

B. Program: National Technical Assistance—(Pub. L. 89–136, as Amended by Pub. L. 105–393, 42 U.S.C. 3147)

(Catalog of Federal Domestic Assistance: 11.303 Economic Development Technical Assistance)

I: Information Dissemination to Practitioners Serving Distressed Areas

Background: As part of its ongoing mission to assist economically distressed areas, EDA supports the dissemination of information to economic development practitioners serving distressed communities. EDA is soliciting proposals to fund a project that will continue its mission of serving the economic development needs of distressed rural and urban areas, takes greater advantage of new technologies for information dissemination (including the Internet, videoconferencing, e-mail, *etc.*), and identifies and provides information, in new or emerging areas of economic development, needed by practitioners.

EDA anticipates funding a project that will include a variety of media, as set forth in the proposed scope of work below. Since it is unlikely that a single organization will have the capacity to implement all aspects of the scope of work, EDA encourages economic development organizations to partner with each other. Doing so would also increase the likelihood that an applicant team would reach a greater segment of the target audience. EDA's intent is to implement a coordinated and complementary information dissemination program that, through strategic linkages, reaches the maximum number of economic development practitioners.

Scope of Work: The successful applicant will:

1. Conduct four satellite economic development strategy telecasts targeted to practitioners nationwide. This includes selecting the topics, presenters or panelists, and case studies for each broadcast, subject to EDA's concurrence; arranging for the moderator and facilities to conduct each telecast; undertaking sufficient publicity that ensures the maximum audience is reached; ensuring that sufficient local download facilities are available; and building in a feedback mechanism that measures both the level of participation in and the effectiveness of the broadcasts. Each telecast must be recorded digitally so that it can be made available broadly, including on EDA's and other Web sites.

2. Conduct 20 regional economic development policy forums at various

locations across the country. Each will be approximately two hours in length, and they will take place in distressed areas of the country that ordinarily are less served because of their locations away from major metropolitan areas. They will take place at times and locations agreed to by EDA. Conducting each forum will include selecting the topics and presenters or panelists, subject to EDA's concurrence; arranging for the facilities; undertaking sufficient publicity to ensure the maximum audience is reached; providing a written summary of key issues that emerge at each location; and building in a feedback mechanism that measures both the level of participation in and effectiveness of each forum.

3. Prepare and disseminate a monthly electronic newsletter with information targeted to a national audience of economic development practitioners. The newsletter must be in hypertext markup language (html), in an attractive and colorful format, but also be available as a plain text document for those who cannot access it in html. It will ordinarily be no more than two pages in length, cover three or four topics each month, and include summaries of critical information, subject to EDA's concurrence. Where appropriate, it will serve as a roadmap to other information resources through hot links that facilitate direct access to more in-depth information. It will be distributed at no cost to organizations and individuals working to improve the economic viability of distressed areas. The dissemination effort includes developing an inclusive e-mailing list, which will be made available to EDA. The e-mailing list may involve supplementing and/or combining existing lists that economic development organizations currently possess, to achieve maximum target audience penetration as quickly as possible.

4. Prepare a quarterly magazine of approximately 20–40 pages that will provide in-depth information to practitioners in four-color, high-quality format, on a range of timely topics consistent with EDA's mission, and subject to EDA's concurrence. It will cover subjects such as current administration policy, interviews with key decision-makers and practitioners, and present and analyze best practice case studies in economic development. EDA expects that this magazine will be mailed in hard copy to up to 4,000, depending on costs. In addition to the hard copy, an html counterpart will be made available for EDA's Web site.

5. EDA encourages the applicant to propose an innovative information

dissemination effort that is likely to improve the quality, accessibility, and timeliness of critical information available to economic development practitioners. It must be consistent with EDA's mission of assistance to distressed communities that creates higher-skill, higher-wage jobs, and subject to EDA's concurrence.

Timing: All elements of the Scope of Work will take place between October 1, 2003, and September 30, 2004, but each has its own specific time line. The telecasts in Element (1) and the policy forums in Element (2) will take place at intervals during the year determined in conjunction with EDA. The electronic newsletter in Element (3) will be disseminated each month. The Element (5) time line should be consistent with the nature of the effort.

VII. Other Information and Requirements

EDA regulations at 13 CFR Chapter III are available on the EDA Web site www.doc.gov/eda. The Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements contained in the **Federal Register** notice of October 1, 2001 (66 FR 49917), as amended by the **Federal Register** notice published on October 30, 2002 (67 FR 66109), are applicable to this solicitation and can be found on EDA's Web site www.doc.gov/eda. Certain Departmental and other requirements are noted below:

A. Projects are expected to be completed in a timely manner consistent with the nature of the project. The completion date for each project is specified in the RFP.

B. Two awards include a requirement that the successful applicant(s) conduct briefings and/or training workshops for individuals and organizations interested in the project results. The completion dates set forth above are only for completion of the project and submission of the written report. Briefings/workshops will take place no later than one year after submission of the final report. Locations and dates of the briefings/workshops are at EDA's sole discretion. Usually these consist of at least one briefing in Washington, DC, with the other briefings/workshops held in conjunction with one or more of EDA's regional conferences.

C. Ordinarily, the applicant is expected to provide a 50 percent non-Federal share of project costs. However, EDA may reduce or waive the required 50 percent matching share of the total project costs, provided the applicant demonstrates the project is not feasible without a reduction or waiver and the project merits a reduction or waiver.