

Renewable Energy and Energy Efficiency Education and Outreach Events Program Funding Opportunity Announcement (FOA)

Purpose

Cost effective energy efficiency and renewable energy products foster both community and economic reinvention in the state by effectively lowering the amount of money that Michigan citizens spend on energy. The purpose of the *Renewable Energy and Energy Efficiency Education & Outreach Events Program* is to provide funding in support of seminars/workshops that share best practices, information on available resources, market trends, energy efficiency and renewable energy options, financing models and/or examples of collaborative models.

Tasks

Each supported workshop/seminar must complete the following tasks:

1. Plan an Energy Efficiency and/or Renewable Energy Outreach and Education Event that will provide Michigan citizens with information about cost competitive energy efficiency and renewable energy options and opportunities and/or educate organizations about ways they can actively and effectively improve the cost competitiveness of EE/RE products for their constituency.
2. Form content and/or financial collaborations with partners who share the goal of educating Michigan consumers about cost competitive EE/RE options and opportunities.
3. Effectively market, advertise and promote the Energy Efficiency and/or Renewable Energy Outreach and Education Event (e.g Social Media, market outreach and promotion techniques) in collaboration with appropriate partner organizations.
4. Execute the Energy Efficiency and/or Renewable Energy Outreach and Education Event. Allow for a presentation by Michigan Energy Office staff, before the entire seminar or conference audience, on MEO programs related to the seminar/workshop theme.
5. Evaluate the Energy Efficiency and/or Renewable Energy Outreach and Education Event.
6. Submit a payment request that includes proper backup documentation for expenses and match, along with a copy of all presentations/handouts used at the event (via compact disc or hard copy) and a final report summarizing participation and workshop/event outcomes. Final report should include metrics for the following items:

<u>Activity</u>	<u>Initiative</u>	<u>Metric</u>
Project Team	Form Project Teams	Number of team members/stakeholders
Organizations Supported	Consumer Education	1. Total number of attendees grouped by organization type (e.g., local governments, businesses, etc.). 2. Summary seminar/workshop surveys.
Energy Policy Studies, Support	Identify market barriers that increase the installed cost/unit-of-energy.	Number of Market Barriers identified and discussed.
Technology Development, Demonstration, & Deployment	Reduced Installed Cost/Watt	Number of R&D Grant referrals made to MEDC for training and assistance on R&D grant Procurement for R&D grants to fund the research, development and commercialization of new EE/RE-related technological innovations.

Eligibility Requirements

Applicants must be a Michigan-based non-profit and/or educational institution with demonstrated expertise in education, training, energy efficiency and renewable energy. All seminars/workshops must take place in Michigan and occur between Jan. 1, 2013 and August 30, 2013. In addition, all applicants must collaborate with a [Michigan Energy Demonstration Center](#) – a letter of support, outlining the terms and conditions of the collaboration, is required.

Issuing Office

This FOA has been issued by the Michigan Economic Development Corporation (MEDC), Michigan Energy Office (MEO). The point of contact in the MEO for this FOA and related program administration is:

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 Michigan Energy Office, MEDC
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 517-241-6224

Projects under this FOA will be funded, in whole or in part, with funds allocated to the State Energy Program, Program Year 2012, authorized under 10 Code of Federal Regulation Part 420.

Funding

Award negotiations will be undertaken with applicants whose proposals show them to be qualified, responsible and capable of performing the project. A total of \$25,000 is available for the Education and Outreach Events program in the 2012 Program Year (October 1, 2012 – September 30, 2013). Grants will be awarded for projects in the range of \$500 - \$3,000 each (no award will exceed \$3,000). Funds will be dispersed only on a reimbursement basis. The final award amount will be determined by the Michigan Energy Office, and may be adjusted based on program criteria. The FOA will become inactive when all grant funds are allocated.

Matching Requirement

Applicants are required to provide, at a minimum, a 1:1 match. For example, if \$3,000 is requested, then at least \$3,000 in matching contributions (cash or in-kind) must be committed.

Application Requirements

To be considered for funding, an application must be submitted at least 30 days prior to the planned event and must include the information outlined below. Only expenses incurred after notification of award are eligible for reimbursement. An original signed copy and an electronic copy of each application must be submitted to the Michigan Energy Office. An official who is authorized to negotiate and bind the applicant to its provisions must sign the application.

Each application must contain the following information:

1. Identification of applicant organization (including federal ID number) and partners (including role of each). Include description of organizations experience in energy efficiency, renewable energy, community development, and consumer education/outreach.
2. Identification of the Project Manager (name, title, contact information, etc.)
3. Describe your collaborators and their role in the workshop/seminar.
4. Description of the workshop/event, including date, location, agenda, estimated number of attendees, event history (if any), and target audience. Provide clear rationale for why this effort should be supported with taxpayer dollars.
5. Plans for promotion (website postings, mass mailings, newsletter, etc.) The Michigan Energy Office/Michigan Economic Development Corporation (MEDC) should be listed as a sponsor on all materials.
6. List and describe the expected Energy Efficiency and/or Renewable Energy Outreach and Education Event Outcomes (i.e., the measurable immediate, inter-mediate and long-term permanent change that will occur as a result of the change in knowledge resulting from participation in the event). Describe also how you will document the total number of attendees and group them by organization type (e.g., local governments, businesses, etc.). Describe how you will survey attendees to determine

outcomes and their expected use of the information presented in the workshop/ seminar. Provide estimated metrics for the following items:

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7. A complete, itemized workshop budget outlining revenues and expenditures, including specific budget categories, quantities, unit and total prices for each line item, and how Michigan Energy Office and match dollars will be used. List other financial sponsors if applicable. (Michigan Energy Office funds cannot be used for food/beverages or speaker honorariums).

Evaluation Criteria

Applications will be evaluated on the following criteria:

1. Ratio of MEO funding to overall project budget and sources of program funding (1:1 match is required).
2. Relevancy of the seminar/workshop to the MEDC/MEO interests.
3. Demonstrated capability of the host organization to complete the tasks identified above.
4. Estimated Metrics for the project.

Applicants will be notified of the funding decision by letter. Contact Roger Doherty at dohertyr1@michigan.gov or (517) 241-6224 with questions about this FOA.