicant should state which of these situations apply.

This statement should:

- Describe how financial transactions are handled and recorded;
- Provide the names and titles of personnel involved in handling money;
- Identify how many signatures the financial institution(s) require on the organization's checks and withdrawal slips; and,
- Address other limits on staff and board members' handling of the organization's money.

SECTION 4. Review Panel and Application Scoring

4.1 Review Panel

This is a competitive grant. The review panel for the RFA will be composed of individuals with knowledge in the areas directly related to the RFA. The review panel will review, score and rank each Applicant's proposal.

The panel will recommend the top scorer for award of the grant.

Review panels vary in size, but typically are made up of three to five people. At least two members of the review panel will be from DOEE staff. Whenever practicable, each panel will include at least one person from outside of DOEE.

4.2 Scoring Criteria

The reviewers score each proposal according to a list of criteria and their available points. The scoring of each application is based on a 100-point scale. The criteria and the points appear in the RFA's description of each grant opportunity. The Applicant should read this list carefully, ensuring that the proposal addresses each of the criteria.

Preferences may be awarded for points independent of the 100-point scale. An Applicant with an address in the District at the time of the application will be awarded a residency preference of 10 (ten) points. If the Applicant does not have an address in the District, but the application includes a District-based business or non-profit partner, five (5) points will be awarded. The residency preference will be afforded as follows:

1. The preference points will be added to any points awarded to the Applicant on the 100-point scale used to rank qualified applications to each project.

2. Preference candidates will be selected ahead of equally scoring, non-preference candidates.

Some grants require matching funds or other matching resources. Some grants do not require matches, but do allot points for scoring. Matches can be provided with resources of value to the proposed project, as discussed above in the section on budget. The Applicant should read the grant description carefully to determine if a match is required or allot points.

See section 7 for detailed scoring criteria for this solicitation.

SECTION 5. GRANTEE DOCUMENT REQUIREMENTS

5.1 Submissions If Applicant Will Receive the Grant

Upon acceptance of a grant award, the Grantee must provide the following documents.

(a) Certificate of Insurance

The Grantee shall submit a certificate of insurance giving evidence of the required coverage outlined in Appendix 1, General Terms and Conditions. DOEE will presume that the budget covers the cost of this required insurance and will not later adjust the grant award for this amount.

(b) Assurance of Continued Truth and Accuracy

The Grantee shall reaffirm upon acceptance of the grant award that the statements it signed in support of its application are still true and correct, or, if not, what has changed. See also Section 1.6.

SECTION 6. FILING REQUIREMENTS GENERAL PROVISIONS

6.1 Reporting Requirements

The grantee must submit the following reports as a condition of continuing eligibility for funding.

(a) Quarterly Status Reports

DOEE will provide a quarterly status report template with the grant award. These reports, which discuss grant activities for the preceding quarter, will be due on each of the following dates.

| | |
|------------------------------|------------|
| 1 st Q (Jan-Mar): | April 15 |
| 2 nd Q (Apr-Jun): | July 15 |
| 3 rd Q (Jul-Sep): | October 15 |
| 4 th Q (Oct-Dec): | January 15 |

If a report's due date falls on a weekend or District holiday, the report will be due the next business day.

The report must detail actions taken in the quarter preceding the report date, highlight outputs achieved, provide a financial update, and report unforeseen changes to project timetable, staffing, or partnerships, as well as any other changes that may affect project outcomes.

(b) Final Report

DOEE will provide a final report template with the grant award. This report includes quantification by the grantee of the project's outputs and describes the extent to which project outcomes met or will meet the objectives of the funded proposal. The template requires submission of data and analysis of the data.

6.2 Reimbursement of Project Expenditures and Disbursement of Funds

DOEE will not reimburse the Grantee for any work undertaken before DOEE notifies the recipient of the final award of the grant.

DOEE will reimburse the Grantee only for expenditures incurred to perform work under the grant. In limited cases, DOEE may advance funds at the beginning of the grant period for good cause approved by DOEE at its sole discretion. If the Applicant seeks an advance payment, it must request such payment in its proposal and explain why an advance payment is being requested.

For grant funds to be disbursed under a SRC Purchase Agreement, as outlined in Section 7 of this RFA, DOEE will deposit the grant funds with an independent escrow agent (“Escrow Agent”) pursuant to an escrow agreement among the District, the Grantee, and the Escrow Agent, according to the terms outlined in this RFA and Appendix 1, “General Terms and Conditions.” Grant funds to be disbursed under a SRC Purchase Agreement will be released pursuant to the escrow agreement.

DOEE operates on the District’s fiscal year, which starts October 1 of a calendar year and ends September 30 of the next calendar year. The grantee may submit a reimbursement request or an invoice at any time during the fiscal year for work performed within that same fiscal year. Each request/invoice must include supporting documentation.

Reimbursements will be mailed to the address on file for the grantee. DOEE may make electronic payments in lieu of mailing checks. DOEE generally pays grant invoices 30 days after DOEE receives them.

DOEE will withhold the final 10% invoiced under a grant until all required activities have been completed, including receipt of the final report.

SECTION 7. PROJECTS PROPOSED FOR GRANT FUNDING

7.1 Summary: Project Title and Available Funds

Project Name

Communications for Automotive Pollution Prevention Program

Introduction

The Department of Energy and Environment (DOEE) works to control, prevent, and remediate land, air, and stormwater pollution in the District and its waterways. One important potential source of pollution is the automotive repair sector, which regularly performs work and handles toxic materials that can impact the District's water and air quality. This project will create a program, called the RiverCents Automotive Pollution Prevention Program (P2 Program), to work with District automotive repair shops on pollution prevention.

Pollution prevention is defined as any practice that “reduces, eliminates, or prevents pollution at its source, also known as *source reduction*” (EPA), and involves changing the way products are manufactured, used, or disposed of to minimize their toxicity, reduce how much is used, and/or lengthen how long they are used.

Source reduction is a term used to define lessening the amount of pollution that is created before recycling, treatment, or disposal and the impact of pollutants on public health and the environment.

Automotive repair shops are defined as auto body and mechanic shops that work to fix the exterior, mechanical, and other components of motor vehicles.

The awarded applicant will receive funding as a sub-grantee of DOEE. The funding for this sub-grant has been awarded to DOEE by the U.S. Environmental Protection Agency (EPA). Review DOEE's application fully, found among the appendicies on the page that announces this grant opportunity (on the DOEE website at the *Grants and Funding* under the *Resources* tab).

Project Period

The project period begins on the date of the grant award through September 30, 2018. This period may be extended an additional two years with up to an additional \$75,000 of funding provided, depending upon the performance of the Grantee and the availability of funds.

Because this grant award will integrate with the Technical Assistance for RiverCents Automotive Pollution Prevention Program (RFA 2016-1611-SWMD), most of the project should be completed before May 2018.

Available Funding

DOEE expects to make an award to a single grantee for up to \$33,744.00.

7.2 Project Description

This project will create a marketing plan and provide communications and design support for the RiverCents Automotive Pollution Prevention Program.

This RFA is for fewer services than DOEE proposed in its funded application to the EPA. This RFA is NOT seeking the following principal services:

1. Project oversight and guidance
2. Recruitment and contact information for automotive repair shops
3. Technical content for marketing material and newsletter
4. DOEE website
5. Onsite technical assistance program
6. P2 workshops
7. Develop and coordinate P2 certification program
8. EPA reporting

At a minimum, the successful applicant shall do the following:

1. Demonstrate the ability to conduct market research. DOEE will provide contact information for automotive repair shops (repair shops).
2. Illustrate the ability to create a cohesive language and branding for the P2 Program by providing a description and at least two examples of past work.
3. Demonstrate the ability to develop an engagement strategy that will make the project relevant to repair shops and encourage them to implement pollution prevention measures.
4. Show the ability to work with DOEE and a technical specialist to edit and design material for the P2 Program and to develop a survey that can be used to measure and evaluate program effectiveness.

The intellectual property created, made, or originated by the grantee DOEE selects for this grant shall be the sole and exclusive property of DOEE, subject to the terms of the grant's federal funding. The grantee will be given the opportunity to retain an unrestricted license for the noncommercial use of the intellectual property. Intellectual property includes communication and training materials, data and other collected information, and software.

Work Plan

The Applicant must provide a work plan that describes the process, timeline, and budget for establishment of the program. The work plan should meet the deliverables included in DOEE's proposal to the EPA (found on the DOEE website at the *Grants and Funding* under the *Resources* tab on the page that announces this grant opportunity). The work plan should include periodic in-person meetings and conference calls with DOEE several times a quarter, or as often as deemed necessary.

7.3 Project Outcomes, Outputs, and Deliverables

Project Outcomes

1. Greater engagement of repair shops on P2 issues.
2. Greater understanding among repair shops about how to find P2 program resources, resulting in part from cohesive language and branding.
3. Greater understanding by DOEE on the impact of the P2 Program and how the program can be improved.
4. Greater knowledge by automotive repair shop owners and staff about how and why they should prevent land, air, and water pollution.
5. Less pollution from repair shops through source reduction activities.
6. Money saved at repair shops by implementing source reduction activities.
7. Greater recognition among consumers of businesses' P2 efforts.

Project Outputs

1. Phone interviews of District automotive repair shops that identify motivators and barriers for implementing P2 measures, and a report that summarizes interview findings and outlines strategy for marketing the program.
2. Engagement strategy that makes the project relevant to repair shops and encourages them to implement P2 measures.
3. Survey that can be used to measure and evaluate program effectiveness.
4. Cohesive language and branding for the P2 Program.
5. Edit and mail twice-yearly newsletter.
6. Marketing material for the P2 Program that will include the need for professional graphics, layout design, and clear language.

Project Deliverables

1. Phone or in person interviews of automotive repair shops
2. Report on interviews that summarizes findings and outlines marketing strategy
3. Online and paper survey
4. Marketing material
5. Twice-yearly newsletter
6. Quarterly grant reports

Scoring

| Scoring Criteria | Points |
|---|--------|
| Application presents a clear and feasible plan for successfully accomplishing project goals, outputs, and deliverables. | 20 |
| Applicant demonstrates excellent expertise in creating quality marketing material including professional graphics, effective layout design, and clear language. | 20 |
| Applicant demonstrates ability to quickly become knowledgeable of the subject matter they are funded to market. | 15 |
| Applicant demonstrates extensive experience in developing effective environmentally-focused marketing and outreach programs. | 15 |
| Applicant demonstrates experience developing successful marketing strategies that target small, local businesses. | 15 |
| The application package presents an adequate and reasonable numeric budget and a clear and detailed budget narrative justifying the funds requested. | 15 |

Preference points will be added to applications for District-based businesses, as referred to in section 4.2.

APPENDICES

- Appendix 1 – General Terms and Conditions
- Appendix 2 – Promises, Certifications, and Assurances
- Appendix 3 – Cover Sheet
- Appendix 4 – Example of Grant Budget