

agreements on data base structure, data base fields, keywords and use of P2 thesaurus to facilitate P2 information sharing nationally. Proposals may also include tasks supporting State and local P2 information activities such as: Creating web sites, listserves, training, meetings, etc. Proposals should be coordinated with existing P2Rx centers, where possible.

i. *Promote multimedia pollution prevention.* Proposals should describe how tasks will encourage source reduction to prevent pollution across all environmental media: Air, water, and land. Applicants should identify the areas of P2 expertise they will develop and collect resources as well as disseminate information on these areas. Current P2Rx centers have developed a specific format for the presentation and dissemination of P2 information to assistance providers. The home page for P2Rx at <http://www.p2rx.org> shows the topic hubs currently available nationally. See <http://www.p2rx.org/AdminInfo/THFuncSpec.cfm> for information describing a "topic hub."

ii. *Describe how activities will advance State or regional environmental goals.* Areas of expertise described above should address State and regional environmental concerns. Proposals should identify how the tasks will provide information resources and services to address regional environmental concerns. Proposals should describe the process used to identify area(s) of specialization and identify the State or local programs consulted. Some current P2Rx centers use steering or advisory committees composed of representatives from the State, local, or business programs.

iii. *Promote partnerships.* The proposal should identify major environmental assistance providers in the area and proposed tasks targeting these organizations. These tasks should leverage expertise of other P2Rx centers and aim to reduce duplication of effort in developing environmental assistance expertise and information products with other assistance providers. The P2Rx centers have formed their own national network and identified the duties of a partner center in the "center criteria standard" found at: <http://www.p2rx.org/AdminInfo/criteria.cfm>. Activities in the P2Rx national partnership include participation in national meetings, monthly conference calls, subcommittees, and face-to-face meetings, implementation of standards, maintaining accurate web site information and participating in collecting center activity measures twice a year. The P2Rx program coordinator works with the P2Rx centers to facilitate

communication, promote discussion, and resolve issues.

EPA continues to seek more cooperation among State pollution prevention programs and the other assistance providers. Partnerships are encouraged with State, regional and national programs such as National Institute of Standards and Technology Manufacturing Extension Partnership programs, Office of Enforcement and Compliance Assistance supported Compliance Assistance Centers, EPA's Small Business Assistance Programs, and the Small Business Development Centers, etc. Some of the current P2Rx centers are co-located with these other assistance providers. Co-location can promote improved communication and sharing of information and resources.

iv. *Identifiable measures of success.* Applicants are encouraged to identify how and what criteria they are using to track the effectiveness of each proposed task. Measures of success could be measures of direct environmental improvement or should be directly linked to such measures. Many of the EPA regional offices have negotiated with their States measurement structures which may provide some appropriate measures for use by P2 information assistance programs. The P2Rx centers have agreed to specific activity and web site usage measures for reporting twice a year. Measures of P2Rx services as described at this URL: <http://www.p2rx.org/AdminInfo/activityMe.cfm>. This URL describes the web activity measures that the P2rx centers currently collect: <http://www.p2rx.org/AdminInfo/WebMeasure.cfm>. These measures are submitted to the P2Rx program coordinator twice a year and are combined to provide a national report on P2Rx activities.

Applicants should propose some way of utilizing State representatives to guide, evaluate, and provide feedback on the information services the applicant is proposing. Applicants are encouraged to make use of existing regional organizations to provide feedback over the course of the grant. Monthly conference calls, meetings tied into existing regional meetings, or web site comments could be used as a source of customer feedback.

4. *Content and format of proposal.* The Standard Form 424, 424A, and other forms as provided by EPA must be used for this program. The proposal should:

- i. Identify the lead agency applying for funds, other involved agencies and key contacts.
- ii. Describe the problem or issues the proposal will address and the current

status of P2 efforts on this problem in the State or region.

iii. Summarize the project strategy, objectives, goals, and measures of success.

iv. Provide a schedule for implementation which specifies the tasks, estimated cost, deliverables, and estimated due dates.

v. A budget indicating the funding requested and the matching resources for the proposal. Requested Federal dollars must be matched by at least an equal value of funds and/or in-kind goods and services.

vi. Describe the experience of key project personnel and the organization's capabilities and experience as it relates to the proposed tasks.

vii. Provide the specific format for reporting measures or activities that reflect the effectiveness of each of the proposed tasks.

viii. Include completed standard application forms: SF 424 and SF 424A.

ix. Include at least two letters of support from State or other programs which provide technical assistance.

## VI. Review and Selection Process

1. *Review process.* A national panel, comprised of EPA representatives from both Headquarters and the EPA Regions, will evaluate each proposal. EPA will review all proposals for quality, strength, and completeness against the criteria described below.

2. *Criteria for selecting a proposal.* Acceptable proposals must meet the eligibility requirements in Unit IV. EPA is seeking proposals that will contribute to the organization and efficient retrieval of P2 information. EPA will consider the regional location of the proposed center, in order to ensure that P2 information derived from all of the United States is included in the Pollution Prevention Information Network. Below are listed seven criteria used to evaluate proposals. Proposals may receive up to 100 points maximum.

i. *Project description and justification.* The proposal presents a clear description of the areas of expertise and/or P2 information products to be developed that will address State and regional environmental concerns. Justification is given for how these services will address regional environmental concerns. (15 points)

ii. *Project objectives.* The proposal specifies realistic goals or objectives to advance P2/multi-media solutions to address regional environmental concerns. (10 points)

iii. *Project strategy.* The proposal includes a well-conceived strategy to achieve the project goals and objectives and a proposed schedule for execution