

ENVIRONMENTAL PROTECTION AGENCY

[FRL-5957-5]

Mobile Source Outreach Assistance Competition; Fiscal Year 1998: Solicitation Notice

AGENCY: Environmental Protection Agency.

ACTION: Notice.

SUMMARY: Today's notice announces the availability of funding and solicits proposals from state, local and tribal air pollution control agencies for mobile source-related outreach projects. The funding will be allocated by EPA's Office of Mobile Sources through the competitive process described in this notice.

DATES: The deadline for submitting final proposals is March 26, 1998. In addition, to allow for efficient management of the competitive process, OMS is requesting that agencies submit an Intent to Apply by February 20, 1998. (Instructions for submitting final proposals and Intents to Apply are found in Section X. below).

ADDRESSES: This proposal can also be found on the Office of Mobile Sources Web Page: "www.epa.gov/omswww/" click on "What's New?" Addresses for submitting proposals can be found in Section X. below.

FOR FURTHER INFORMATION CONTACT: Susan Bullard, Director of Outreach and Communication, US EPA Office of Mobile Sources, 401 M. Street SW, (mail code 6401), Washington, DC 20460. Telephone (202) 260-2614; Fax (202) 260-6011; or email "bullard.susan@epamail.epa.gov".

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Section I. Overview and Deadlines

A. Overview

Over the past year, OMS has entered into agreements and established partnerships with a number of organizations to (1) provide national support for community-based mobile source public education efforts and, (2) encourage responsible choices for organizational and individual actions

through public education. Current outreach projects funded through OMS (listed in Section VIII(U) below) emphasize transportation choices; education of vehicle owners and drivers of the future; car care and the role of the automotive technician; and, related projects such as ozone mapping and small engines. EPA's Office of Mobile Sources has set aside funds from the State and Tribal Assistance Grants (STAG) funds to provide support to community-based mobile source-related outreach projects. This notice solicits proposals for outreach projects which directly support state and local air management organizations in their efforts to improve air quality from mobile sources. Proposals will be accepted from state, local, tribal and multi-state air management agencies which are identified under Section 302(b) of the Clean Air Act.

Interested persons call also obtain copies of this solicitation at no charge by accessing "What's New?" on the OMS Website, "http://www.epa.gov/omswww.".

B. What Are the Deadlines for This Competition?

In order to efficiently manage the selection process, the Office of Mobile Sources requests that an informal "Intent to Apply" be submitted by February 20, 1998. An "Intent to Apply" simply states in the form of e-mail, phone, or fax that your organization intends to submit a proposal to be received by the deadline. *The deadline for submitting completed proposals (original and six copies) is March 26, 1998.*

Section II. Eligible Organizations

C. Who Is Eligible To Submit Proposals?

According to funding policies associated with the State and Tribal Assistance Grants regulations (STAG funds), proposals can be accepted only from air pollution control agencies as defined under Section 302(b) of the Clean Air Act (for projects to be undertaken will have replicability to other communities nationally), as well as multi-state organizations supporting Section 302(b) agencies and collaborations of air pollution control agencies.

Interested air management organizations which are not air pollution control agencies as defined under Section 302(b) of the Clean Air Act are encouraged to create partnerships with eligible organizations. In that situation, the eligible organization would be required to

submit the final proposal and serve as the funding recipient if selected.

Section III. Funding Issues

D. What Is the Amount of Available Funding?

Approximately \$575K

E. How Will Funds Be Allocated?

The competition process will be managed by OMS and selected cooperative agreements will be awarded by EPA's Regional offices and funded through either Section 103 (multi-state organizations) or Section 105 authority (state and local air pollution control agencies.)

F. How Many Agreements Will Be Awarded?

Approximately six agreements will be awarded, none to exceed \$150,000. The total dollar amount of the final awards must be within available funding.

G. Are Matching Funds Required?

Possibly. Clean Air Act Section 105 mandates that eligible agencies provide matching funds of at least 40%. Therefore, if an air pollution control agency submits a proposal for which they do not already have sufficient matching funds, they must include a statement in their proposal indicating that the match could be met if their proposal is selected. Organizations unable to meet a required match must be considered ineligible. (This requirement does not apply to multi state organizations.) Organizations which are unclear as to their matching status are recommended to contact their EPA Regional Grant Coordinator.

H. Can Funding Be Used To Acquire Services or Fund Partnerships?

Yes—subgrants and other procurement services are allowed. Because the method used to fund subgrants is not a federal matter, procedures governing your organization's procurement practices must be followed. Please indicate any intent to enter into such agreements in the proposal.

Section IV. Program Emphasis

I. Program Emphasis

- Voluntary Measures
- Transportation choices
- Car care (testing, repair, maintenance)
- Environmental education for youth.

Other mobile source issues (including but not limited to: on-board diagnostics, diesel, particulate matter, heavy duty engines; nonroad engines; ozone mapping/forecasting)

Section V. Criteria**J. Primary Criteria**

- Addresses environmental goals of improved air quality from mobile sources
- Presents a strong public health message
- Demonstrates national or regional applicability
- Demonstrates effectiveness of delivery mechanism to reach targeted audience
- Exhibits clearly—stated and appropriate levels of funding
- Includes effective measurement/evaluation methods
- Reflects the potential for sustainability

K. Other Factors To Be Considered

- Innovation in public awareness
- Effectiveness of collaborative activities and partnerships with other stakeholders needed to effectively develop or implement the project
 - Integration with existing programs
 - Willingness to coordinate with other OMS-funded outreach activities

L. Presentation Criteria

- Completeness
- Action-oriented
- Clearly-stated objectives
- Reasonable time frames

Section VI. Evaluation and Selection**M. The Evaluation Team Is Chosen to Address a Full Range of Mobile Source and EPA Program Expertise.**

In addition, each EPA Regional office is given the opportunity to review those proposals generated by eligible organizations within that Region. The Evaluation Team will base its evaluation on the criteria referenced in this Request for Proposal. Completed evaluations will be referred to a Selection Committee representing OMS senior managers and Regional representatives who are responsible for final selection. To ensure equity and objectivity throughout the process, the OMS Program Contact (listed below) and staff who facilitate the process and participate in pre-application assistance, do not serve as members of either the Evaluation Team or the Selection Committee.

Section VII. Proposals**N. What Must Be Included in the Proposal?**

Proposals should be approximately 5–7 pages in length and must include:

- (1) A brief statement that candidate organization is defined as an air pollution control agency under Section 302(b) of the Clean Air Act

(2) A statement that any required match could be met

(3) A concise statement of project background/objectives highlighting relationship to improving air quality from mobile sources

(4) A detailed project summary—description of specific actions to be undertaken, including estimated time line for each task

(5) Associated work products to be developed

(6) Explanation of project benefits

(7) Detailed explanation of how project outcomes will be designed for replication in other communities

(8) A detailed budget estimate (clearly explain how funds will be used, including estimated cost for each task)

(9) Projected time frame for project from initiation through completion

(10) Project contact(s) (provide name, organization, phone, fax, and e-mail where available)

(11) Other relevant information to assist in the selection process

O. Will 2-Year Proposals Be Considered?

Yes. If a proposal with a 2-year project period is submitted, OMS requires that the budget and cost estimate be designed to indicate what will be accomplished in each of the first and second years.

P. May an Eligible Organization Submit More Than One Proposal?

An organization may submit more than one proposal only if the proposals are for different projects.

Q. May an Eligible Organization Resubmit a Proposal Which Was Submitted to the Mobile Source Outreach Assistance Competition in 1997, but Was Not Selected?

Yes. The proposals received by OMS in 1997 were generally of very high quality. Clearly, all proposals of merit could not be selected due to finite resources available.

R. May an Eligible Organization Submit a Proposal for This Fiscal Year, Even if It Was Awarded Funding Under This Program in Its First Year?

Yes. Applicants awarded funding in last year's competition may submit new proposals to fund a different project. This program is designed to provide seed money to initiate new projects or advance existing projects that are new in some way (e.g. new audiences, new locations, new approaches.)

S. Does This Funding Expire at the End of FY 98?

No. The statute states that State and Tribal Assistance Grants (STAG) for

environmental programs remain available until expended.

T. Ineligible Proposals

Proposals will be determined to be ineligible if: (1) The candidate organization is not currently defined as an air pollution control agency under Section 302(b) of the Clean Air Act; (2) a required match cannot be met; (3) the proposal is incomplete; or (4) the proposal is postmarked after the deadline.

Section VIII. Current OMS-Funded Outreach Projects**U. OMS/Section 105-Funded Mobile Source Outreach Projects Currently Underway**

To minimize the possibility for duplication of effort, leverage resources and maximize the possibility for networking as proposals are developed, the following provides brief sketches of mobile source-related outreach projects currently funded through the Office of Mobile Sources.

The Seven Projects Selected Through the FY 97 Mobile Source Outreach Assistance Competition Are Indicated With (* * *)

Other projects listed are funded from the Office of Mobile Sources program funds. Contacts are provided for further information. Projects are categorized as for clarity.

Transportation Choices

“A Tour of the Urban Environment” (* * *). Illinois EPA and the Chicago Museum of Science and Industry, Contact: Betsy Tracey, 217/782–0408

The project is designed to:

- enhance the air quality and mobile source component of “A Tour of the Urban Environment”—a permanent environmental science exhibit at the Chicago Museum of Science and Industry
- present basic science, describe health effects, explain citizen role in contributing to mobile source emissions, explain “calls to action” such as “Ozone Action Days,” foster critical problem-solving and decision-making skills
- create “real” meteorological station measuring actual ambient conditions outside the Museum, an interactive learning device (computer with CD Rom) and supporting materials to illustrate the relationship between meteorology and ozone. The user can become an ozone forecaster
- projected to open on Earth Day, 1998

“Chattanooga Lifestyle Campaign: Improving Chattanooga’s Air Quality Through Voluntary Citizen Transportation Choices” (* * * *). Chattanooga-Hamilton County Air Pollution Control Board, Contact: Angela Turner, 423/867-4321

Working with the Global Action Plan (GAP), the project goal will be to enhance the mobile source component of Chattanooga’s Household EcoTeam Project. The project includes:

- 4-month tracking of specific actions to reduce auto emissions through transportation choices in 50 households
- peer support and handbook to support family involvement
- follow up research to determine sustainability of new transportation practices
- two-part national technology transfer—invitational conference for local, state and federal air quality managers after demonstration period; broad-based outreach through presentations at meetings and conferences

EPA/DOT Transportation/Air Quality Initiative. Contacts: Kathy Daniel (DOT/FHWA), 202/366-6276, Joann Jackson-Stephens (EPA/OMS), 734/668-4276, Abbe Marner (DOT/FTA), 202/366-4317

This collaborative effort is:

- community-based with support from federal agencies to increase public awareness of impact of travel behavior on air quality, encourage the public to make informed transportation choices, and increase the driving public’s awareness of alternative modes of transportation
- building on results from 3 pilot community sites—Dover, DE; Milwaukee, WI; and San Francisco, CA
- designed to include coalition-building at the national and local levels, environmental education for youth, production of consistent, effective informational materials for public and media, and evaluation of changes in public awareness and actions
- nationally available to additional sites nationally in Spring, 1999

“Youth VMT Initiative: Community-Based Solutions to Community-Defined Problems”. Academy for Educational Development (AED), Contacts: Rick Bossi, 202/884-8898

The purpose of this youth-based program, which begins with 3 pilot sites in Kansas City, Boston, and Tampa is to:

- create a replicable and sustainable program for involving youth and

families in reducing growth in vehicle miles traveled (VMT)

- enable youth to communicate about travel choices, solve problems and make sound travel decisions to minimize VMT

- share successful practices, lessons learned and tools developed in the pilot sites with other communities
- serve as a blueprint for communities interested in including a youth component in efforts to reduce emissions from mobile sources

“Interactive Information Kiosk” (* * * *). Ventura County Air Pollution Control Board, Contact: Barbara Page, 805/645-1415

This initiative will:

- develop a stand-alone bilingual interactive information kiosk for the public focusing on transportation-related air quality issues with content which reflects national, state and local issues
- produce products including a prototype kiosk (providing other air quality management agencies with 60-70% of actual programming needed to produce a similar kiosk for their citizens—video, graphics, animation) and an instructional handbook

—be delivered in Summer, 1998

Youth Education

“I.D.L.E. in Dade” (* * * *). Dade County Department of Environmental Resources Management, Contact: Jenny May, 305/372-6495

The program will:

- educate new drivers on the air quality impacts of driving, use of alternative fuels and transportation choices
- encourage responsible maintenance and driving practices
- teach critical-thinking, problem-solving, and decision-making skills through educational videos, informational handouts, creative hands-on demonstrations and design contests

“Public Education and Outreach on Mobile Source Emissions and Driving Smart”. Environmental Health Center of the National Safety Council, Contact: Nyki Brandon-Palermo, 202/974-2484

Networking and coordinating with other similar projects across the country, this effort will:

- develop a driver education curriculum module for new drivers linking benefits of responsible maintenance to responsible driving for use in 15,000+ public and private driver education programs nationwide

Driver Education Pilot. NESCAUM, Contact: Natoschia Scruggs, 617/367-8540

This effort will:

- pilot the driver education curriculum module (developed by the Environmental Health Center—see above) in several locations in the northeast

Car Care and the Role of the Auto Technician

“Car Care for Clean Air” Contacts: Mia Zmud, Weber State University, 801/536-4095

This pilot project is designed to:

- raise public awareness of ways in which automotive *service* affects air quality
- create coalitions to identify ways to improve vehicle maintenance practices—elevating the number, skill sets, performance and image of vehicle maintenance technicians
- encourage environmentally-sound transportation choices in anticipation of 2002 Olympics and beyond

“Air Pollution, Motor Vehicles and Public Health.” American Lung Association (ALA), Contact: Katherine Pruitt, 202/785-3355

Mini-grants, provided to 17 local lung associations (through ALA competitive process) for public education efforts, will:

- send a strong public health message focused on children and asthma designed to raise public awareness of air quality and the impact of mobile sources
- be in place for ozone season, 1998

“The Air Repair Communications Project” (* * * *). Missouri Department of Natural Resources, Contact: Kerry Cordray, 573-751-4817

A bi-state effort in partnership with the American Lung Association of Eastern Missouri, the “Air Repair Communications Project” will:

- focus on enhanced inspection and maintenance
- create replicable materials including media kits, psas, exhibits, articles for newsletters, brochure to educate on enhanced I/M, theater screen slides, video to be distributed through Blockbuster;
- undertake activities including car care clinics, community presentations, training and materials development for transportation management associations, participation at commuter fairs, open houses for public information exchange; make I/M program information available through posting on the WWW and other outreach tools.

Related Projects

"Integrate the Televised Ozone Map with Mobile Source Outreach Initiatives" (* * *), NESCAUM/MARAMA/OTC Collaboration, Contact: Natoschia Scruggs, NESCAUM, 617/367-8540

This project will:

- expand the scope of the animated ozone map to 14 states represented by the NESCAUM, MARAMA, and the OTC
- encourage region-wide distribution and use of the map, conduct public outreach to inform and motivate voluntary mobile source ozone abatement actions, and development of outreach materials for meteorologists and the public
- provide technical assistance to other regions of the country interested in the benefits of ozone mapping and forecasting, through creation of a web site and other outreach activities

Ozone and Particulate Matter Outreach, STAPPA/ALAPCO, Contact: Gail Lewkowitz, 202/624-7864

STAPPA/ALAPCO will develop dynamic education and outreach materials to help state and local air agencies communicate the ozone and PM decisions and potential implications to elected officials, the media and the public. The project will:

- produce an informational video on PM 2.5 and disseminate to every state and local air agency. The video will be designed to educate important constituents including

state and local elected officials, civic and business groups and high school and college students—available in January 1998

- develop a modular PM implementation tool kit providing a variety of materials including communication tools to assist state and local agencies in explaining how the new PM₁₀ standard will be implemented as well as potential implications

"Cash for Clippers" (* * *), Maryland Department of the Environment, Contact: Anna Nardolillo, 410/631-3240

This program will:

- educate consumers about pollution prevention, ground-level ozone, MDE's forecasting program, and the impact of lawn and garden equipment
- offer rebates toward purchase of non-gasoline powered lawn mowers
- develop economic incentives to prevent pollution, foster creativity and innovation within the private and public sectors

Section IX. Other Items of Interest

V. Is There Other Information I Should Have?

Yes.

- Submission of a proposal does not guarantee funding.
- Only those organizations selected will be required to submit a complete "Application for Federal Assistance and Budget Information (SF 424 and SF 424A) to the appropriate EPA Regional Office."

Section X. How to Apply

X. How Do I Apply?

Completed proposals (original + 6) should be sent via regular mail to:

Susan Bullard, Director of Outreach and Communication, US EPA Office of Mobile Sources, Mail Code 6401, 401 M Street SW, Washington, DC 20460

Note: Proposals may be faxed, but must be followed by a hard copy original and 6 copies.

Proposals to be sent through express mail must be sent to the following address:

Susan Bullard, Director of Outreach and Communication, US EPA Office of Mobile Sources, Room W737, 401 M Street, SW, Washington, DC, 20460, (202) 260-2614, (202) 260-7645 (backup number for expressed proposals only)

Deadline for Submitting Final Proposals—March 26, 1998.

Section XI. OMS Program Contact

Susan Bullard, Director of Outreach and Communication, EPA Office of Mobile Sources, 401 M Street, SW (Mail Code 6401), Washington, DC 20460, (Phone) 202/260-2614, (Fax) 202/260-6011, "bullard.susan@epamail.epa.gov"

Dated: January 27, 1998.

Richard D. Wilson,

Program Official.

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