

respectively. The dispute resolution process will be followed in accordance with 40 CFR 30.63. Executive Order 12372, Intergovernmental Review of Federal Programs is applicable.

Evaluation of Proposals

EPA will conduct the competition consistent with EPA Order 5700.5, Policy on Competition for Assistance Agreements (9/12/02). EPA will assemble a review panel consisting of members familiar with issues related to public outreach, mercury-containing lamps, and the Universal Waste Rule. The review panel will use a point system to rank applications and make recommendations to the Director, Permits and State Programs Division, Office of Solid Waste, Office of Solid Waste and Emergency Response. The Director will make the final selection.

Successful and unsuccessful applicants will be notified of their award status in writing. EPA anticipates awarding the cooperative agreement within 45 days of the application deadline.

EPA reserves the right to reject all applications and make no awards.

Proposal Contents

Proposals must be clear and decisive, strictly follow the criteria, and provide sufficient detail for the panel to compare the merits of each and decide which proposal best supports the intent of the project. Vague descriptions and unnecessary redundancy may reduce the chance of a favorable rating. Proposals providing the best evidence of a quality project and appropriate use of funds will have the best chance of being recommended by the panel. Each proposal must include the following sections, all of which are described in detail further below:

Cover Page (1 page).

Overview (½ page).

Budget (1 page).

Responses to Threshold Criteria (up to 4 pages):

Experience with public outreach on waste related issues; Experience with management of Federal cooperative agreements (or ability to secure such experience).

Responses to Evaluation Criteria (up to 10 pages):

Project Description;

Sustainable, Comprehensive

Integrated Outreach Program;

Qualifications and Experience;

Project Partners/Institutionalization;

Use of Existing Materials;

Measurability of Project Results;

Transferability.

To ensure fair and equitable evaluation of the proposals, please do

not exceed the single-sided page limitations referenced above. There is no guarantee that pages submitted beyond the limitations will be reviewed by the evaluation panel and doing so could reduce your chances of a favorable rating. In addition, all materials included in the proposal (including attachments) must be printed on letter-sized paper with font sizes no smaller than 12 points. Furthermore, all materials must be printed double-sided on paper with a minimum recycled content of at least 35%.

Cover Page: This page is intended to introduce the applicant and identify a primary point of contact for communication with EPA. The cover page should be on a single page and include the following data elements in the format of your choice:

- Applicant identification—the name of the main implementor of the project.
- Contact—the name of the person who is responsible for the proposal.
- Mailing address/Telephone and Fax numbers/e-mail address of the point of contact for the proposal.
- Submittal Date.

Overview

Briefly summarize the overall goal of the project and how the achievement of that goal can be measured after completion of the project.

Budget

Provide a proposed budget for the project. A clear and concise budget is a critical element of the package. The following budget categories may be useful when presenting your budget in the proposal: personnel, travel, equipment, supplies, contractual, other. EPA defines equipment as items which cost \$5,000 or more. Items less than \$5,000 are considered supplies. Allowable expenses include direct costs related to organizing and implementing the project and indirect costs authorized under the applicable OMB Circular.

Threshold Criteria

In order to be considered for award of this cooperative agreement, the applicant must meet the threshold criteria described below:

1. Eligibility: Applicants must demonstrate that it is an eligible non-profit organization or an eligible educational institution.
2. Experience with management of Federal cooperative agreements (or ability to secure such experience).

Evaluation Criteria

An applicant's response to each of the following criteria will be the primary basis on which EPA selects or rejects

your proposal for the project. The evaluation panel will review the proposals carefully and assess each response based on how well it addresses each criterion. A point system will be used to evaluate the proposals. Next to the title of each evaluation criterion below is the maximum number of points that can be awarded for that criterion (with a total possible score of 100). If a particular criterion is not relevant to your proposal, please acknowledge and explain why it does not apply.

1. Project Description (15 Points)

Provides a complete and clear statement of project goals, activities, budget, and detailed work plan. Budgets should include: how funds will be used, estimated cost of each task, equipment supplies, travel, *etc.*

Work plans should include: the projected time-frame for the outreach program from initiation through completion, as well as a time line of significant milestones and work products to be developed.

2. Sustainable, Comprehensive Integrated Outreach Program (30 Points)

Demonstrates how program will promote lamp recycling by commercial and industrial users of mercury-containing lamps, in compliance with Federal and State Universal Waste Rule provisions. Justifies the work products to be developed. Describes how each product or activity meets the program goals. Describes how your program will deliver long-term national benefit, including how you anticipate assisting the attainment of a national lamp recycling goal of 40% by 2005 and 80% by 2009.

3. Qualifications and Experience (20 Points)

Explains qualifications you have which can be applied to developing this outreach program. Details your interest in recycling. Demonstrates the availability of properly trained staff, facilities, or infrastructure to conduct the program. Demonstrates an understanding of the key audiences that need to be reached. Demonstrates an ability to develop accurate and compelling information for a wide audience. Demonstrates a history of successfully working with the private sector, State, and local government and recycling groups (business and environmental groups). Justifies that you have the capability to develop an outreach program that can continue to encourage long-term improved recycling rates even after your direct involvement is complete.