

will achieve why, how, who, and where. (1) Why: Explain the purpose of your project. This should include a clear statement of the work to be undertaken and include the following:

- Explain which area of interest your project addresses (i.e., (1) "Meaningful" Outdoor Experiences for Students; (2) Professional Development in the Area of Environmental Education for Teachers).

- Specifically describe how your project addresses each of the elements and types of activities relating to the project's particular area of interest (i.e., Section II.A for the "Meaningful" Outdoor Experience for Students area or Section II.B for the Professional Development in the area of Environmental Education for Teachers area).

(2) How: Outline a plan of action pertaining to the scope and detail of how the proposed work will be accomplished. Explain your strategy, objectives, activities, delivery methods, and accomplishments to establish for reviewers that you have realistic goals and objectives and that you will use effective methods to achieve them. When accomplishments cannot be quantified, list the activities in chronological order to show the schedule of accomplishments and target completion dates.

- Project Objectives: Objectives should be simple and understandable; as specific and quantitative as possible; clear as to the "what and when," but should avoid the "how and why." Projects should be accomplishment oriented and identify specific performance measures.

(3) Who: Explain who will conduct the project. Include the following:

- List each organization, cooperator, or other key individuals who will work on the project, along with a short description of the nature of their effort or contribution.

- Identify the target audience and demonstrate an understanding of the needs of that audience (include specifically how many students and/or teachers are involved in your project).

(4) Where: Give a precise location of the project and area(s) to be served.

*c. Need for government financial assistance:* Demonstrate the need for assistance. Explain why other funding sources cannot fund all the proposed work.

*d. Benefits or results expected:* Identify and document the results or benefits to be derived from the proposed activities.

*e. Project Evaluation:* Explain how you will ensure that you are meeting the goals and objectives of your project. Evaluation plans may be quantitative

and/or qualitative and may include, for example, evaluation tools, observation, or outside consultation.

*f. Total project costs:* Total project costs are the amount of funds required to accomplish what is proposed in the Project Description and include contributions and donations.

Explain the calculations and provide a narrative to support specific items or activities, such as personnel/salaries, fringe benefits, travel, equipment, supplies, contract costs, and indirect costs. The budget detail and narrative submitted with the application should match the dollar amounts on all required forms. Additional cost detail may be required prior to a final analysis of overall cost allowability, allocability, and reasonableness. Please Note the following funding restrictions:

- The budget may include an amount for indirect costs if the applicant has an established indirect cost rate with the Federal Government, see Administrative Requirements, Section VI, B.

- Funds for salaries and fringe benefits may be requested only for those personnel who are directly involved in implementing the proposed project and whose salaries and fringe benefits are directly related to specific products or outcomes of the proposed project. NOAA strongly encourages applicants to request reasonable amounts of funding for salaries and fringe benefits to ensure that your proposal is competitive.

*g. Letters of support from partners:* Letters of support should be included for partners that are making a significant contribution to the project, if applicable.

*Federal forms:* Applicants may obtain required Federal forms from the NOAA Chesapeake Bay Office Web site (see **ADDRESSES**) or from the NOAA Grants Web site: <http://www.rdc.noaa.gov/grants/index.html>.

1. Cover sheet: All applicants must use Office of Management and Budget (OMB) Standard Form 424 (revised 7/97) as the cover sheet for each project.

2. Budget form: All applicants must use a Standard Budget Form (SF-424A) required for all federal grants.

3. Form CD-511: All applicants must submit a CD-511,

"Certification Regarding Debarment, Suspension and Other Responsibility Matters; Drug-Free Workplace Requirements and Lobbying".

4. SF-424B: All applicants must submit a SF-424B, "Assurances of Non-Construction Programs".

5. CD-346 "Applicant for Funding Assistance": Required for the following individuals- Sole Proprietorship,

Partnerships, Corporations, Joint Venture, Non-profit Organizations.

#### *D. Evaluation Criteria*

1. *Project Design/Conceptual Approach:* Projects will be evaluated on your conceptual approach and how you have integrated this into the project design. In particular, the extent to which you have addressed the project elements and activities under Sections II.A, 1 4 and/or II.B, 1 2, and have complied with the instructions in IV.C.1.b. *Project description*, c. *Need for government financial assistance*, and d. *Benefits or results expected* will be evaluated under this criterion. (50 points)

2. *Project evaluation:* Projects will be evaluated based on your explanation of how you will ensure that you are meeting the goals and objectives of your project, as required in Section IV.C.1.e, so that results may be reported in performance reports. (15 points)

3. *Projects demonstrate partnerships:* Project proposals will be evaluated based on the degree to which they include partners involving any of the eligible applicants, as provided in Sections II.A.5 or II.B.3, and whether letters of support from partners have been included, as required in Section IV.C.1.g. Partnerships refers to the forming of a collaborative working relationship between two or more organizations. The B-WET Program strongly encourages applicants to partner with schools and/or school systems. All partners should be actively involved in the project, not just supply equipment or curricula. (15 points)

4. *Justification and allocation of the proposed budget:* Proposals will be evaluated on the reasonableness, allowability, and allocability of the proposed budget, as set forth in Section IV.C.1.f. (20 points)

#### **V. Selection Procedures**

##### *A. Initial Evaluation of the Applications*

NOAA will review all applications to assure that they meet all the requirements of this announcement, including eligibility and relevance to the Bay Watershed Education and Training (B-WET) Program.

##### *B. Technical Review*

Applications meeting the requirements of this solicitation will undergo an external technical review. This review will normally involve individuals in the field of environmental education from both NOAA and non-NOAA organizations. Proposals will be scored based on the evaluation criteria as defined in Section