

**Department of Environmental Quality
Michigan Green Chemistry Clearinghouse - Request for Proposals**

Mobilizing Michigan's Green Chemistry Resources

Introduction

I. Program Description

A total of \$350,000 is available through the Michigan Green Chemistry Program for a three-year grant to establish a Michigan Green Chemistry Clearinghouse (Clearinghouse). The Michigan Department of Environmental Quality (MDEQ) will provide funding to develop the Clearinghouse which will be a green chemistry informational resource and will advance the adoption of green chemistry in multiple sectors throughout the state. This grant is supported by the Governor's Executive Directive 2006-6 "Promotion of Green Chemistry for Sustainable Economic Development and Protection of Public Health," the Michigan Green Chemistry Roundtable, and the MDEQ.

A. Program History

The Michigan Green Chemistry Roundtable (Roundtable) represents a wide range of stakeholders with diverse backgrounds and direct interest in the development of green chemistry in Michigan. The Roundtable was created by Executive Directive 2006-6, and it is tasked with the implementation of the goals of the Executive Directive (http://www.michigan.gov/gov/0,1607,7-168-36898_40426-153806--,00.html). Michigan is among the states with a pioneering focus on green chemistry.

The need for a Clearinghouse of information in Michigan is identified in the document "Advancing Green Chemistry: An Action Plan for Michigan Green Chemistry Research, Development, and Education" (http://www.michigan.gov/documents/deq/deq-ess-p2-chemistry-actionplan_236382_7.pdf). The objectives of this action are to compile the existing green chemistry resources in Michigan into a single portal, and to perform outreach to use this resource as a catalyst for green chemistry collaboration and implementation in the state. A need has been identified for a portal of information regarding who is practicing green chemistry in Michigan and what activities are taking place.

This grant will promote green chemistry by identifying, categorizing, hosting, and disseminating relevant green chemistry information in Michigan and from relevant outside sources in a user-friendly publicly available web resource. This grant will also promote active engagement of green chemistry practitioners in the public and private sectors at all levels of interest, and enhance the knowledge and opportunities for the adoption and furthering of green chemistry in Michigan. It will build a strong base of user support in Michigan.

B. What is Green Chemistry?

Green chemistry is defined by the United States Environmental Protection Agency as the design of chemical products and processes that reduce or eliminate the use or generation of hazardous substances. Green chemistry is pollution prevention at the molecular level, and it is important to improving the health and prosperity of the residents of Michigan.

C. Michigan Green Chemistry Clearinghouse

The main objectives of the Clearinghouse are to:

- Establish Michigan as a leader in chemistry by highlighting science and technology advancements and innovations.
- Cooperate to provide stakeholders in Michigan with useful information and opportunities for collaboration.
- Support research, development, and education efforts.
- Contribute to the burgeoning green economy in Michigan and the Great Lakes region.

The main visible product of the grant will be an online informational resource portal (Clearinghouse) profiling green chemistry activities which will facilitate networks and connections to promote the adoption of green chemistry in Michigan. The driving force of the resource is to support the fundamentals addressed in the Governor's Executive Directive 2006-6 and Action Two of the Green Chemistry Action Plan.

There are two main components of the grant: 1) designing and implementing a resource Clearinghouse using the grant guidelines and green chemistry expertise and, 2) performing research, outreach, and promoting the interactive use of the informational resource as a means to further adoption of green chemistry principles in Michigan.

The target audience is a wide range of those interested or involved in green chemistry including students, teachers, professors, scientists, business professionals, government, and environmental interest groups. The resource should have a user friendly design and provide resources for green chemistry practitioners, appropriate to the level of the user. Ease of navigation over a range of sectors is essential for the proper functioning of the resource.

The information contained in the Clearinghouse will be publicly available and accessible. Content will be updated and managed using green chemistry expertise and using the definition of green chemistry as a guideline. A process for verification and accuracy of information must be developed.

D. Goals and Tasks

In order to meet the requirements of a successful Clearinghouse a phased approach is recommended that incorporates elements to provide value to the state of Michigan and secondarily to the Great Lakes region and beyond:

1. Goal One

The first goal of this project is to provide a foundation for green chemistry information to be collected and distributed within the state of Michigan. This will be achieved by populating a Web site of green chemistry practitioners, activities, and resources in Michigan. The Web site will also be populated with informational resources detailed below. It will require at least the following:

Tasks

- a. Perform research of initial data and informational elements for Clearinghouse. This will be done by using existing networks and resources, and then with internet research, personal contacts, conferences, and other means. Perform research and outreach for profiles, activities, case studies, and other relevant informational elements.
- b. Design and build a dynamic web-based Clearinghouse with sector-based databases of green chemistry practitioners and informational elements focused on Michigan.
- c. Populate web resource and database using an easily accessible and searchable format – including written description of activities and links.
- d. Seek out, categorize, describe, and link to useful sites relevant to each information section of the Web site. Provide this first with a focus on Michigan and then on outside resources. There must be a “spotlight on Michigan.”
- e. Allow for frequent updates and maintenance and create methods to keep the site relevant and valuable for a variety of users.

2. Goal Two

The second goal of this project is to enhance networking capabilities and functionality of the Web site and expand awareness through outreach. Also, the goal is to continue the aim of providing resources at all levels of interest through research and regular update and maintenance. The outcomes of this goal are to provide a vehicle for new collaborations and information sharing, to promote collaborations already taking place, to encourage and facilitate the adoption of green chemistry, and to provide useful resources and functionality for a wide variety of users.

Tasks

- a. Accommodate the participation of users, and launch interactive elements.
- b. Accommodate education opportunities including workshops, training sessions, and webinars using developed networks in Michigan in conjunction with established national organizations. This should be carried out by facilitating and highlighting the more resource intensive activities such as Web hosting for a training session, workshop, or webinar, allowing others to use the resource as a collaborative medium rather than being the sole organizer and implementer.
- c. Moderate content and facilitate submissions, questions, and discussions.
- d. Develop a green chemistry tool box using available links.
- e. Develop any other features to directly facilitate green chemistry innovation and adoption in Michigan with a goal of providing unique functions for green chemistry practitioners which facilitate partnerships, networks, and information sharing.

II. Composition of Clearinghouse

A. Content

A proposal should contain a description of an organizational system to house and categorize information that is collected or received with a focus on Michigan. A proposal with a creative and functional method is desired.

Each of the following areas of interest will be incorporated into unique sections of the Clearinghouse navigable from the home page, and will contain at least the content listed below as it becomes available.

- 1. A collection of chemical hazard and toxicity data, information and tools regarding chemical substitutes and alternatives assessment.**
 - Provide links to information sources and databases (Goal 1).
 - The architecture of the Web site should be designed in such a way that it can accommodate original chemical databases in the future that are not developed at this time (Goal 2).
- 2. Higher Education information and opportunities, including: education newsletter, publications resources, collected journals and research resources, student internship posting, curricula and programs information, lecture and laboratory materials, case studies of implementation, a network for educators, researcher profiles, partnership opportunities, and incorporation into academic facilities.**
 - Provide with a focus on Michigan via significant contributions from those involved in the field as well as links to other prominent resources (Goal 1).
 - The resource should be designed to accommodate these elements, and allow users to input information, including facilitating a web space for the already established Michigan Green Chemistry Educators' Network (Goal 2).
- 3. K-12 Information and opportunities, including: activities, laboratories, and coursework to incorporate into curricula, case studies and examples, an educators' network, training events and workshops, and online continuing education coursework if possible.**
 - Design the Web site to provide information with a focus on Michigan and also links to other pertinent resources (Goal 1).
 - Facilitate a network for collaboration; consult with the existing Michigan Green Chemistry Educators' Network (Goal 2).
- 4. Industry information and opportunities, including: persons and companies active in green chemistry, research partnership opportunities, technical and demonstration case studies (for example documenting an improved process), multiple sector focuses based on interest of stakeholders and users, technical discussion board, job training opportunities, and other opportunities for collaboration.**
 - These elements may be provided with a focus on Michigan and links to other resources. Design to provide information (Goal 1), and
 - Accommodate development of original material and interactivity (Goal 2).
- 5. Conference, Workshops, and Awards information and opportunities, including: MDEQ Green Up conference section (announcements, presentation materials, etc.), Michigan award winners and other abstract submissions, targeted workshops and demonstrations, and links and information for other conferences and workshops (for example Chem Ed 2011 in Kalamazoo, MI).**

- Provide an avenue to access this information and promote events, and also provide a source for accessing information about national events and awards (Goal 1).
 - Facilitate user submission of information and workshops through Web site networks (Goal 2).
6. **State and local government activity and opportunities, including: documented process of how green chemistry program has developed in Michigan and links.**
 - The MDEQ Web site currently provides state activity information that can be linked to. If local government activity is discovered it should also be linked to as well (Goal 1).
 7. **Map of green chemistry resources in Michigan and beyond.**
 - This element can be provided on the Web site to visualize information that will be contained in the Clearinghouse through a simple interface or using more advanced GIS features. Michigan is the first focus of the map (Goal 1).
 - Ensure that it includes user input (Goal 2).
 8. **Funding and Financial information and opportunities, including: tax incentives and legislation information; loans, grants, and other funding opportunities.**
 - This information should be provided with a Michigan focus and links to other resources including state and federal opportunities, for example Small Business Information Research grants (Goal 1).
 9. **General public awareness information and opportunities, including: highlighting basics of green chemistry for a general audience, common applications of green chemistry, and information for getting started and involved in green chemistry.**
 - Provide links with descriptions to these elements and accommodate original content (Goals 1 and 2).
 10. **Green Chemistry Tools, including: assessment methodologies, green chemistry scoring system, standard development updates, life cycle assessment resources on chemicals, business educational tools, and chemical substitute tools among others.**
 - A section of useful links organized into a tool box is a practical way to provide this information (Goal 1).
 11. **News feed with green chemistry updates, including regularly updated content such as green chemistry journals.**
 - Compile green chemistry news, especially Michigan news, and include updates to the Clearinghouse. A listserv may also be used for updates to the Clearinghouse and pressing news relevant to Michigan (Goal 2).
 12. **Other Information Elements**
 - Other information proposed or found during research, or web spaces for collaboration/networks may be added with approval (Goals 1 and 2).

III. Clearinghouse Design and Maintenance

A. Design

The MDEQ encourages creativity in the proposals submitted, within the requirements set forth for the project.

The applicant is responsible for coordinating the development and publishing of a Web site that is the central deliverable product of the first year of funding. The following requirements concerning the online resource must be met.

1. To be effective the Web site must be:
 - a. User-friendly and intuitive
 - b. Visually pleasing
 - c. Informative
 - d. Safe and secure
 - e. Quick to load and operate
 - f. Maximizing web-based technologies
2. Deliver dynamic, changing, and accurate information to key audiences with an intuitive interface.
3. Present comprehensive information and resources in an easy to use format.
4. Deliver a consistent image.
5. Deliver a scalable, maintainable foundation.
6. Design the architecture and schematics of a central database to house the information collected and disseminated through the Web site including the following criteria:
 - a. Searchable; by sector, focus area, activities (academic research, improved processes, curriculum development, etc.)
 - b. User-friendly and accessible by a novice, while meeting the needs of practitioners of green chemistry
 - c. Accessible from multiple sector based Web pages on the site
 - d. The resource should be open to the public and interactive features should be password protected and require registration and login to contribute.
7. Design a template form for Web site entries that is flexible enough to allow a wide range of information to be submitted, including the following:
 - a. Contact information (personal or organizational)
 - b. Geographical region
 - c. Relevant green chemistry sector
 - d. Applicable information related to green chemistry:
 - i. Green chemistry focus area (including 12 principles)
 - ii. Green chemistry priorities and objectives
 - iii. Opportunities/interests for collaboration
 - iv. Case studies/success stories/research articles/other appropriate material contributions submitted by person/organization
 - v. Specific types of hazards researching/reduced
 - vi. Reduction measurements and estimations
 - vii. Other information that is relevant and demonstrably green chemistry
8. The Web resource will be published with state of the art technology and design criteria, including:
 - a. The site must be visually appealing and have an attractive mix of text, graphics, and occasional photos.
 - b. Each section of the site should have a common look and feel. The MDEQ logo should be displayed on the main page as a footer.
 - c. A banner for the main page and logo should be developed and used throughout the site.
 - d. Consistent design – each section of the site should have a common look and feel. The use of fonts and layouts should be consistent throughout the site.
 - e. The site should be easy to navigate. Information should be grouped and presented in a logical manner and not require excessive levels of “drill down” for the user to find the desired information.

- f. Examples of Web resources with similar aims and key features: Green Chemistry Network (www.greenchemistrynetwork.org), The American Chemical Society Green Chemistry Institute (www.acs.org/greenchemistry), The University of Oregon Greener Education Materials for Chemists (<http://greenchem.uoregon.edu/gems.html>), SusChem (www.suschem.org), P2RX (www.p2rx.org) among others. Where appropriate, the grantee may seek collaboration with other resources or organizations to provide content, services, and links.
- g. Specific interactive features should be developed into the resource including: discussion boards, technical forums, information submissions, ability to organize webinars, a listserv or news feed, interactive map, host education newsletter, and other web 2.0 features which may enhance functionality.
- h. Web site information architecture, graphic look and feel, user navigation, home page, and main navigation templates for each of the main navigation links.

B. Development Guidelines

1. Development Criteria

The Web site designed by the successful grantee must have the following functions:

- a. Create or utilize an existing open source content management system that will permit non-technical staff to instantly update web site content on specific pages.
- b. Accommodate the proposed navigation scheme.
- c. Ability for users to set up an account for an online forum to submit and exchange information.
- d. Provide search capabilities using key words or phrasing that will identify content from throughout the site and database.
- e. Gather email, areas of interest, and demographic information from visitors in a format that permits the grantee and MDEQ to maintain a single database of users and email each according to their area of interest and profile.
- f. Site must be compatible with a range of web browsers that could potentially be used by the public.
- g. The site should be secure and minimize downtime.

2. Testing

- a. Testing of site on all applicable platforms to ensure web site functions as specified. Explain testing plan through development process and provide documentation on how to use the content management system.

3. Tracking

- a. Implementation of tracking software to produce user defined site log reports. Measure web visitor behavior and improve web site performance and availability.
 - i. Web traffic analysis, path analysis, visitor trends, page views, entry pages, top pages, exit pages, page – length of stay, technical analysis: browsers and platforms.

C. Operation and Maintenance

1. Grantee Responsibilities

- a. The grantee must secure all site planning, interface design, and production work. The site must include a technology solution that allows staff to easily and cost effectively update content and modify site design after the initial launch.
- b. The resource will be up and running by the end of the first year of the grant period.
- c. The grantee is responsible for the secure housing and function of all associated Web site-related elements including databases
- d. The grantee will be responsible for regular testing and maintenance to ensure proper functioning of the Web resource.
- e. The grantee will provide quality control and assurance over content to ensure the verification and accuracy of information.
- f. Ensure that operations are easily transferrable. At the end of the three year grant, grantee will work to transfer resource and ensure compatibility so MDEQ or another entity may keep the resource operational.

2. Outreach

- a. Outreach must be performed in order to successfully complete the objectives of the grant, including:
 - i. Development of a system to facilitate other collaborations that may result as a product of the resource Clearinghouse, including; but not limited to: industry sectors and academic research.
 - ii. Research to establish initial information to populate Web site and databases.
 - iii. Outreach to obtain inventory of those active in green chemistry in Michigan.
 - iv. Survey users to make sure content and format are meeting their needs. This should be proactive and not static.

D. Clearinghouse Content Addition Guidelines

1. Green Chemistry Criteria

Content submitted to the Web site or obtained through research will be subject to review by the grantee for relevance and applicability to green chemistry before publishing in the resource, based upon the following criteria:

- a. Fits into one of the 12 principles of Green Chemistry (http://www.michigan.gov/gov/0,1607,7-168-36898_40426-153806--,00.html), and
- b. Fits into the program scope established by the Michigan Green Chemistry Roundtable (http://www.michigan.gov/documents/deq/deq-p2ca-chemistry-parameters_281024_7.pdf).

2. Other Guidance

To address the potential of advertisements being submitted to the resource, the same criteria for green chemistry must be applied for screening, along with the following:

- a. A process or project may be detailed, but a company or vendor may not directly advertise or solicit a product or service through the resource Clearinghouse.

- b. It is essential that the resource maintains a neutral political tone and minimizes editorializing.
- c. All users who contribute to the resource must register and agree to a disclaimer to avoid potential intellectual property issues.

E. MDEQ and Roundtable Oversight

During the development of the Web resource, in the first year of the grant, and before it is published, the grantee must provide access to a beta version of the Web site to a subgroup of the Michigan Green Chemistry Roundtable for initial review of content and structure to ensure that it meets the criteria of the grant and also the criteria set forth above. After the initial review by the Roundtable, content review will be at the discretion of the grantee with occasional review by the MDEQ.

1. All content, coding, and graphics will be the property of the MDEQ
2. The MDEQ will have a working relationship with the grantee and will provide evaluation of development as it moves forward. The grantee may be asked to present progress to the MDEQ or the Roundtable at any time.
3. The MDEQ reserves the right to require the addition, removal, or editing of content or structure at any time during the course of development and publication of the Web resource.

IV. Funding Sources

Clean Michigan Initiative authorized by the Governor's Executive Directive 2006-6

V. Funding Availability

One grant will be issued and no match is required. The funding is intended for a project running for a period of three-years and will be on a cost-reimbursement basis. Selection judgments will be more favorable to proposals that are able to contribute resources.

VI. Requirements for a Successful Proposal

- A. Briefly describe your firm's organizational capacity to produce our resource (e.g. staff, equipment, software, physical space, office location, etc.).
- B. Provide an organizational profile, length of time in business and core competencies.
- C. What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project with a description of each person's expertise and how it relates to this grant.
- D. Describe any hardware/software vendor partnerships.
- E. Describe your testing and support plan for the function of the Web site.
- F. Time frame for accomplishments, which will be a part of the grant agreement. A realistic timeframe is requested. The proposal should include a detailed timeline.
- G. Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- H. The applicant must expend grant funding over a three-year period from the start date of the grant agreement, and complete all tasks within the term of the contract.
- I. Total grant fund request must be no larger than \$350,000.
- J. The proposal must contain a critical evaluation and measurement component, including how success is defined and how it will be determined, especially regarding adoption of green chemistry.

VII. Selection Criteria for Michigan Green Chemistry Clearinghouse Grant

- A. The applicant demonstrates knowledge of green chemistry, and involvement in green/sustainable chemistry and/or green engineering fields.
- B. The applicant demonstrates the ability to develop and house Web resources. Demonstration of success developing other Web resources.
- C. The applicant demonstrates the ability to perform research, outreach, and build collaborative networks.
- D. The proposal contains a comprehensive plan to build a Web site and database.
- E. The proposal contains a comprehensive plan to perform research, populate, maintain, and continuously improve Web site and database.
- F. All subcontractors have the technical ability and capacity to complete the project.
- G. The proposal is adequate and complete.
- H. There is an overall likelihood of the project succeeding.
- I. There is an opportunity for long term success and funding.
- J. The budget information is correct.
- K. The applicant has the ability to enter into a contract with the MDEQ.
- L. The applicant has the ability to manage the project from start to finish.
- M. The applicant works with other groups and organizations as deemed appropriate.
- N. The proposed solution meets the needs and criteria set forth in the RFP.
- O. The applicant demonstrates expertise in recommending and communicating appropriate technical and aesthetic solutions in web design as evidenced by the proposal references, including prior work that demonstrates artistic and innovative, user friendly interfaces that engage user groups and viewers.
- P. The applicant demonstrates knowledge of green chemistry program needs in Michigan, and partnerships established with those who would contribute to and use a green chemistry Clearinghouse.
- Q. The applicant demonstrates experience and depth of staff, and has successfully completed similar projects and has the qualifications necessary to undertake this project.
- R. The proposal information is presented in a clear, logical manner and is well organized.
- S. The proposal has the ability to measure behavior changes and environmental outcomes reflecting an increased participation in the application of green chemistry in Michigan as a result of the information provided in the resource.

VII. Contact

MDEQ, OPPCA, P2 and Field Services Unit staff member Mr. Chris Affeldt at 517-241-9505.

Requests for funding will be accepted from December 11, 2009 to February 12, 2010.

VIII. Eligibility

The MDEQ awards funds to one eligible applicant as the recipient even if other eligible applicants are named as partners or co-applicants or members of a coalition or consortium. The recipient is accountable to MDEQ for the proper expenditure of funds and reporting progress and results under the agreement. Funding may be used to provide subgrants or subawards, which includes using subawards or subgrants to fund partnerships.

IX. Project Clarifications/Revisions

During the grant review process, applicants may be contacted for clarification and for the purpose of negotiating changes in project activities, timetable, and grant amounts. The MDEQ reserves the right to award grants for amounts other than those requested and/or request changes to, or clarification of, the proposed work plan.

X. Acceptance of Proposal Content

Successful applicants will be required to enter into a project contract with the MDEQ within six weeks of the grant award. A project contract consists of standard “boilerplate” language, the applicant’s work plan, timetable, and budget information.

Appendix A outlines some of these requirements. Failure of a successful applicant to accept these obligations may result in withdrawal or cancellation of the grant. The MDEQ reserves the right to offer partial funding for any grant proposal.

XI. Confidentiality

All information and materials regarding this grant are subject to the Freedom of Information Act (FOIA).

XII. Proposal Deadline

Proposals must be received **no later than 4:00 p.m., February 12, 2010** at the address listed below. Facsimiles (faxes) and electronic submissions will not be accepted. In keeping with P2, it is preferred that proposals are submitted on recycled content paper, and printed on both sides.

XIII. Judging Applications

A panel composed of state government staff will review the applications. Final decisions will be made by the MDEQ.

Send Grant Application to:

Attention: Mr. Richard Alexander
Pollution Prevention and Field Services Unit
Office of Pollution Prevention and Compliance Assistance
P.O. Box 30457
Lansing, MI 48909-7957

Instructions for Grant Proposal Cover Sheet

Contents

Your proposal should consist of the following:

- Proposal cover sheet – page 1;
- Project description;
- Work plan, timetable, budget; and
- Correct number of copies.

Directions for each portion are included in this RFP. Follow all directions. **Use the checklist on page 21 to make sure you have a complete proposal.**

Instructions for Grant Proposal Cover Sheet – Page 1

The Grant Proposal Cover Sheet following this section (Form EQP 3496, page 13) is to be filled out by the applicant. The form is the first page (page 1) of the entire proposal package. Other portions of the proposal will be developed by the applicant and attached to page 1.

The *Project Name* is the name of the project.

The *Applicant* is the organization applying for funding. Fill in the organization's fax and telephone number.

The *Contact Person* is the person in that organization that can be contacted by the MDEQ staff for any needed additional information. Also include the *contact's e-mail* address, if available.

Under *Organization Address*, be sure to include the street name and number on the first line, and the city and zip code on the second line.

Start Date of Project and *End Date of Project*. The start date should approximately correspond with the date funding will be available, which is the day the proposal is signed by the state of Michigan. The end date should be the maximum project length, which is three-years.

Grant Amount Requested is the amount of funding you are seeking.

Match is the amount of additional funding committed to the project.

The *Project Total* should equal the Grant Amount Requested + the Match.

The *Person with Grant Acceptance Authority* is the person who will be accepting responsibility for the terms and conditions of the contract. This may be the contact person, or it may be somebody else in the organization (such as, a chief, executive, or board member). The person with grant acceptance authority also must sign the MDEQ Grant Proposal Cover Sheet, as indicated.



**Michigan Department of Environmental Quality
Grant Proposal Cover Sheet**

(Authorized by 1996 PA 384)

(Completion of this form is required in order to receive grant consideration)

Project Name: _____

Applicant (Organization Name): _____

Organization's Federal I.D. Number: _____ - _____

Organization Telephone #: _____ - _____ - _____ Organization Fax #: _____ - _____ - _____

Contact Person: _____

Contact's E-Mail (if available): _____

Organization Address (street # and name): _____

(City, Zip code): _____

Start Date of Project: ____/____/____ End Date of Project: ____/____/____
day / month / year day / month / year

Grant Amount Requested: \$ _____.00 + Match*: \$ _____.00 =

Project Total: \$ _____.00 (whole dollar amounts only)

Person with Grant Acceptance Authority: _____

Signature: _____ Date: _____

* Applicants receiving grants are not required to provide a match. Grantee contributions may include dollars, in-kind goods and services, and/or third party contributions.

This is page 1 of your proposal

Instructions for Grant Proposal

A. Project Description

In no more than ten pages, please provide the following information in this order, using these headings. Consider each bulleted statement as it applies to your project. Use 11- or 12-point font on 8½" x 11" paper. Number the pages and attach to Page 1, the Proposal Cover Sheet. The use of two sided printing and recycled paper is recommended.

1. Project Goals and Objectives

- Describe how the activities planned are appropriate to accomplish the goals and objectives. Include an explanation as to why a particular approach was chosen (cost effectiveness, likelihood of success, participating organizations' assets or constraints, or other factors.)
- Include a discussion on the likelihood of program success. Describe how the proposed activities are consistent with the RFP objectives.

2. Organization Information

- Briefly state the organization's mission and goals.
- Describe relevant programs, activities, and accomplishments.
- Describe the qualifications of key staff and volunteers that will ensure the success of the project.

3. Partners

- Describe the other partners in the project, their roles and commitments.
- Describe any other sources of funding not listed on page 1 of the proposal or on the budget, and include other grants you have received that relate to this proposal.

4. Project Sustainability

- Describe how the project will be created to ensure long-term sustainability.
- Describe how the project may continue after the grant period is completed.
- Indicate the length of time your organization (or another by attached letter) is committed to maintaining the project.

5. Evaluation

- Describe how an evaluation of the project will be done, including how success will be defined and measured. Describe how you will measure and track Web site usage, effectiveness, and other metrics for this project.
- Identify the Quality Assurance/Quality Control procedures that will be followed, if applicable.
- Describe how evaluation results will be used and disseminated, and any products that will result from the project and be submitted to the MDEQ for approval.
- Describe the active involvement of stakeholders in evaluating the program.

B. Work Plan and Timetable

Work Plan

Maximum eight pages. Use 11- or 12-point font on 8½" x 11" paper.

- The plan should be presented by task (with sub-tasks as necessary), with an estimated percentage of time given to each task. The estimated percentage of time for all tasks should equal 100 percent.
- Include any products and deliverables.

- Include who will be responsible for carrying out each task.
- Number all pages of the work plan and attach to the Project Description.

Timetable

Maximum three pages.

- Include a timetable of activities, showing when each task will be completed. This should be presented in a grid/table and cover all months or quarters of the project. If by quarter, include in the timetable for the months included in each quarter, i.e., Quarter 1: October, November, and December.
- Number the page(s), and attach them to the work plan.

C. Budget Information (Please see Grant Proposal Budget Information Instructions below)

General Information

Maximum two pages. Fill out the two-page Grant Proposal Budget Information form included in this RFP packet (pages 18 and 19) using the directions below:

- Round off to the nearest dollar.
- ***Make sure your totals are calculated correctly!***
- The Grand Total Grant Funds Requested + Grand Total Match = Project Total. These values should correspond with the Grant Amount Requested + Match = Project Total on page 1 of your proposal.
- Under each Budget Category (column A), write or type in the activities that will be charged against the grant or counted as match (see Match below.) Include enough detail that the MDEQ, OPPCA Project Administrator knows who or what will be charged. For example, under Staffing Cost, each employee of the grant recipient charging time to the grant or counting time as match should be listed by name and title, followed by the projected number of hours they will be working on the project, and their hourly rate.
- Provide the same level of detail for all other budget categories, whether it is to be charged against the grant or counted as match.

Use the format below, filling in the form across the columns by category. Start in column A and address Staffing Costs across all columns.

Note Column C, Match. Match is a financial commitment made by the grant recipient and other local agencies to help implement the project. Cash and/or in-kind services can qualify for match. This is a match to the total funding, not a line-by-line match for each activity. A match is not required for this grant. Match funding committed by the applicant will be considered during proposal evaluations.

- In column C of the Budget Sheet, include match amounts for each budget category (staffing costs, fringe benefits, etc.)
- Federal and state funds cannot be used as matching funds.
- Whatever match you include in your application will become part of your contractual obligation, if your project is selected for full funding. Be sure your match commitment is realistic.
- Match activities will be held to the same standards as grant-funded activities.
- Match cannot be earned until the starting date specified in a contract signed by both parties.
- Note that the auditing requirements in Appendix A require grantees to document match earned by providing letters from matching agencies, verifying the work completed, and the value of that work. Again, make sure your match commitment is realistic.

Grant Proposal Budget Form Instructions

Please see the Budget Form on pages 18 and 19 of this document when completing the information below (numbering and lettering listed below corresponds to numbering and lettering on the Budget Form).

1. Staffing Costs

- In column A, list each staff person by name and title (project manager, senior analyst, clerical, etc.), the estimated number of hours each person will work on the project, and his/her hourly rate. Place the costs for each staff person (number of hours times hourly rate) in columns B and C.
- Each staff person listed under Staffing Cost should also be included in the Work Plan.
- Staffing costs for any additional staff other than the grant recipient should be budgeted under Contractual.
- Add subtotals.

2. Fringe Benefits

Fringe benefits can include insurance; FICA; federal, state, and local taxes; vacation and sick time; and workers' compensation.

- Most agencies have set fringe benefit rates. Use your agency's fringe benefit rate, not to exceed 40 percent.
- In column A, list each staff person and their fringe rate. Put the dollar amount corresponding with each staff person in columns B and C.
- The MDEQ reserves the right to request applicants to supply information indicating how their fringe benefits were calculated.
- Add subtotals.

3. Contractual Services

Contractual costs are services or materials provided by a contractor or agencies other than the grant recipient. Any services that are not provided by the grant recipient should be listed here, including engineering services. If any part of the work in the grant is to be subcontracted, responses to this RFP must include a description of all work to be subcontracted. The description should include a work plan, time table, and budget for all work subcontracted. The state of Michigan reserves the right to approve all subcontractors for this project and reserves the right to require the grant recipient to replace subcontractors found to be unacceptable.

- In column A, list all contractual services. Put estimated amounts in columns B and C.
- All contractual services included here should also be included in the work plan.
- Subtotal contractual costs.

4. Project Equipment, Supplies, and Materials (Purchased by Grantee)

4a. Project Equipment

- Equipment is defined as an article of non-expendable, tangible personal property having a useful life of more than one year.
- Itemize equipment on the Budget Form and explain all costs.

4b. Project Supplies and Materials

- For supplies and materials, specify the type of supplies and materials charged against the grant in column A. Itemize printing, postage, and other supplies and materials. Explain any cost that may appear out of the ordinary.
- Place corresponding costs of supplies and materials in columns B and C.
- Subtotal equipment, supplies, and materials.

5. Travel Costs (For Grantee)

- Show mileage separate from lodging and meals in column A.
- Mileage costs should be shown in columns B and C as number of miles times mileage rate (\$.55 per mile is the highest allowable rate.)
- Under "Other" on the Budget Form include travel, other than mileage, to conferences and anticipated hotel/motel costs as separate line items. Conference and other training fees should also be included here.
- Subtotal your travel costs.

6. Total Direct Costs

Total direct costs would be the sum of all grant funds requested and all match funds identified.

7. Indirect Costs

Indirect costs have been referred to as the cost of doing business. Typical indirect costs are associated with, but not limited to: office space, telephones, office equipment rental and usage, utilities, and general office supplies.

- Most agencies have set an indirect rate based on an analysis of reasonable overhead costs. Use your agency's indirect rate, up to **20 percent of staff salary and fringe benefits**.
- In column A, indicate the percentage rate at which indirect costs are being calculated and the resulting indirect costs.
- Add indirect costs in columns B and C.
- Subtotal indirect costs in column D.

8. Totals

Add the subtotals for each budget category.

Note: *The totals at the bottom of the Budget Sheet should be the same as those on page 1 of your proposal.*

Sources of Match

Match is a financial commitment made by the grant recipient and others to help implement the project. Match is not a requirement of the application. Labor, in-kind services, and materials can count as match:

1. Whatever match you include in your application will become part of your contractual obligation, if your project is selected for full funding. Be sure your match commitment is realistic.
2. Match activities will be held to the same standards as grant-funded activities.
3. Match cannot be earned until the starting date of a contract signed by both parties.
4. Note that the auditing requirements in Appendix A require grantees to document match earned by providing letters from matching agencies, verifying the work completed, and the value of that work. Again, make sure your match commitment is realistic.

At the bottom of the second page of the budget sheet, indicate the source(s) of match and the corresponding dollar value committed by the applicant or other sources. Organizations receiving grants are not required to provide a match. Grantee contributions may include dollars, in-kind goods and services, and/or third party contributions.

Column A	Column B	Column C	Column D
BUDGET CATEGORIES	GRANT FUNDS	MATCH	CATEGORY TOTAL
4. PROJECT SUPPLIES AND EQUIPMENT:			
4a. Project Equipment (itemize):			
4b. Project Supplies and Materials (itemize):			
Subtotal:			
5. TRAVEL:			
(Not to exceed .55/mile)			
Mileage x mileage rate:			
Lodging:			
Meals:			
Other:			
Subtotal:			
6. TOTAL DIRECT COSTS:			
7. TOTAL INDIRECT COSTS: (Not to exceed 20% of salary and fringe)			
8. GRAND TOTAL (add lines 6 and 7):			

Grand Total Grant Funds Requested + Grand Total Match = Project Total

SOURCES OF MATCH

DOLLAR VALUE COMMITTED:

Instructions for Grant Proposal Attachments

The following attachments are to be submitted for this grant proposal:

- **Audit** – All applicants must include with their proposal a letter from a certified public accountant documenting that the organization has undergone a successful financial audit within the last 24 months. The letter must also include the dates and scope of the successful financial audit. This information is necessary to assure that the applicant has in place a financial accounting system that operates in accordance with accepted accounting principles.
- **Letters of Commitment** – These are letters from partners in the project committing a specific amount of time, money, activities, or other specified resources for the project. General letters of support (those not showing time, money, or specific resource commitment) will not be considered.

*All other information, including binders, extraneous reports, etc. will not be considered, reviewed, or returned. **All submitted materials are subject to FOIA requests.***

Checklist for a Complete Proposal

Number all pages of your proposal. **Submit FIVE copies of all portions of your proposal.**

The entire proposal package should not be more than 24 pages, plus specified attachments:

- _____ One-page Proposal Cover Form
- _____ Maximum ten-page Project Description
- _____ Maximum eight-page Work Plan
- _____ Maximum three-page Timetable
- _____ Two-page Grant Proposal Budget Form

Attachments:

- _____ One-page audit letter
- _____ Letters of commitment

All other information, including binders, extraneous reports, and general letters of support will not be considered, reviewed, or returned. All submitted materials are subject to FOIA requests.

Be sure your grant proposal is received no later than 4:00 p.m., February 12, 2010 at the address listed below:

Attention: Mr. Richard Alexander, Chief
Pollution Prevention and Field Services Unit

Mail to:

Michigan Department of Environmental Quality
Office of Pollution Prevention and
Compliance Assistance
P.O. Box 30457
Lansing, Michigan 48909-7957

Deliver to:

Michigan Department of Environmental Quality
Office of Pollution Prevention and
Compliance Assistance
525 West Allegan, Constitution Hall, 1-North
Lansing, Michigan 48933

Appendix A

Terms and Conditions of Grant Award

Responsibilities of Grant Recipients

- Successful applicants will be required to enter into a project contract with the MDEQ within 60 days of the grant award.
- Grant recipients will be required to carry out all obligations contained in the project contract with the MDEQ. A project contract consists of standard “boilerplate” language (some of which has been simplified and included here,) the applicant’s work plan, timetable, and budget information.
- The MDEQ, OPPCA also reserves the right to review and approve all products developed and paid for by grants or used for local match. All such products become the property of the state of Michigan.
- Grant recipients will be responsible for meeting the match amount committed in the project contract.
- Additional requirements, relevant to an individual project, may be specified in the project contract.
- Project Manager and Grant Manager are required to attend a grant administration meeting to discuss contract and reporting requirements.

Subcontracts

- The grant recipient will be required to secure professionally qualified personnel and/or subcontractors necessary to perform the duties of the project contract. The state reserves the right to approve all subcontractors for the project and to require the grant recipient to replace subcontractors found to be unacceptable.
- The grant recipient will be required to assume responsibility for all contractual activities included in their work plan, whether or not they perform them. Further, the state will consider the grant recipient the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the project contract. The grant recipient is totally responsible for adherence by the subcontractor to all provisions of the project contract.
- Any substitutions or additions to the subcontractors will be subject to the prior written approval of the state.

Audit Requirements

All projects will be subject to a post-project audit. The MDEQ, will conduct an audit of all the OPPCA files, and may conduct an audit of a grant recipient’s financial files before releasing final payment to the grantee. Therefore, grantees will be expected to maintain records and make available to the MDEQ all records pertaining to the grant. Grantees will be required to submit detailed information in their project status reports.

Reporting

- All grant recipients must submit Quarterly Status Reports to the MDEQ, following each quarter of the grant period. A quarterly status report consists of: 1) a Narrative Status Report, detailing the status of each task; 2) a Financial Status Report documenting expenditures for that quarter; and 3) documentation supporting expenditures for the quarter (copies of invoices and proof of payment such as copies of checks). Since these grants are on a cost reimbursement basis, grantees must show that expenses were incurred and paid prior to being reimbursed by the MDEQ. Any products developed

during the quarter are to be submitted with the Quarterly Status Report. Copies of all products and Quarterly Status Reports shall be submitted to and approved by the MDEQ, before payment will be made. Submit copies as follows:

- Original Quarterly Status Report plus two copies to the MDEQ, OPPCA, Lansing Office

The MDEQ, OPPCA reserves the right to request annual progress reports of any grant recipient.

Final project reports are approved by the OPPCA before final grant payment will be made. Final reports should detail what was attempted in the project, what worked, what didn't, and any lessons learned. Final reports should also include final copies of all grant "products." In keeping with P2, it is preferred that reports are submitted on recycled content paper and printed on both sides. Draft final reports are due to the OPPCA 45 days prior to the grant contract end date.

Incurring Costs

The state of Michigan is not liable for any cost incurred by the grant recipient or any subcontractor prior to the signing of a project contract. Liability of the state is limited solely to the terms and conditions of this request and any resulting grant. The state fiscal year is October 1, through September 30. Grants awarded in any given fiscal year are contingent upon enactment of both federal and state legislative appropriations.

Conflict of Interest

No member of the legislature, judicial, or executive branch of state government; or any local unit of government shall benefit from this agreement. No member or delegate to congress, or resident of commissioner shall be admitted to any share or part of this agreement or to any benefit that may arise there from.

Cancellation

The state of Michigan may immediately cancel an Agreement without further liability if the Grantee, any agent of the Grantee, or any agent of any sub-agreement is: convicted of a criminal offense incident to the application for, or performance of a state, public, private contract, or subcontract; convicted of a criminal offense, including but not limited to, any of the following: embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, attempting to influence a public employee to breach the ethical conduct standards for state of Michigan employee; convicted under state or federal antitrust statutes; or convicted of any other criminal offense which, in the sole discretion of the state, reflects on the Grantee's business integrity.

For additional information, please contact:

Mr. Chris Affeldt
Email: affeldtc@michigan.gov
Phone: 517-241-9505