



**STATE ENERGY PROGRAM
OFFSHORE WIND ENERGY OUTREACH AND EDUCATION**

Request for Proposal

October 11, 2010 – October 29, 2010

Jennifer M. Granholm, Governor

Andy Levin, Director

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PART 1 - GENERAL GRANT INFORMATION

1.1 Statement of Purpose

The purpose of this Request for Proposal (RFP) is to obtain proposals from non-profit or public organizations to conduct a statewide outreach project in Michigan to educate the public about Offshore Wind Energy. These grants do not provide funds to directly purchase and install wind energy systems. This project is funded up to \$37,500. The activities in the proposed grant will cover eight months from January 1, 2011 through August 31, 2011. This RFP provides interested parties with sufficient information to enable them to prepare and submit proposals for consideration by the State of Michigan to receive a grant.

1.2 Issuing Agency and Funding Source

This RFP is issued by the State Energy Program, Bureau of Energy Systems (Bureau) within the Department of Energy, Labor & Economic Growth (Department). For technical assistance on grant administration, the point of contact for this RFP is:

Roger Doherty
DELEG Bureau of Energy Systems
611 W. Ottawa
PO Box 30221
Lansing, MI 48909
(517) 241-6224
DohertyR1@michigan.gov

The grant will be funded 100% by a federal funding program. The source of funding is the U.S. Department of Energy. The project under this RFP will be funded, in whole or in part, with funds allocated to the State Energy Program PY2010, authorized under 10 CFR Part 420, CFDA 81.041.

1.3 Funding Range for Projects

The Bureau anticipates awarding one grant in the amount of \$37,500, which will cover up to 100 percent of eligible activities. The applicant should propose a funding level that is appropriate to their needs.

1.4 Period of Performance

It is anticipated the proposed grant will cover eight months from January 1, 2011 through August 31, 2011.

1.5 Eligible Applicants

Non-profit organizations and public entities, excluding Federal Government Agencies, are eligible to apply for the grant.

1.6 Match

Matching dollars are not required but encouraged.

1.7 Eligible Project

The purpose of these projects is to conduct statewide outreach in Michigan to educate the public about Offshore Wind Energy. The selected applicant will be responsible for the following tasks:

1. Plan and develop a project to address the public acceptance barriers related to Offshore Wind Energy. The project should focus on potential benefits and costs of Offshore Wind Energy, but not attempt to persuade or advocate for any specific wind project or technology. This project should complement other programs that are available.
2. Implement a project to address the public acceptance barriers related to Offshore Wind Energy.
3. Evaluate the project. A strong evaluation component is needed so that future outreach and market transformation activities can benefit from lessons learned.

Please See Attachment 3, Offshore Wind Energy Outreach and Education Plan developed by the State of Michigan, for further guidance. Available funding is not enough to implement all aspects of the plan, but the proposed project could implement parts of the plan.

1.8 Project Clarifications/Revisions

During the proposal review process, applicants may be contacted for clarification and for the purpose of negotiating changes in project activities, timetables, and budgeted costs. The Bureau reserves the right to award funds for an amount other than that requested or request changes to, or clarification of, the proposed project.

1.9 Acceptance of Proposal Content

The successful applicant will be required to enter into a grant with the Department within 30 days of being awarded funding. The agreement consists of standard "boilerplate" language, applicant's work plan, timetable, and budget information, a compensation clause that adheres to guidelines in this solicitation, and terms and conditions that outline some of the project requirements. Failure of a selected candidate to accept these obligations will result in cancellation of the award.

The Bureau reserves the right to reject any and all proposals received as a result of this project solicitation.

1.10 Reimbursement for Project Expenditures

Project expenditures cannot be incurred beyond August 31, 2011, with the final billing invoice to be submitted no later than 4:00 PM on September 30, 2011 to secure full reimbursement. Grant applicants will be expected to make their own payments for materials, equipment, supplies, personnel, or other project expenditures and, subsequently, provide to the Bureau detailed requests for reimbursement. These requests will document expenditures made, equipment purchased, and other eligible expenses incurred. The Bureau is not liable for any cost incurred by an applicant prior to issuance of a Grant Agreement.

1.11 Proposal Due Date

Proposals will be accepted starting October 11, 2010 and must be received no later than 4:00 PM on October 29, 2010 at the address listed below. Faxes and electronic submissions will not be accepted.

Department of Energy, Labor & Economic Growth
Bureau of Energy Systems
Attention: Roger Doherty
611 W. Ottawa
PO Box 30221
Lansing, MI 48909

1.12 Payment Schedule

The maximum amount of grant assistance offered is \$ 37,500 (Sec. 1.4). Progress payments up to a total of 85 percent of the Total Authorized Budget may be made upon submission of a Grantee request, at least quarterly and be accompanied by a progress report according to the reporting schedule outlined in the Grant Agreement, indicating grant funds received to date, project expenditures to date (supported with computer printouts of accounts, general ledger sheets, balance sheets, etc.), and objectives completed to date. Backup documentation such as computer printouts of accounts, ledger sheets, check copies, etc. shall be maintained for audit purposes in order to comply with this Agreement. The payment of the final 15% of the grant amount shall be made after completion of the project and after the State Grant Administrator has received and approved a final report, if applicable. The final payment is also contingent upon the submission of a final invoice that includes expenditures of grant funds reported by line item and compared to the approved Budget.

Public Act 279 of 1984 states that the State shall take all steps necessary to assure that payment for goods or services, is mailed within 45 days after receipt of the goods or services, a complete invoice for goods or services, or a complete contract for goods or services, whichever is later.

PART 2 - GENERAL PROVISIONS

2.1 Project Changes

Grantee must obtain prior written approval for major project changes from the State Energy Program Administrator

2.2 Record Retention

The Grantee shall retain all financial records, supporting documents, statistical records, and all other pertinent records for a period of seven (7) years or greater as provided by law following the creation of the records or documents.

2.3 Project Income

To the extent that it can be determined that interest was earned on advances of funds, such interest shall be remitted to the Grantor. All other program income shall either be added to the project budget and used to further eligible program objectives or deducted from the total program budget for the purpose of determining the amount of reimbursable costs. The final determination shall be made by the State Energy Program Administrator.

2.4 Share-in-savings

The Grantor expects to share in any cost savings realized by the Grantee. Therefore, final Grantee reimbursement will be based on actual expenditures. Exceptions to this requirement must be approved in writing by the State Energy Program Administrator.

2.5 Order of Spending

Unless otherwise required, Grantee shall expend funds in the following order: (1) private or local funds, (2) federal funds, and (3) state funds. Grantee is responsible for securing any required matching funds from sources other than the State.

2.6 Purchase of Equipment

The purchase of equipment not specifically listed in the Budget must have prior written approval of the State Energy Program Administrator. Equipment is defined as non-expendable personal property having a useful life of more than one year. Such equipment shall be retained by the Grantee unless otherwise specified at the time of approval.

2.7 Accounting

The Grantee shall adhere to the Generally Accepted Accounting Principles and shall maintain records which will allow, at a minimum, for the comparison of actual outlays with budgeted amounts. The Grantee's overall financial management system must ensure effective control over and accountability for all funds received (see Attachments 1 and 2). Accounting records must be supported by source documentation including, but not limited to, balance sheets, general ledgers, time sheets and invoices. The expenditure of state funds shall be reported by line item and compared to the Budget.

2.8 Audit

The Grantee agrees that the State may, upon 24-hour notice, perform an audit and/or monitoring review at Grantee's location(s) to determine if the Grantee is complying with the requirements of the Agreement. The Grantee agrees to cooperate with the State during the audit and/or monitoring review and produce all records and documentation that verifies compliance with the Agreement requirements. The Grantor may require the completion of an audit before final payment.

If the Grantee is a governmental or non-profit organization and expends the minimum level specified in OMB Circular A-133 (\$500,000 as of June 27, 2003) or more in total federal funds in its fiscal year, then Grantee is required to submit a Single Audit report to all agencies that provided federal funds to the entity during the fiscal year being audited.

If the Grantee is a commercial or for profit organization which is a recipient of Workforce Investment Act Title I funds and expends more than the minimum level specified in Office of Management and Budget (OMB) Circular A-133 (\$500,000 as of June 27, 2003), then the Grantee must have either an organization-wide audit conducted in accordance with A-133 or a program specific financial and compliance audit conducted. Section .320(a) of OMB Circular A-133 states the Single Audit report must be submitted to the Grantor within thirty (30) days after the completion of the audit, but no later than nine (9) months after the end of the Grantee's fiscal year.

2.9 Competitive Bidding

The Grantee agrees that all procurement transactions involving the use of state funds shall be conducted in a manner that provides maximum open and free competition. When competitive selection is not feasible or practical, the Grantee agrees to obtain the written approval of the State Energy Program Administrator before making a sole source selection. Sole source contracts should be negotiated to the extent that such negotiation is possible.

2.10 Liability

The State is not liable for any costs incurred by the Grantee before the start date or after the end date of this Agreement. Liability of the State is limited to the terms and conditions of this Agreement and the grant amount.

2.11 Intellectual Property

Unless otherwise required by law, all intellectual property developed using funds from this Agreement, including copyright, patent, trademark and trade secret, shall belong to the Grantee.

2.12 Safety

The Grantee, all contractors, and subcontractors are responsible for insuring that all precautions are exercised at all times for the protection of persons and property. Safety provisions of all Applicable Laws and building and construction codes shall be observed. The Grantee, contractors, and every subcontractor are responsible for compliance with all federal, state and local laws and regulations in any manner affecting the work or performance of this Agreement and shall at all times carefully observe and comply with all rules, ordinances, and regulations. The Grantee, all contractors and subcontractors shall secure all necessary certificates and

permits from municipal or other public authorities as may be required in connection with the performance of this Agreement.

2.13 Indemnification

A. General Indemnification

To the extent permitted by law, the Grantee shall indemnify, defend and hold harmless the State from liability, including all claims and losses, and all related costs and expenses (including reasonable attorneys' fees and costs of investigation, litigation, settlement, judgments, interest and penalties), accruing or resulting to any person, firm or corporation that may be injured or damaged by the Grantee in the performance of this Agreement and that are attributable to the negligence or tortuous acts of the Grantee or any of its subcontractors, or by anyone else for whose acts any of them may be liable.

B. Employee Indemnification

In any and all claims against the State, its departments, divisions, agencies, sections, commissions, officers, employees and agents, by any employee of the Grantee or any of its subcontractors, the indemnification obligation under the Agreement shall not be limited in any way by the amount or type of damages, compensation or benefits payable by or for the Grantee or any of its subcontractors under worker's disability compensation acts, disability benefit acts or other employee benefit acts. This indemnification clause is intended to be comprehensive. Any overlap in provisions, or the fact that greater specificity is provided as to some categories of risk, is not intended to limit the scope of indemnification under any other provisions.

C. Patent/Copyright Infringement Indemnification

To the extent permitted by law, the Grantee shall indemnify, defend and hold harmless the State from and against all losses, liabilities, damages (including taxes), and all related costs and expenses (including reasonable attorneys' fees and costs of investigation, litigation, settlement, judgments, interest and penalties) incurred in connection with any action or proceeding threatened or brought against the State to the extent that such action or proceeding is based on a claim that any piece of equipment, software, commodity or service developed or supplied by the Grantee or its subcontractors, or the operation of such equipment, software, commodity or service, or the use or reproduction of any documentation provided with such equipment, software, commodity or service infringes any United States patent, copyright, trademark or trade secret of any person or entity, which is enforceable under the laws of the United States.

The Grantee's duty to indemnify pursuant to this section continues in full force and effect, notwithstanding the expiration or early cancellation of the Agreement, with respect to any claims based on facts or conditions that occurred before expiration or cancellation.

2.14 Cancellation

The State may terminate this Agreement without further liability or penalty to the State, its departments, divisions, agencies, offices, commissions, officers, agents and employees for any of the following reasons:

A. Termination for Cause

In the event that Grantee breaches any of its material duties or obligations under this Agreement or poses a serious and imminent threat to the health and safety of any person, or the imminent loss, damage or destruction of any real or tangible personal property, the State may terminate this Agreement immediately in whole or in part, for cause, as of the date specified in the notice of termination. In the event that this Agreement is terminated for cause, in addition to any legal remedies otherwise available to the State by law or equity, Grantee shall be responsible for all costs incurred by the State in terminating this Agreement, including but not limited to, State administrative costs, reasonable attorneys' fees and court costs, and any reasonable additional costs the State may incur.

B. Termination for Convenience

The State may terminate this Agreement for its convenience, in whole or part, if the State determines that such a termination is in the State's best interest. Reasons for such termination shall be left to the sole discretion of the State and may include, but not necessarily be limited to (a) the State no longer needs the Services or products specified in the Agreement, (b) relocation of office, program changes, changes in laws, rules, or regulations make implementation of the services no longer practical or feasible. The State may terminate this Agreement for its convenience, in whole or in part, by giving Grantee written notice at least thirty (30) days prior to the date of termination. If the State chooses to terminate this Agreement in part, the Budget shall be equitably adjusted to reflect those reductions.

C. Non-Appropriation

Grantee acknowledges that continuation of this Agreement is subject to appropriation or availability of funds for this Agreement. If funds to enable the State to effect continued payment under this Agreement are not appropriated or otherwise made available (including the federal government suspending or halting the program or issuing directives preventing the State from continuing the program), the State shall have the right to terminate this Agreement, in whole or in part, at the end of the last period for which funds have been appropriated or otherwise made available by giving written notice of termination to Grantee. The State shall give Grantee at least thirty (30) days advance written notice of termination for non-appropriation or unavailability (or such time as is available if the State receives notice of the final decision less than thirty (30) days before the funding cutoff). In the event of a termination under this section, the Grantee shall, unless otherwise directed by the State in writing, immediately take all reasonable steps to terminate its operations and to avoid and/or minimize further expenditures under the Agreement.

D. Criminal Conviction

The State may terminate this Agreement immediately and without further liability or penalty in the event Grantee, an officer of Grantee, or an owner of a 25% or greater share of Grantee is convicted of a criminal offense incident to the application for, or performance of, a State, public or private contract or subcontract or grant; convicted of a criminal offense, including 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 employees; convicted under State or federal antitrust statutes; or convicted of any other criminal offense which in the sole discretion of the State reflects upon Grantee's business integrity.

E. Approvals Rescinded

The State may terminate this Agreement without further liability or penalty in the event any final administrative or judicial decision or adjudication disapproves a previously approved request for

purchase of personal services pursuant to Constitution 1963, Article 11, § 5, and Civil Service Rule 7-1. Termination may be in whole or in part and may be immediate as of the date of the written notice to Grantee or may be effective as of the date stated in such written notice.

2.15 No State Employees or Legislators

No member of the Legislature or Judiciary of the State of Michigan or any individual employed by the State shall be permitted to share in this Agreement, or any benefit that arises from this Agreement.

2.16 Non-Discrimination

In the performance of the Agreement, Grantee agrees not to discriminate against any employee or applicant for employment, with respect to his or her hire, tenure, terms, conditions or privileges of employment, or any matter directly or indirectly related to employment, because of race, color, religion, national origin, ancestry, age, sex, height, weight, marital status, physical or mental disability. Grantee further agrees that every subcontract entered into for the performance of this Agreement will contain a provision requiring non-discrimination in employment, as here specified, binding upon each subcontractor. This covenant is required pursuant to the Elliott Larsen Civil Rights Act, 1976 PA 453, MCL 37.2101, et seq. and the Persons with Disabilities Civil Rights Act, 1976 PA 220, MCL 37.1101, et seq., and any breach of this provision may be regarded as a material breach of the Agreement.

2.17 Unfair Labor Practices

Pursuant to 1980 PA 278, MCL 423.231, et seq., the State shall not award a grant or subcontract to an employer whose name appears in the current register of employers failing to correct an unfair labor practice compiled pursuant to section 2 of the Act. This information is compiled by the United States National Labor Relations Board. A Grantee, in relation to the Agreement, shall not enter into a contract with a subcontractor, manufacturer, or supplier whose name appears in this register. Pursuant to section 4 of 1980 PA 278, MCL 423.324, the State may void any Agreement if, subsequent to award of the Agreement, the name of Grantor as an employer or the name of the subcontractor, manufacturer or supplier of Grantor appears in the register.

2.18 Certification Regarding Debarment

The Grantee certifies, by signature to this Agreement, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this Agreement by any federal or State department or agency. If the Grantee is unable to certify to any portion of this statement, the Grantee shall attach an explanation to this Agreement.

2.19 Illegal Influence

1. The Grantee certifies, to the best of his or her knowledge and belief that:
 - a. No federal appropriated funds have been paid nor will be paid, by or on behalf of the Grantee, to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal

loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan or cooperative agreement.

- b. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this grant, the Grantee shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- c. The Grantee shall require that the language of this certification be included in the award documents for all grants or subcontracts and that all sub-recipients shall certify and disclose accordingly.

The State has relied upon this certification as a material representation. Submission of this certification is a prerequisite for entering into this Agreement imposed by 31 USC § 1352. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

2. The Grantee certifies, to the best of his or her knowledge and belief that no state funds have been paid nor will be paid, by or on behalf of the Grantee, to any person for influencing or attempting to influence an officer or employee of any State agency, a member of the Legislature, or an employee of a member of the Legislature in connection with the awarding of any state contract, the making of any state grant, the making of any state loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any state contract, grant, loan or cooperative agreement.

2.20 Governing Law

The Agreement shall in all respects be governed by, and construed in accordance with, the substantive laws of the State of Michigan without regard to any Michigan choice of law rules that would apply the substantive law of any other jurisdiction to the extent not inconsistent with, or pre-empted by federal law.

2.21 Compliance with Laws

Grantee shall comply with all applicable state, federal, and local laws and ordinances ("Applicable Laws") in performing this Agreement including the National Policy Assurances found at http://www.michigan.gov/documents/dleg/National_Policy_Assurances_Aug_2008_303579_7.pdf.

2.22 Jurisdiction

Any dispute arising from the Agreement shall be resolved in the state of Michigan. With respect to any claim between the parties, Grantee consents to venue in Ingham County, Michigan, and irrevocably waives any objections it may have to such jurisdiction on the grounds of lack of personal jurisdiction of such court or the laying of venue of such court or on the basis of forum non conveniens or otherwise. Contractor agrees to appoint agents in the state of Michigan to receive service of process.

2.23 Assignment

Grantee shall not have the right to assign the Agreement, or to assign or delegate any of its duties or obligations under the Agreement, to any other party (whether by operation of law or otherwise), without the prior written consent of the Grantor. Any purported assignment in violation of this section shall be null and void.

2.24 Entire Agreement

The Agreement, including any Attachments, constitutes the entire agreement between the parties with respect to the grant and supersedes all prior agreements, whether written or oral, with respect to such subject matter.

2.25 Independent Contractor Relationship

The relationship between the State and Grantee is that of client and independent Contractor. No agent, employee, or servant of Grantee or any of its Subcontractors shall be or shall be deemed to be an employee, agent or servant of the State for any reason. Grantee will be solely and entirely responsible for its acts and the acts of its agents, employees, servants and subcontractors during the performance of the Agreement.

2.26 Conflicts

In the event of a conflict between the terms of this Agreement and any federal or state laws or regulations, the federal or state laws or regulations will supersede any contrary term contained in this Agreement.

PART 3 - PROJECT CONTROL AND REPORTS

3.1 Project Control

The selected applicant(s) will carry out the project under review of the State Grant Administrator. The Michigan Department of Energy, Labor, & Economic Growth State Grant Administrator shall have final authority over the Agency/Grantee Agreement.

Along with continuous liaison with the selected applicant(s), the State Grant Administrator will meet as needed with the selected applicant's contact person for the purpose of reviewing progress and providing necessary guidance to the selected applicant(s) in solving problems that arise.

Prior to executing any changes to the scope of the project and/or budget, the selected applicant(s) must inform the State Grant Administrator in writing outlining the proposed changes.

3.2 Monitoring and Reporting Program Performance

The selected applicant(s) will be required to assume responsibility for monitoring and reporting.

1. Monitoring. The selected applicant(s) shall monitor performance to assure that time schedules are being met and projected work by time period is being accomplished.
2. Quarterly Narrative Reports. The selected applicant(s) shall submit quarterly narrative reports to the State Grant Administrator no later than the 10th of the month following the end of the quarter. The reports should include the following information at a minimum:
 - a. Name of selected applicant, grant number, and dates of current reporting period.
 - b. Percent (%) completion of the project objectives.
 - i. Include a brief outline of the work accomplished during the reporting period and the work to be completed during the subsequent reporting period.
 - ii. Explain the type of services provided and the anticipated energy savings as a result of the program.
 - iii. Include actual expenditures compared to the budget in the Grant Agreement.
 - c. Noteworthy Accomplishments.
 - d. Brief description of problems or delays, real or anticipated, which should be brought to the attention of the State Energy Program Administrator.
 - e. Statement concerning any significant deviation from previously agreed-upon Work Statement.
3. Payment Requests. The selected applicant(s) will be required to submit payment requests to the Grant Administrator indicating the amount of funds expended in each line item category of the budget and outstanding authorizations. Payment requests are due no later than the 10th of the month following the end of the quarter.
 - a. Attach source documentation as specified in Part 2, Section 2.7, Accounting.
 - b. The expenditure of State funds shall be incurred within the grant period and reported by line item and compared to the budget.

- c. In-kind or matched fund expenditures must occur within the established timeline for this grant and must be supported by source documentation, as specified in Part 2, Section 2.7, Accounting.
4. Final Narrative Report. The selected applicant(s) will do the following:
- a. Submit one copy of the draft of the final report no later than September 30, 2011.
 - b. After the State Grant Administrator has determined the completeness and factual accuracy of the report, the selected applicant(s) shall submit a final copy of the report to the State Grant Administrator.
 - c. The final report shall include the following information at a minimum:
 - i. A summary of the project implementation plan and any deviations from the original project as proposed.
 - ii. Accomplishments and problems experienced while carrying out the project activities.
 - iii. Evaluation summary.
 - iv. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
 - v. Recommendations for next steps.
5. Final Payment Request. The selected applicant(s) shall submit a signed and dated final Payment Request to the Grant Administrator indicating the amount of funds expended in each line item category of the budget along with the final report by September 30, 2011.
- a. Attach source documentation as specified in Part 2, Section 2.7, Accounting.
 - b. The expenditure of State funds shall be incurred within the grant period and reported by line item and compared to the budget.
 - c. In-kind or matched fund expenditures must occur within the established timeline for this grant and must be supported by source documentation, as specified in Part 2, Section 2.7, Accounting.

PART 4 – INFORMATION REQUIRED FROM APPLICANT

Grant proposals must be typed in a 12 point font with no more than 40 numbered double-spaced pages. The page count includes any cover page, and/or attachments, but does not include the executive summary or resumes. Hard copy proposal must be double-sided, and must have an original signature.

All proposals must include an executive summary. The executive summary should be placed at the beginning of the proposal, must not exceed one page, and should include the name of the organization, the amount of grant funds requested, and an outline of the proposed project at a minimum. Initial screening of the executive summaries will be conducted to insure applicants and projects are eligible.

Applicant(s) must provide responses to each section below. Please follow the format identified by stating the section number and title followed by the response. Be as descriptive as possible and answer each question in its entirety. Some questions have multiple components. Questions that do not apply should be answered NA.

4.1 Identification of Organization

State the full name and address of the organization, the organization's federal identification number, the telephone and fax number, and if applicable provide the names, addresses, electronic mail addresses and telephone numbers of person(s) that will perform, or assist in performing, the work hereunder.

4.2 Authorized Negotiator

State the name of one (1) contact person, his/her telephone and fax number, and electronic mail address. The contact person **MUST** be authorized to be the negotiator for the proposed Grant Agreement with the State.

4.3 Management Summary

1. Describe the management procedure that will be used by the organization to accomplish set goals. For multi-organization projects, describe the roles and the work to be performed by each participant, business, agreements between the applicant and participants, and how the various efforts will be integrated and managed.
2. Describe how the organization will coordinate with other organizations to accomplish set goals.
3. Explain how staff will be trained and monitored.
4. Describe the organization's quality control measures.
5. Indicate the type of accounting systems/software the organization will use to account for grant funds.
6. Indicate whether the organization prepares financial statements and how often.
7. Describe the organization's internal control over accounting.
8. Indicate whether the organization performs internal audits of its operations.
9. Include a detail organizational chart including names and titles of all managers/supervisors that will contribute in any way to the project.

4.4 Project Objectives

Provide a clear, concise statement of the objectives of the proposed project. Also include objective(s) for each phase of the work.

4.5 Work Plan

1. Describe in narrative form the work plan and project schedule with required tasks for accomplishing the work proposed.
2. Indicate and justify the estimated number of staff (managers/supervisors) that will spend time working on the project, and provide a description of the work to be performed.
3. Provide a discussion of the proposed timeline which is correlated with the task required to complete the work. For each task identified include a title and planned completion date, milestone should be quantitative and show progress toward budget period and/or project goals.
4. Describe how the project will be measured and evaluated to determine success.

4.6 Personnel

Applicants must be able to staff a project team that clearly possesses talent and experience in conducting the type of work proposed. In the narrative, identify the authorized contact person and key personnel to be involved with this project, by name and title, and provide their qualifications. Also, provide the Issuing Office with a resumé for each person listed on the budget, including persons listed under in-kind or matched funds.

If other organizations will be playing a role in the proposed project in coordination with this grant, provide sufficient background information on them in order to give the Issuing Office a reasonable understanding of their qualifications.

4.7 Time Frame

The State contemplates the grant period will start on January 1, 2011 and will end on August 31, 2011.

Applicants are required to provide a timeline for completing the planned activities and tasks for their grant project from January 1, 2011 through August 31, 2011.

4.8 Budget

To enable the Issuing Office to evaluate all project costs, applicants shall submit a proposed budget *and* a corresponding budget narrative, in accordance with the format and timeline for this project.

A budget narrative must be provided that identifies the budget line item and number, provides a detailed description for each, and includes individual unit prices.

Changes in the budget of less than five percent of the total line item amount do not require prior written approval, but selected applicant(s) must provide notice to the State Grant Administrator.

Changes in the budget equal to or greater than 5% of the total line item amount will be allowed only upon prior review and written approval by the State Grant Administrator. A formal grant amendment must be signed by both the grantor and grantee.

Disallowed costs include but are not limited to the following: sick pay, vacation pay, holiday pay, payroll taxes, parking, tuition reimbursement/remission, vehicle allowance, car rental, seminars, conferences, meetings, subscriptions, dues, and memberships.

6. Budget Format: The proposed budget shall display four (4) headings identified as the: # Line, Budget Line Items, State Share, Match and Total. The budget line items that need to be included, at a minimum, are listed below. The budget should reflect the best estimate of actual costs. Refer to the budget example below:

Organization Name				
Line #	Budget Line Items	State Share	Match	Total
	Personnel			
1	Salary: Name, job title, hours x rate of pay	0	0	0
2	Rounding Factor for Salaries (round-up to nearest dollar)	0	0	0
3	Basic Benefits: Associated with job title above. Be specific.	0	0	0
4	Rounding Factor for Benefits (round-up to nearest dollar)	0	0	0
5	Total Salaries	0	0	0
6	Total Basic Benefits:	0	0	0
7	Total Personnel:	0	0	0
	Direct Supplies, Materials, and Equipment			
8	Name of item, number of units x cost/unit	0	0	0
9	Total Supplies, Materials, and Equipment:	0	0	0
	Contractual Services (must be competitively bid)			
10	List Services			
11	Total Contractual Services-Bid Out:	0	0	0
	Travel (must use State of Michigan travel rates, in-State only)			
12	Name and job title	0	0	0
13	Meals for this individual	0	0	0
14	Lodging for this individual	0	0	0
15	Mileage for this individual (\$.399 per mile)	0	0	0
16	Total Travel:	0	0	0
	Other Expenses			
17	Name of Item, number of units x cost/unit	0	0	0
18	Total Other Expenses:	0	0	0
	Indirect Costs (Not to exceed 20%)			
19	Decimal percentage: __%			
20	Total Indirect Costs:	0	0	0
21	Total Project Costs	0	0	0

- a. Personnel – include the name and salary for each staff position to be paid for by this grant, job title, anticipated number of hours to be worked, hourly rate, basic fringe benefits, if any, totals for each position and a total for all personnel costs. Time sheets and payroll registers must be submitted and hours worked must be grant related. Fringe benefits cannot exceed 50 percent of the employee's salary. Allowable benefits include health insurance, dental insurance, and optical insurance.
- b. Supplies, Materials, & Equipment – please specify unit(s) and unit cost.
- c. Contractual Services – must be competitively bid. See Section 2.9
- d. Travel – please specify; travel rates may be obtained at beginning and ending mileages, destination, and reason for travel. Out-of-state travel must be directly related to the grant project and approved by the State Grant Administrator.
- e. Other Expenditures – please specify item(s) and costs.
- f. Indirect Costs – please list items separately; indirect costs shall be based on a percentage of budget line items listed under the State share column only; carry-out to four (4) decimal places. Indirect costs can be defined as costs not directly or specifically related to the grant program, but are costs of administering the company and must be spread over a number of products, services, or grant programs proportionately. Examples include but are not limited to office supplies, utilities, rent, maintenance and repair, insurance, accounting and bookkeeping services, legal services, and grant administration.
- g. Total – project amounts for each column.
- h. Direct Costs – costs that are approved by the Issuing Office and incurred in direct relation to producing specific goods or performing a specific service in association with the proposed grant project. Typical direct costs are: compensation of employees for the time devoted and identified specifically to the performance of the grant award; cost of materials acquired, consumed, or expended specifically for the grant award; equipment and other approved capital expenditures; and travel expenses incurred specifically to carry out the grant.

7. Additional Budget Information

- a. At such time that proposals are approved by the Commission, modifications of proposals may be necessary. If the Commission does not award the total amount requested in the original proposal, selected applicant(s) will be required to submit a revised proposal for the purpose of entering into a Grant Agreement. For those receiving less than requested in their proposals, the proportion of direct costs to indirect costs will remain the same as in their original request. New line items to the revised budget are not allowed.
- b. Selected applicant(s) assumes the responsibility for ensuring the grant project is performed within the established timeline.
- c. Selected applicant(s) assumes the responsibility of ensuring all unexpended grant funds are returned to the state of Michigan at the end of the grant period. Failure to do so may render the selected applicant(s) ineligible for future grant awards that may be available from the SEP.
- d. If the entire State share of the grant award is expended, the entire in-kind and/or matched funds must be spent and supported by source documentation. If the entire State share of the grant award is not spent, the in-kind and/or matched

funds may be reduced proportionately by the percentage of the grant award not spent.

- e. Indirect costs must be proportionately reduced if the selected applicant(s) does not expend the entire grant award by the end of the grant term. The adjustment for the reduction shall be calculated by determining the percentage of the grant not spent. This percentage is the amount to be reduced from the indirect costs total. Indirect costs shall be based on a percentage of the budget line items listed under the State share column. Indirect costs must be utilized for this grant within the established timeline.
- f. Provide details on other funds available to the applicant's organization that will be used directly for this grant project, or to cover administrative and overhead expenses, and the anticipated source of those funds.
- g. Selected applicant(s) may not commingle grant award funds with current or future grant funds received from the SEP. Grants from each funding source must be managed, reported, and accounted for separately from all funding sources.
- h. Should selected applicant(s) cease business operations or dissolve the program established under this grant, existing capital must be returned to the state of Michigan.
- i. Competitive Bidding. Selected applicant(s) assumes responsibility to select subcontractors on a competitive basis. Subcontractors may be non-profit or for-profit entities.
 - i. Bids should be solicited from non-affiliated companies.
 - ii. A minimum of three (3) bids must be received and must include, at a minimum the name of selected applicant(s), grant number, and grant period; and the type, number, and description of projects as described in the proposal.
 - iii. The selected applicant(s) must award the project to the lowest bid. A higher bid selection must have prior written approval by the State Grant Administrator.
 - iv. When awarding subcontracts, the selected applicant(s) shall ensure that preference is given to products manufactured or services offered by Michigan-based firms.

4.9 Budget Considerations

Applicants must submit a proposed budget for this project and include any appropriate narrative explanations. The grant will be paid out according to the grant payment schedule in Part 1, 1.16 and/or any approved amendment to the budget.

Please note the following guidelines for specific line items:

1. For those wishing to claim indirect costs, a sample of the costs used to derive the percentage claimed must be provided. Indirect costs in excess of 20% of State direct costs will not be reimbursable. Indirect costs up to and including 20% of grant funds cannot be used to satisfy the 1:1 match. Any indirect costs in excess of 20% must be independently certified/approved and included in the project budget in order to be counted toward match.
2. An expense must correspond to a specific line item in the project budget, along with any applicable descriptions, in order to be reimbursable; an in-kind or match contribution must

likewise correspond to a specific line item to be counted toward meeting the minimum match requirement, although additional voluntary cost-sharing is encouraged; exceptions or substitutions may only be made with prior written approval from the Grant Administrator.

3. No more than 50% of requested state funds may be applied toward equipment costs.
4. Contractual elements must be competitively bid.

4.10 Additional Information and Comments

Include in this section any other information that is believed to be pertinent, but not specifically requested elsewhere in this RFP.

4.11 Certification of Proposal

Please sign the proposal and include the following language:

I certify that all information contained in the proposal is true to the best of my knowledge and belief, and that the organization is in compliance and agreement with all sections of the request for proposal.

Certified by: _____
Authorized Signatory and Title
Name of Organization
Telephone Number
Fax Number
Email Address

PART 5 - SCORING CRITERIA

All proposals received shall be subject to an evaluation by the Bureau. The evaluation will be conducted to select an organization to perform the proposed grant project within the established timeline. Initial screening of the executive summaries will be conducted to insure applicants and projects meet eligibility requirements.

All proposals will receive an initial screening to ensure that the eligibility criteria are met. Proposals failing to meet the eligibility requirements described in Part I, Section 1.9, and the requirements of the Addendum to the General Provisions – Part 2 will be rejected automatically. Proposals meeting the eligibility requirements will be evaluated according to the selection criteria below.

Total points equal 100.

1. Experience of organization and project team (20 points):
 - a. Experience of organization and project team related to offshore wind energy. (5 points)
 - b. Experience of organization and project team related to energy education and outreach. (15 points)
2. Management summary (15 points):
 - a. Is the management team qualified to carry out the project (5 points)?
 - b. Effectiveness of quality control measures (5 points).
 - c. Adequacy of internal control over accounting (5 points).
3. Proposed project (20 points):
 - a. Does the project scope of work address the objective of RFP (5 points)?
 - b. Potential for the project to advance offshore wind energy in Michigan (15 points)?
4. Work plan (25 points):
 - a. Are project objectives clearly defined (2 points)?
 - b. Reasonableness of timeline for completion of project (3 points).
 - c. The quality of the plan to develop and implement the project (20 points).
5. Budget (20 points):
 - a. Budget line items are reasonable and detailed as requested (5 points).
 - b. Ability to minimize administrative and overhead costs (5 points).
 - c. The ability to leverage additional funds (10 points). Points will be awarded as follows:
 - 80% - 100% = 10 points
 - 60% - 79% = 7 points
 - 40% - 59% = 5 points
 - 20% - 39% = 3 points
 - 1% - 19% = 1 points
 - <1% = 0 points

ATTACHMENT 1

DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH – BUREAU OF ENERGY SYSTEMS PROJECT MANAGEMENT FORM

FINANCIAL INFORMATION

PROVIDE ALL INFORMATION REQUESTED ON THIS FORM

Name of Financial Contact:

Project Title:

Please check or fill-in response where appropriate.

- 1. Have you had prior Federal awards? Yes No
- 2. Have you had an outside audit or an A-133 audit? (Specify type) Yes No

If yes, please provide most recent copy of the A-133 or outside audit.

Even if no audit has been performed, please provide an independent review statement.

INFORMATION FOR DETERMINING COGNIZANT AGENCY/OFFICE

3. Applicant's fiscal year end date is _____

4a. Identify Cognizant Federal Agency (agency providing the preponderance of Federal funding), and provide agency name, a point of contact, phone number, and e-mail.

Agency: _____

Point of Contact: _____

Phone: _____

E-mail: _____

4b. To assist our office in validating Cognizant Federal Agency (4a), please provide following information for the five highest dollar award value for current Federal contracts, grants, or awards (do not include subawards).

Contract/Award #	Awarding Agency	Awarding Office	Start Date	End Date	Total Value

5a. If applicant has current Department of Energy awards, identify Cognizant DOE Office (office providing the preponderance of DOE funding), and provide DOE office name, a point of contact, phone number, and e-mail.

Contract/Award #: _____

DOE Office: _____

Point of Contact (Contracting Officer): _____

Phone: _____

E-mail: _____

Awarding Agency: _____

5b. To assist our office in validating Cognizant DOE Office (5a), please provide following information for the five highest dollar value awards for current DOE contracts, grants or awards (do not include sub-awards). (State agencies and Universities can skip 5b)

DOE Contract/Award #	DOE Awarding Office	Start Date	End Date	Total Value

FINANCIAL MANAGEMENT SYSTEM

To qualify for Financial Assistance, compliance with 10 CFR 600.121 – Higher Education, Hospitals, and Other Nonprofit Organizations, 10 CFR 600.220(b) – State and local Government required or 10 CFR 600.311 – For-Profit Organizations is required. Please check applicable boxes below,

- The Financial Management System is in compliance with 10 CFR 600.121, 10 CFR 600.220(b), or 10 CFR 600.311.
- I do not know if my Financial Management System is in compliance with 10 CFR 600.121, 10 CFR 600.220(b), or 10 CFR 600.31 1. If this block is checked, complete the survey below.

Accounting System Survey		Yes	No	N/A
1.	Is your Accounting System in accordance with Generally Accepted Accounting Principles applicable to the circumstances?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Accounting System provides for:			
	a. Segregation of direct costs from indirect costs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	b. Identification and accumulation of direct costs by project.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	c. A logical and consistent method for the allocation of indirect costs to intermediate and final cost objectives (Project is final cost objective)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	d. Accumulation of costs under general ledger control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	e. A timekeeping system that identifies employees' labor by intermediate and final cost objectives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	f. A labor distribution system that charges direct and indirect labor to appropriate cost objectives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	g. Interim (at least monthly) determination of costs charged to a project through routine posting of books of account.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	h. Excluding costs charged to Government projects which are not allowable in terms of FAR 31, Contract Cost Principles and Procedures, or other provisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	i. Identification of costs by project line item and by units (as if each unit or line item were a separate project) if required by the proposed award.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Is the Accounting System designed, and are the records maintained in such a manner that adequate, reliable data are developed for use in developing cost proposals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Is the Accounting System currently in full operation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ATTACHMENT 2

Internal Controls Questionnaire

	BUDGETS	Y	N	NA	COMMENTS
1.	Did the organization formally adopt a budget for the general fund and all special revenue funds in accordance with state law before the start of the fiscal year?				
2.	Are detailed budget vs. actual reports prepared monthly and reviewed by department heads or others in management?				
	SEGREGATION OF DUTIES				
3.	Are the following accounting functions and duties normally performed by separate employees?				
a.	Physically receipting cash or checks (either by mail or over the counter) and preparing or making bank deposits.				
b.	Authorizing or approving invoices for payment and printing or otherwise preparing checks.				
c.	Handling cash receipts or disbursements and preparing bank reconciliations or having direct access to the general ledger.				
d.	Initiating ACH wire transfers and preparing bank reconciliations or having direct access to the general ledger.				
4.	When staffing constraints require two or more key financial duties to be performed by a single individual, is his/her work reviewed by a responsible official?				
5.	Are employees with key financial responsibilities required to take vacations, with others performing their duties in their absence?				
	CASH HANDLING				
6.	Are authorized bank accounts and check signers periodically approved by the governing body?				

7.	Are all cash receipts accounted for sequentially, and filed with supporting documentation?				
8.	Are all bank deposits supported by one or more sequential cash receipts?				
9.	Are cash receipts stored in a physically safe (locked) location until taken to the bank?				
10.	Is access to each petty cash box limited to a single custodian?				
11.	Are petty cash reimbursements periodically reviewed or reconciled by an individual other than the custodian?				
12.	Are completed bank reconciliations reviewed by an individual other than the preparer?				
13.	Are investments managed by a responsible official with knowledge of the organization's investment policy?				
14.	Are detailed records maintained for all investments regarding purchase date, cost, maturity date, interest rate, etc.?				
15.	Are investment statements reconciled to the general ledger monthly by an individual not responsible for managing the investment?				
	BILLING AND ACCOUNTS RECEIVABLE				
16.	When customers pay bills in person (i.e. at the counter), are they either given a receipt or have their bills stamped as paid?				
17.	Are monthly or quarterly statements sent to all customers?				
18.	Are past due or credit balances reviewed by someone other than the individual responsible for billing before making any adjustments to write-off or refund accounts?				
	PURCHASING AND ACCOUNTS PAYABLE				
19.	Are all purchases supported by either a purchase order or check request, signed				

	by an authorized individual not responsible for preparing checks?				
20.	Are the expense distributions for all purchases reviewed and approved by the department requesting payment?				
21.	Are new vendors approved by someone other than the individual responsible for processing accounts payable?				
22.	Are all checks either (a) hand signed by an authorized individual not responsible for preparing the checks, or (b) if mechanically or electronically signed, is a check register reviewed by an authorized individual not responsible for preparing the checks?				
23.	Is unused check stock stored in a physically safe (locked) location?				
24.	When checks are voided or spoiled, are they stamped VOID and retained?				
	PERSONNEL AND PAYROLL				
25.	Are accounting personnel subject to a background check prior to hiring?				
26.	Are new employees approved by someone other than the individual responsible for processing payroll?				
27.	Are the pay rates of all employees approved annually by the governing body and appropriately documented?				
28.	Do all non-salaried employees prepare timecards, timesheets, or other evidence of time worked?				
29.	Are time and attendance records approved and signed by an appropriate supervisor prior to processing payroll?				
30.	Before running payroll checks, is a payroll register reviewed and approved by an authorized individual not responsible for preparing the checks?				
31.	Do employee pay stubs display a detail of hours worked, gross pay, and all withholdings and deductions?				
32.	Are withholding accounts periodically reviewed and reconciled to ensure that all required payments are made on a				

	time basis?				
	INVENTORY				
33.	Are inventories adequately safeguarded against loss, theft, or misuse by being kept in locked enclosures with restricted access?				
34.	Are perpetual inventory records maintained and periodically compared against physical counts.				
35.	Are adjustments to inventory balances (due to loss or spoilage) reviewed and approved by an appropriate individual?				
	CAPITAL ASSETS				
36.	Are detailed capital asset records maintained, including acquisition date, useful life, and historical cost?				
37.	Are capital assets that are susceptible to theft (e.g. vehicles, computers, etc.) appropriately inventoried and monitored throughout the year?				
38.	Are capital asset records reviewed annually by various departmental representatives or additions and disposals?				
39.	Are depreciation schedules updated annually, and reviewed by a responsible official?				
	DEBT				
40.	Are all new borrowings and leases allowable under state law and properly approved by the governing body?				
41.	Does management periodically determine that the government is complying with all applicable debt covenants and other compliance requirements?				
42.	Does an appropriate official oversee the use of bond proceeds to ensure they are only spent on allowable costs and activities?				
	GENERAL LEDGER AND JOURNAL ENTRIES				

43.	Are all balance sheet accounts periodically reviewed and reconciled against supporting documentation and subsidiary ledgers, where appropriate?				
44.	Are all journal entries reviewed and approved by an employee other than the preparer?				
45.	Are all journal entries accounted for sequentially, and filed with supporting documentation?				
46a.	Is access to computerized accounting records restricted to authorized individuals (e.g., by using passwords)?				
46b.	If used, is the authorization/password process, permitting access to accounting records, overseen by other than accounting personnel?				
47.	Do software controls prevent accounting transactions from being deleted or modified once posted?				
	GRANT ADMINISTRATION				
48.	Are all new grant agreements properly approved by the governing body prior to requesting funds?				
49.	Are all grant expenditures reviewed by a project manager knowledgeable of the grant requirements to ensure only eligible expenditures are incurred?				
50.	Are all reimbursement requests reviewed by a responsible official to ensure that they are in agreement with the accounting records?				

ATTACHMENT 3

Offshore Wind Energy Outreach and Education Plan

September 2010

BACKGROUND AND PURPOSE

The wind energy resources of the Great Lakes offer significant economic and environmental benefits, but the development of this resource will present challenges and entail environmental and social tradeoffs. There are four types of barriers to offshore wind energy development in the Great Lakes Region: engineering and technical barriers such as icing, environmental barriers such as habitat protection and migratory pathways, economic barriers such as cost of deployment and rate impacts, and public acceptance barriers.

The public acceptance barriers are perhaps the most difficult barriers to lower and experience from other regions of the U.S. and around the world shows that they can significantly delay or prevent the development of offshore wind resources. The most effective means of lowering these barriers is providing education, outreach, and expert information to the public and key stakeholders, which serves to deepen the discussion and provide a base of knowledge on which decisions can be made.

The Michigan Great Lakes Wind Council (GLOW), in its September 1, 2009 report to Governor Granholm, called for the development of a long-term plan that would direct education and outreach efforts related to offshore wind development in the state. While the 29-member Council developed and executed an outreach effort in direct support of its own work, it recognized the value of the State Wind Outreach Team (SWOT) and called on the SWOT to update its planning strategy and incorporate offshore wind in its future efforts. The Council emphasized that education is central to the public engagement process and should begin as soon as possible.

The purpose of this plan is to identify the strategies that will be used by the SWOT to provide outreach and education related to offshore wind energy and to describe a more extensive and ongoing effort that should be done and would require additional funding.

OBJECTIVES

Consistent with the GLOW Council's recommendations, this outreach and education plan is intended to:

- Involve a range of entities, including industry, state agencies, local and Tribal governments, nonprofit organizations, and education institutions, to communicate to various constituencies about opportunities and challenges associated with offshore wind energy.
- Share facts and perspectives about the potential benefits and costs of offshore wind energy. The efforts should not attempt to persuade or advocate for any specific wind project or technology.
- Be informed by ongoing public opinion research and address near-term opportunities as well as long-term initiatives to inform the understanding and decision making related to offshore wind development.

- Work with regulatory and non-regulatory agencies to educate the public about the applicable regulatory standards, criteria, and processes for bottomland permitting and leasing so the public can provide relevant and timely information and comments during the decision-making processes.

KEY MESSAGES

There is a great deal of misinformation and myths about wind energy. The State needs an ongoing outreach and education effort that will provide accurate, balanced, current, and complete information to help the public and stakeholders understand the benefits and tradeoffs of offshore wind energy.

Key messages will include the following:

- The Great Lakes have tremendous, world-class wind energy resources.
- If developed in a responsible manner, offshore wind energy will offer significant economic and environmental benefits to the state. These benefits include:
 1. Jobs (supply chain, installation, operations)
 2. Emission-free, renewable source of electricity
 3. Energy security (reducing imports of non-renewable fuels from out of state)
- Offshore wind development will entail environmental and social tradeoffs. Those tradeoffs, both positive and negative, will become clearer as additional data is developed on the offshore areas.
- The State of Michigan takes its responsibilities as protector of the Great Lakes very seriously. The Michigan Great Lakes Wind Council has recommended a regulatory framework for leasing and permitting certain bottomlands for offshore wind energy and has included many opportunities for public engagement and public comment during the process.

Tailored messages will be needed to address specific concerns or issues. Attendees at Michigan Great Lakes Wind Council community meetings, although not a representative sample of the general public, have provided helpful information about public perceptions and concerns. For some of the topics, including fishing, tourism, electricity rates, boating, and aquatic life impacts, the responses were quite evenly distributed across a benefit-harm scale. Other topics, however, show a stronger public perception of negative impacts (e.g., aesthetics and avian impacts) or a stronger perception of positive impacts (e.g., jobs, air quality, climate change, and energy independence). Research to obtain this type of information will be helpful in meeting the concerns of the general public and specific stakeholders.

TARGET AUDIENCES

Education and outreach needs to be statewide and reach as many citizens as possible because the Great Lakes are invaluable resources that benefit and impact everyone in Michigan. The Michigan portions of the Great Lakes are held by the state in trust for all residents of Michigan. However, some of the outreach and education should be targeted and tailored to the needs of specific communities and groups. Target audiences will include the following groups:

- Coastal communities including those near the potential leasing areas identified by the Council, areas proposed for development by private entities, and areas showing a significant interest in offshore wind energy.
 1. Coastal decision makers and opinion leaders
 2. Local, regional, and Tribal government officials
 3. Local and regional chambers of commerce, tourism/visitors bureaus, development authorities, civic leaders

- Local government and planning associations including Michigan Township Association, Michigan Municipal League, Michigan Association of Counties, and Michigan Association of Planning
- Boating, fishing, and shipping groups
- Environmental and wildlife groups
- Business groups
- Media
- K-12 schools, higher education, university extension professionals, conservation districts
- Groups interested in the Great Lakes
- Groups interested in energy issues
- Groups interested in economic development issues
- Landowner groups
- General public

TIER 1 STRATEGY (Existing Resources)

The Tier 1 Strategy will involve: 1) SWOT and Council members will respond to requests for presentations and information, 2) development of materials, 3) outreach to coastal communities including those near the potential leasing areas identified by the Council, areas proposed for development by private entities, and areas showing a significant interest in offshore wind energy, and 4) coordination of existing efforts including efforts of Grand Valley State University and the Superior Watershed Partnership.

The State Wind Outreach Team (SWOT) facilitated by the Michigan Dept. of Energy, Labor, and Economic Growth began in late 2007. It includes a variety of state agency, university, and non-profit group representatives whose mission is to inform and educate key stakeholders and the public about wind energy issues.

The Michigan State Wind Outreach Team (MI-SWOT) will provide education and outreach on wind energy to key stakeholders and the general public in Michigan. This effort is supported by the U.S. Department of Energy's Wind Powering America program which has a goal that 20% of all electricity will come from wind power by 2030. MI-SWOT members believe that Michigan has the wind resources and technical and manufacturing capabilities to make a major contribution to this goal. MI-SWOT members also believe that citizens and policy makers need accurate, balanced, current, and complete information, based on the best available science, to inform both individual purchase and development decisions and local and state policies.

Michigan Great Lakes Wind Council members are a great resource to help in outreach and education efforts. Briefings and presentations to the Council have provided its members with a good understanding of the technology, offshore wind energy potential, economic and environmental benefits, and environmental and social tradeoffs. Council deliberations have provided an excellent example of how issues and concerns should be addressed.

The SWOT has been focused on onshore wind energy to date, but will now include offshore wind energy in its outreach efforts. The key role of SWOT will be responding to requests for information, but to the extent that the SWOT has the resources, it may also proactively seek to provide information at various forums. Near-term opportunities include, but are not limited to:

- Conferences and events, such as Great Lakes Renewable Energy Assoc. Annual Michigan Energy Fair, Michigan Township Association conferences and regional meetings, Chamber of commerce committees (e.g., Energy and Technology), etc.

- Workshops and training sessions (e.g., MSU Citizen Planner, MSU Land Policy Institute legislative forums)
- Local government meetings
- Meetings of associations and organizations, such as tribal, fisheries research, lake management, charter captains, shipping industry, coast guard auxiliary, Rotary clubs, environmental groups, etc.

SWOT will develop materials for use by SWOT and Council members including:

- Presentations tailored to specific audiences and the general public
- Fact sheets on various offshore wind energy topics and issues
- Short articles on offshore wind issues in the Great Lakes that can be included in newsletters, magazines, electronic mailing lists, and similar communications
- Op-ed pieces for publication in print and online media

Power point presentations have already been developed for use by Council members and can be adapted for a variety of SWOT uses. Grand Valley State University is developing fact sheets that will cover environmental and social issues.

SWOT will keep informed of the latest research and developments related to offshore wind energy by participating in and collaborating with:

- Great Lakes Wind Collaborative
- National Wind Coordinating Collaborative
- National Renewable Energy Laboratory
- Wind Powering America Program
- DELEG Wind & Wildlife Technical Work Group
- DELEG Wind & Health Technical Work Group

There are a number of organizations who have been active in education and outreach related to offshore wind energy including Michigan Sea Grant, Michigan State University Land Policy Institute, Great Lakes Renewable Energy Association, Grand Valley State University, and Superior Watershed Partnership. Any new efforts will be coordinated with existing efforts to make the best use of limited resources.

The Superior Watershed Partnership (SWP) in cooperation with the Great Lakes Commission is coordinating the public engagement component of the Upper Peninsula Offshore Wind Project; Developing a Model for Great Lakes Offshore Wind in the Upper Peninsula of Michigan. Local organizations like SWP are frequently in the best position to have credibility in the community and be effective in reaching audiences.

The Upper Peninsula project is designed to encourage public input in every phase of the project and to incorporate public recommendations into the final report (2012). Starting in April, 2010 project partners began contacting local units of government, landowners, commercial fishermen, community organizations and other stakeholders. Public engagement opportunities will include but not be limited to local meetings, surveys, focus groups, community workshops and more. Other project partners that will assist with public engagement include Northern Michigan University, Michigan Technological University, Tetra Tech and Mackinaw Power.

Project partners have prioritized the need for total public transparency and the ability to easily and quickly share information with interested stakeholders (local governments, tribes, landowners, general public, media, etc.). The SWP would like to do this through a web-based public information portal that is updated as project information comes in. The site would also provide information on upcoming public meetings, surveys, focus groups, etc.

One of several objectives of the MAREC (Michigan Alternative & Renewable Energy Center), Grand Valley State University “Integrated Assessment of Feasibility and Deployment of Offshore Wind Technologies in the Great Lakes” project is to develop and deploy a public outreach and education campaign about project findings and results. The project will develop a 15 minute documentary video including general information on energy generation, activities conducted during the study, study results, stakeholder interviews and discussions about the future development of the industry in the Great Lakes region. The video will be distributed to the public media including the website of Detroit Public TV miearth.org and will be available for general distribution.

In addition to the documentary, GVSU’s Team will hold public hearings and workshops for stakeholders and interested citizens throughout the entire project. More specifically, GVSU will gather and disseminate information on the following: 1) process of designing, siting, and securing permits for offshore wind assessment measurement devices, 2) installation of floating buoy sentinels and LIDAR equipment, 3) collection of meteorological, environmental, and engineering data, 4) and economic analysis of opportunities for the West Michigan lakeshore region and the state. GVSU is joined by the University of Michigan’s Phoenix Energy Institute on the research team and funding partners: US DOE; MPSC; DTE; Consumers Energy; WeEnergies; and the Sierra Club.

The West Michigan Wind Assessment is a Michigan Sea Grant-funded project analyzing the benefits and challenges of wind energy development in West Michigan’s coastal zone. The project team includes faculty and staff at Grand Valley State University from the Annis Water Resources Institute, the Seidman College of Business, and the Natural Resources Management Program. The integrated assessment project involves a Delphi Inquiry for Offshore Wind Development, development of fact sheets on offshore wind energy, and workshops planned for 2011.

There are many other organizations involved in related activities that will complement an offshore wind energy outreach and education effort. The Great Lakes Renewable Energy Association has sponsored three statewide wind energy conferences and conducts many workshops and educational events related to renewable energy including the annual Michigan Energy Fair. Located in Detroit, NextEnergy is one of the nation’s leading research catalysts and business accelerators for renewable energy. The non-profit has been very successful in helping Michigan businesses become manufacturers and suppliers of wind turbine components. On the west side of the state, the Right Place is helping local businesses identify and develop opportunities in the wind industry.

TIER 2 STRATEGY (Additional Resources)

Efforts to educate the public on offshore wind energy to date have been spearheaded by the Great Lakes Wind Council and Council member activities. These efforts have been limited in scope and impact due to a lack of resources. The Tier 2 strategy represents a concerted effort by a coordinated and well resourced collaborative to understand the issues and broadly educate the public. The tier 2 strategy was designed to not only raise awareness, but to deepen public knowledge on the issues related to offshore wind development and raise the level of discourse on the issues.

The Tier 1 activities will be helpful, but a more extensive and ongoing outreach and education effort is needed to adequately inform Michigan citizens, business and community leaders, and public officials about the variety of issues related to developing Michigan’s offshore wind energy

resources. Potential economic and environmental benefits and costs are too important and significant not to have informed decisions.

A Tier 2 Strategy would significantly expand all tasks described under Tier 1, i.e. making presentations, developing materials, etc. The Tier 2 Strategy would involve: 1) additional research on public perceptions and knowledge and an assessment of what type of education and outreach would be most helpful, 2) education and outreach directed at the general public, and 3) education and outreach tailored to the specific needs and interests of various groups.

Ongoing research needs to be conducted to better understand public opinion related to offshore wind development and factors that influence opinions over time. One of the principal barriers to offshore wind outreach and education is the lack of a clear understanding of what the general public perceives as the issues. Concerned citizens from both sides of any controversial issue tend to be the most active, educated and vocal. However, they also usually represent a small portion of the public at large. Understanding the opinions and perceptions of the rest of the public requires more advanced approaches to educational needs assessment.

Surveys, focus groups, deliberative polling, and other approaches can be used to conduct a needs assessment on what types of education and outreach could be most helpful. Research should leverage existing efforts in survey design and administration, such as the State of the State Survey conducted by MSU Institute for Policy and Social Research, which conducts quarterly surveys of Michigan residents on a wide variety of topics. Research should also build on the extensive survey work related to offshore wind (e.g., factors influencing public opinion, impacts on tourism) conducted by the University of Delaware and by entities in Europe. Scientifically sound statewide surveys of opinions and perceptions are needed.

Focus groups that provide a structured discussion can provide a more qualitative understanding of public perceptions, knowledge, and opinions. A deliberative polling approach could provide useful insights. Deliberative polling combines sampling of public opinion on a specific issue with small group discussions. A random, representative sample is first polled on the issues. After this baseline poll, members of the sample are provided balanced briefing materials and expert opinions and are invited to discuss the issues. After the deliberations, the sample is again asked the original questions. The process provides insights into public knowledge and educational approaches.

Education and outreach for the general public can use social media and networking mechanisms to take advantage of the broad reach and efficient communication platforms available. These elements could include online polling, blogging from experts, online ask the expert systems, and open forum communications that engage the public with their peers rather than only with experts. This approach supports deepening the discussion and raising the level of knowledge in the general public in addition to reaching potentially larger audiences. For example, the State of Michigan is currently developing a social media platform and community for energy efficiency practitioners, temporarily called the Michigan Energy Efficiency Network. This network could readily host an offshore wind interest group with incremental effort to attract that community to the site.

Education and outreach for specific groups could be tailored to their needs and interests. A series of “project specific” workshops could be used to inform key stakeholders and interested citizens. The focus of the workshops would be real or hypothetical offshore wind energy projects with detailed characteristics. This type of “real world” education could zero in on specific questions and concerns of various groups and provide information to address the questions and concerns raised.

Educational materials that could be developed include:

- Poster-sized visual simulations of offshore wind farms as viewed from Michigan's coasts
- Video or physical description of the life cycle of an offshore wind farm from start to finish – planning, environmental studies, construction, operation, and decommissioning
- Permanent display of an offshore wind farm at a museum
- PBS special on offshore wind energy
- Permanent educational website, hosted by one of the partners that provides educational material and information as well as a feedback/discussion forum

NEXT STEPS

This document is not intended to be a detailed plan. It describes objectives, key messages and target audiences and it outlines what the State Wind Outreach Team, can be expected to accomplish with existing resources. It also describes what could be involved in a more extensive and ongoing effort if funding were available.

Potential funding sources for a Tier 2 strategy include: 1) foundations, 2) federal agencies including the U.S. Dept. of Energy, Environmental Protection Agency, and National Oceanic & Atmospheric Administration, and 3) state agencies and programs including Michigan Sea Grant, Coastal Zone Management, Michigan Public Service Commission, and Bureau of Energy Systems.

This plan will provide immediate direction to the State Wind Outreach Team. Additional funding should be pursued so that a more extensive and ongoing education and outreach effort can begin in early 2011. A more extensive effort should be undertaken for at least 2-3 years.

This plan was a collaborative effort of many organizations and individuals:

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