



Energy Efficiency and Conservation Block Grant:

Statewide Outreach and Education Program

Request for Applications

Issue Date: Friday, November 20, 2009

Application Due Date: Tuesday, December 22, 2009
05:00 PM CST

Wisconsin Office of Energy Independence

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Table of Contents

Background..... 4

Objectives 4

Award Information 5

Eligible Applicants..... 5

Eligible/Ineligible Expenses 5

Cost-Sharing..... 6

Application Guidelines..... 6

Application Review Information..... 7

Review and Selection Process 8

Contract Terms and Funding 9

Contact Information 9

Cover Page..... 10

Budget Justification Form – 3-year Program 11

Budget Summaries..... 13

Background

The Office of Energy Independence (OEI) works with policy makers, local energy industry businesses, innovators, public/private initiatives and federal agencies to move Wisconsin toward 25x'25: Governor Doyle's call for an energy independent Wisconsin, where 25% of electricity and 25% transportation fuels will be sourced from renewable resources by 2025.

Under the goals of 25x'25, OEI and its partners are working to reduce overall energy consumption, across economic sectors. Reduced energy consumption, increased use of renewable energy sources, and implementation of energy efficient efforts puts Wisconsin's 25x'25 goals in reach.

As part of its work, OEI administers Wisconsin's State Energy Program and a suite of energy-related programs, including the Energy Efficiency Conservation Block Grant (EECBG), funded by the America Recovery and Reinvestment Act (ARRA) of 2009. The EECBG in Wisconsin is divided into two sections: municipal building retrofit and energy efficient lighting, and Outreach and Education. The Outreach and Education (O&E) component of the EECBG—this announcement—seeks to affect a paradigm shift around the way energy is used in Wisconsin through the development of a statewide, publicly accessible, replicable education program.

The O&E program(s) funded through this announcement will develop an educational program complementary to existing efforts in Wisconsin by OEI, utilities, environmental groups, university programs, and Focus on Energy.

Objectives

1. The Wisconsin EECBG O&E Program will develop one or more statewide, publicly accessible, replicable environmental and energy education program(s) that address:
 - energy usage of the average Wisconsin citizen,
 - the interplay between complex factors such as energy generation and consumption,
 - environmental impacts of using energy, and
 - the role an individual plays in statewide efforts to use energy wisely.
2. The energy education program will be designed to proactively change energy use behavior through demonstrated methods. This includes, but is not limited to:
 - social norming methods (e.g., peer/neighbor comparison),
 - viral marketing,
 - education modules geared at children (K-12), and
 - demonstration of renewable energy systems and the value of renewable energy.
3. Implement the O&E program and collect data through online and in-person interviews to gauge learning and change in habitual behaviors.
4. Develop working partnerships with existing Wisconsin organizations promoting energy efficiency, decreased energy consumption and behavior change (e.g., Focus on Energy, KEEP, Wisconsin Climate Change Action Initiative).

Award Information

- 1. Type of Award** - OEI anticipates making grants subject to the rules and data collection requirements set forth under the American Recovery and Reinvestment Act (ARRA).
- 2. Maximum Award Size** – OEI will award a maximum of \$500,000 for any grantee under this announcement.
- 3. Expected Number of Awards** - OEI will make up to three awards under this announcement.
- 4. Period of Performance** – Awards will be for a period of 36 months.

Eligible Applicants

Applicants must be:

- able to conduct O&E efforts statewide to the public at-large.
- willing to collaborate with existing education efforts (e.g., Focus on Energy, KEEP, Wisconsin Climate Change Action Initiative).
- conduct required activities throughout the life of the grant.

Ineligible applicants are utilities¹ and entitlement communities and tribes receiving funding for EECBG efforts directly from the US Department of Energy.² Utilities are required to conduct education efforts in their service area by the Public Service Commission of Wisconsin and receive funding from public and private sources to undertake these activities.

Eligible/Ineligible Expenses

Funding may be used to support efforts relevant to the development of an educational program meeting the objectives described earlier in this announcement. Funding may be used for three years of staff time and associated expenses, including personnel, fringe, travel, supplies, equipment, training and outreach, indirect and other project related expenses. This list is not intended to be exhaustive and other expenses may be allowable.

Lobbying expenses are ineligible. All expenses will be reviewed and approved by the OEI, and may be subject to review and approval by the US Department of Energy, especially where the National Environmental Policy Act (NEPA) applies.

¹ Including investor-owned utilities, electric co-operatives, municipally-owned utilities and independent power producers.

² Entitlement counties are: Brown, Dane, Marathon, Milwaukee, Outagamie, Racine, Walworth, Washington, Waukesha, and Winnebago.

Entitlement cities are: Appleton, Beloit, Brookfield, Eau Claire, Fond du Lac, Franklin, Green Bay, Greenfield, Janesville, Kenosha, La Crosse, Madison, Milwaukee, New Berlin, Oshkosh, Racine, Sheboygan, Waukesha, Wausau, Wauwatosa, and West Allis.

Entitlement tribes are: Ho-Chunk Nation of Wisconsin, Oneida Tribe of Indians of Wisconsin, Menominee Indian Tribe of Wisconsin, Lac Courte Oreilles Band of Lake Superior Chippewa Indians of Wisconsin, Lac du Flambeau Band of Lake Superior Chippewa Indians of the Lac du Flambeau Reservation of Wisconsin, Bad River Band of the Lake Superior Tribe of Chippewa Indians of the Bad River Reservation of Wisconsin, Red Cliff Band of Lake Superior Chippewa Indians of Wisconsin, Forest County Potawatomi Community, Stockbridge Munsee Community, St. Croix Chippewa Indians of Wisconsin, Sokaogon Chippewa Community.

Expenses incurred before the grant contract is signed will not be eligible for reimbursement. Budgets will be reviewed prior to an award (via the Budget Justification Form) and are subject to negotiation with the OEI.

Cost-Sharing

There are no cost-sharing requirements under this program, but leverage dollars are encouraged and will be factored in to the proposal evaluation process. Leverage dollars are any non-award monies contributing to the efforts outlined in the project narrative including in-kind staff time and supplies.

Application Guidelines

Please submit 4 copies of the following documents:

1. Cover Page (attached)

2. Project Narrative:

The narrative should be organized with the following headings:

- Introduction to the project
- Background on the applicant, and its qualifications
- Curriculum development overview, plan and goals
- Implementation overview, plan and goals
- Evaluation/data collection overview, plan and goals
- Anticipated outcomes

Goals should be time-sensitive. Applications selected for funding will use the goals described in this section to evaluate the progress and success of the project.

While development of an education program should address Wisconsin citizens of all ages, the primary target audience of the educational program is the average Wisconsin citizen whose knowledge of the energy industry is primarily as a residential consumer.

The project narrative must not exceed five (5) pages, including table of contents, charts, graphs, maps, photographs, and other pictorial presentations. When printed, the project narrative must use standard 8.5" by 11" paper with 1-inch margins (top, bottom, left, and right).

EVALUATORS WILL ONLY REVIEW FIVE PAGES.

The font must not be smaller than 11 point. Do not include any internet addresses (URLs) that provide information necessary to review the application. Narrative should thoroughly address the review criteria in the Application Review Section below.

3. Budget Justification Form (attached):

The applicant must justify the costs proposed in each Object Class Category/Cost Classification category (e.g., identify key persons and personnel categories and the estimated costs for each person or category; provide a list of equipment and cost of each item; describe purpose of proposed travel, number of travelers and number of travel days; list general categories of supplies and amount for each category; and provide any other information you wish to support your budget).

The Budget Justification is not considered in the page count.

4. Personnel

List all personnel and provide resumes of staff who will work on the grant. Include activities and their experience as it relates to the proposed project. Establish a key staff member to coordinate grant activities and serve as a point of contact for this project.

Personnel documents are not considered in the page count.

5. Letters of Reference (optional, but considered if submitted).

Letters of Reference are not considered in the page count.

Application Due Date

Applications must be received by Tuesday, December 22, 2009, 05:00 PM CST. Applicants are encouraged to submit their application well before the deadline. APPLICATIONS RECEIVED AFTER THE DEADLINE WILL NOT BE REVIEWED OR CONSIDERED FOR AWARD.

Please direct any questions and submit applications by mail to:

Holly O'Higgins
Energy Analyst
Wisconsin Office of Energy Independence
201 West Washington Avenue, 3rd Floor
Madison, WI 53703
holly.ohiggins@wisconsin.gov

Application Review Information

- 1. Initial Review Criteria** - Prior to a comprehensive merit evaluation, OEI will perform an initial review to determine that (1) the applicant is eligible for an award; (2) the information required by the announcement has been submitted; (3) all mandatory requirements are satisfied; and (4) the proposed project is responsive to the objectives of the funding opportunity announcement.

2. **Merit Review** - OEI will select a review panel to evaluate applications using the following factors. OEI will then apply a rating, or score to the application based on the review.

Overall Evaluation Factors:

- *Technical Merit.* All applications must provide sufficient information to demonstrate the applicant's technical capability to successfully undertake the proposed work.
- *Planning and Capabilities.* Provides evidence of a clear and comprehensive plan with a likelihood of achieving success.
- *Relevance of the Application.* Application must satisfactorily address Program Objectives.
- *Complete and detailed budget.* All proposals must also provide a complete and detailed budget, which includes supporting narratives.

Specific Evaluation Factors:

- *Ability to achieve the objectives.* Applicants must demonstrate their organizational and staff experience will assist them to achieve the objectives. Applicants may subcontract activities to achieve the specific objectives.
- *Data Collection.* Applicants must gather data based on anticipated educational outcomes. Data collection may employ online and in-person surveys of what participants learned and understood about the factors outlined in the Objectives. The successful grantees will provide a detailed description of data collection methods that are consistent with measuring educational outcomes and behavior change.

As part of the reporting requirements for federal ARRA funding, grantees will be required to have a CCR registration (<https://www.bpn.gov/ccr/>) and a DUNS number (<http://fedgov.dnb.com/webform/displayHomePage.do>). This information may also be required for subcontractors.

- *Reporting.* Applicants must also agree to submit quarterly, and on-request, reports to the OEI on the activities and progress of the grant.
- *Statewide coverage.* Applicants must demonstrate an ability to apply the curriculum and education efforts statewide, to a broad audience. The curriculum is replicable in other states.
- *Other Information* – Applicants may provide additional supplementary information they believe demonstrates the proposal meets the application criteria as set out in the program description.

Review and Selection Process

Grant applications are due by Tuesday, December 22, 2009 at 05:00 PM CST.

1. **Selection** - The OEI will consider the merit review recommendations of the review panel to make the final award decision.

- 2. Discussions and Award** - OEI may enter into discussions with a selected applicant for any reason deemed necessary, including, but not limited to: (1) the budget is not appropriate or reasonable for the requirement; (2) only a portion of the application is selected for award; (3) OEI needs additional information to determine that the recipient is capable of complying with the requirements or (4) special terms and conditions are required. Failure to satisfactorily resolve the issues identified by the OEI, or US DOE, will preclude any award to the applicant.

- 3. Anticipated Notice of Selection and Award Dates** - OEI anticipates notifying applicants selected for award by early January 2010 and making awards by end of January or beginning of February 2010.

Contract Terms and Funding

A contract between the grantee and the OEI will cover the scope of work, timetable and budget. Contracts cover a three-year period after the date OEI signs the contract. Grant payment will be distributed on a reimbursement basis, in accordance with State of Wisconsin purchasing rules.

Contact Information

Please direct any questions and submit applications by mail to:

Holly O'Higgins
Energy Analyst
Wisconsin Office of Energy Independence
201 West Washington Avenue, 3rd Floor
Madison, WI 53703
holly.ohiggins@wisconsin.gov

**Energy Efficiency and Conservation Block Grant:
Statewide Outreach and Education Program**
Cover Page

		Application Submission Date:
Organization Name:		
Primary Contact Name (First, Last):		
Primary Contact Title:		
Mailing Address:		
City:	Zip:	County:
Phone:	Fax:	Email:
Employer ID Number (W-9) :		Amount Requested: \$
Signature:		Date:

Submit completed application by December 22, 2009 at 05:00 PM CST to:

Holly O'Higgins
Energy Analyst
Wisconsin Office of Energy Independence
201 West Washington Avenue, 3rd Floor
Madison, WI 53703
holly.ohiggins@wisconsin.gov

For Internal Use Only		
Date Received:	Reviewed by:	Score: <input type="checkbox"/> A <input type="checkbox"/> R
<input type="checkbox"/> Letter Sent Date:	Contract Start Date:	Contract End Date:

**Energy Efficiency and Conservation Block Grant:
Statewide Outreach and Education Program**
Budget Justification Form – 3-year Program

1. PERSONNEL

Position Title	Pay Rate (\$/hr)	Time (est hours)	Total Compensation (\$)	Requested from OEI (\$)	Leverage (\$)	Work Description
Year One						
Year Two						
Year Three						

Additional Information:

2. FRINGE

Position	Total Compensation (\$)	Rate (%)	Total Fringe (\$)	Requested from OEI (\$)	Leverage (\$)	Rate Basis
Year One						
Year Two						
Year Three						

Additional Information:

3. TRAVEL

Description	In-state or Out-of-State	Total Cost (\$)	Requested from OEI (\$)	Leverage (\$)	Basis of Cost
Year One					
Year Two					
Year Three					

Additional Information:

4. SUPPLIES

Description	Total Cost (\$)	Requested from OEI (\$)	Leverage (\$)	Basis of Cost
Year One				
Year Two				
Year Three				

Additional Information:

5. EQUIPMENT

Description	Total Cost (\$)	Requested from OEI (\$)	Leverage (\$)	Basis of Cost
Year One				
Year Two				
Year Three				

Additional Information:

6. OTHER

Description	Total Cost (\$)	Requested from OEI (\$)	Leverage (\$)	Basis of Cost
Year One				
Year Two				
Year Three				

Additional Information:

7. INDIRECT COSTS

Description	Total Cost (\$)	Requested from OEI (\$)	Leverage (\$)	Basis of Cost
Year One				
Year Two				
Year Three				

Additional Information:

**Energy Efficiency and Conservation Block Grant:
Statewide Outreach and Education Program**
Budget Summaries

SUMMARY—Year One

Category	Requested from OEI (\$)	Leverage (\$)	Total
Personnel			
Fringe			
Travel			
Supplies			
Equipment			
Other			
Total Direct Costs			
Indirect			
Total Year One Budget			

SUMMARY—Year Two

Category	Requested from OEI (\$)	Leverage (\$)	Total
Personnel			
Fringe			
Travel			
Supplies			
Equipment			
Other			
Total Direct Costs			
Indirect			
Total Year One Budget			

SUMMARY—Year Three

Category	Requested from OEI (\$)	Leverage (\$)	Total
Personnel			
Fringe			
Travel			
Supplies			
Equipment			
Other			
Total Direct Costs			
Indirect			
Total Year One Budget			

SUMMARY—Total Project (Years 1, 2 and 3)

Category	Requested from OEI (\$)	Leverage (\$)	Total
Personnel			
Fringe			
Travel			
Supplies			
Equipment			
Other			
Total Direct Costs			
Indirect			
Total Year One Budget			

Additional Information: