

Developing a Strong Proposal



Some Helpful Suggestions

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Outline



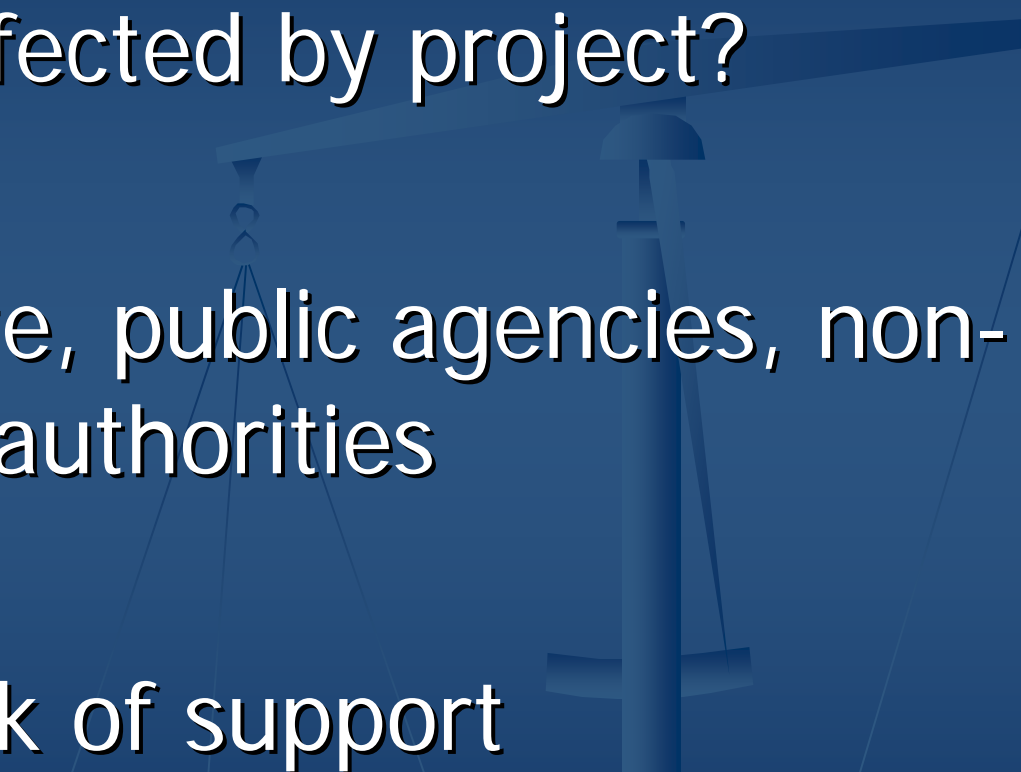
- Pre-planning
- Assembling the Project Concept
- Key Elements of a Proposal
- Final Checks

Pre-planning



- Activities that can begin prior to an RFP being released
 - Assemble Partners
 - Information Collection
 - Use of Verified Technology and/or Methods

Assemble Your Partners

- Who all is affected by project?
 - Contact state, public agencies, non-profits, port authorities
 - Build network of support
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Information Collection

Assess Your Fleet

Compile records:

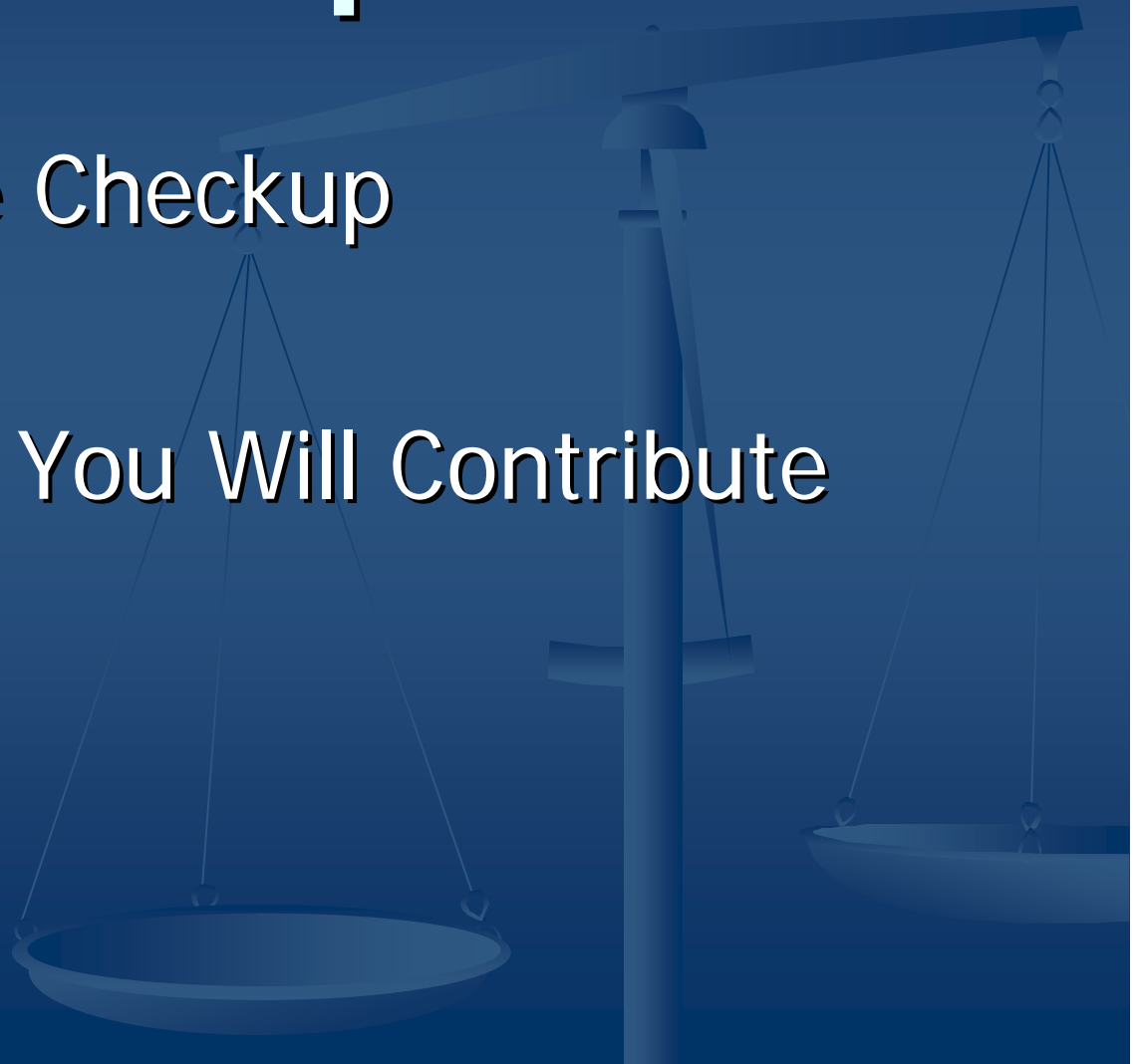
- Vehicle and engine information
- Fuel usage
- Data log- look at fleet's routes/determine engine temperatures capability with retrofit technology (i.e., DOC, DPF)

Information Collection Explore the Technology Available

- SEDC grant
 - State grant
 - Emerging technology grant
 - Loan Program grant
 - Verified technology
 - State decision
 - Not required- initiate verification process
 - Verified technology
- 

Assembling the Project Concept

- Administrative Checkup
- Consider How You Will Contribute




Administrative Checkup



- Check and see how prepared your organization is to receive and manage federal or state funds
- Identify your organization's budget process?
 - This is also important for getting ready to have matching funds for federal grants

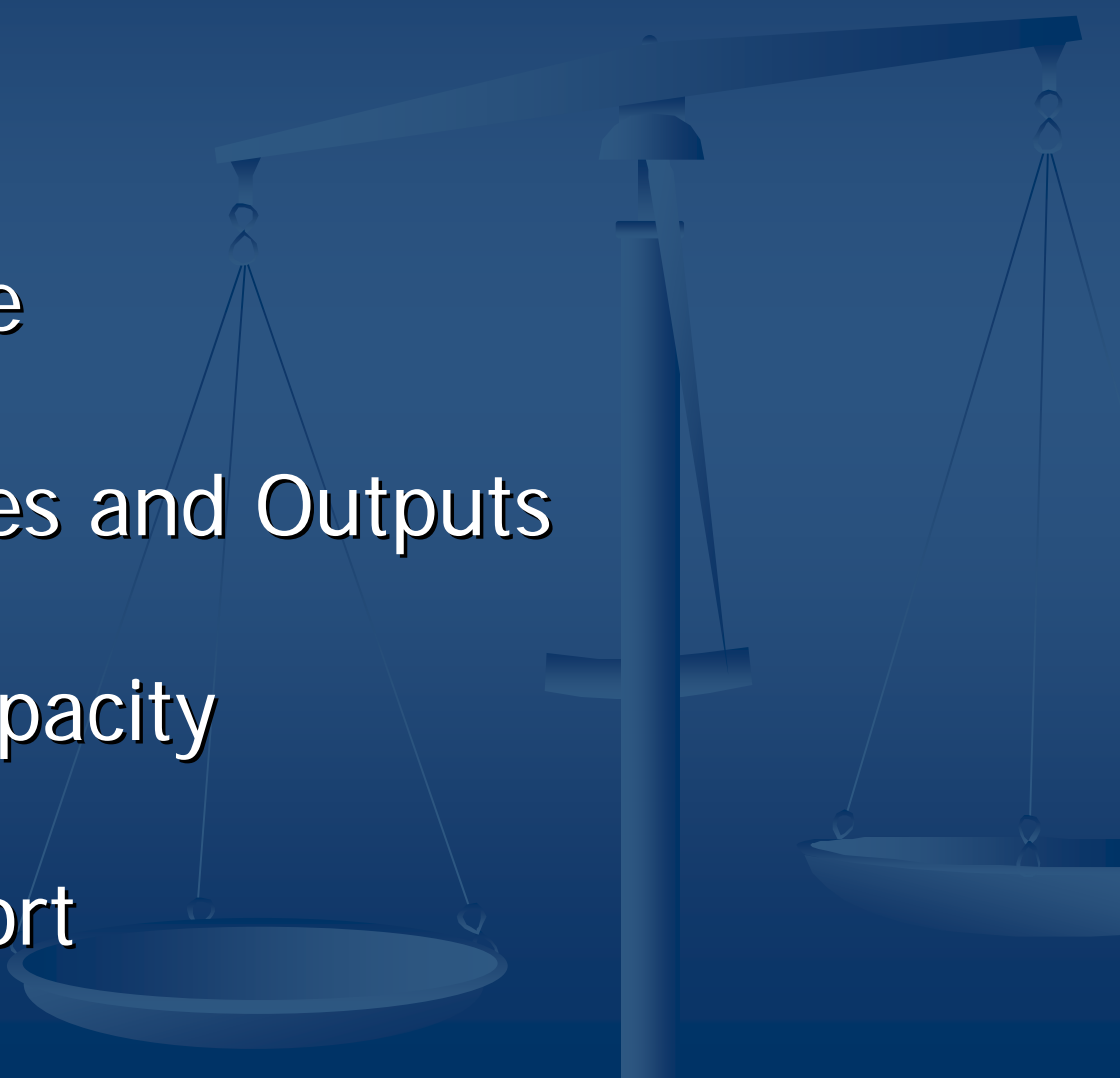
Consider How You Will Contribute

- Consider your matching amount
 - Line up your matching contribution early
 - Identify local resources
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**Read the RFP
Carefully**



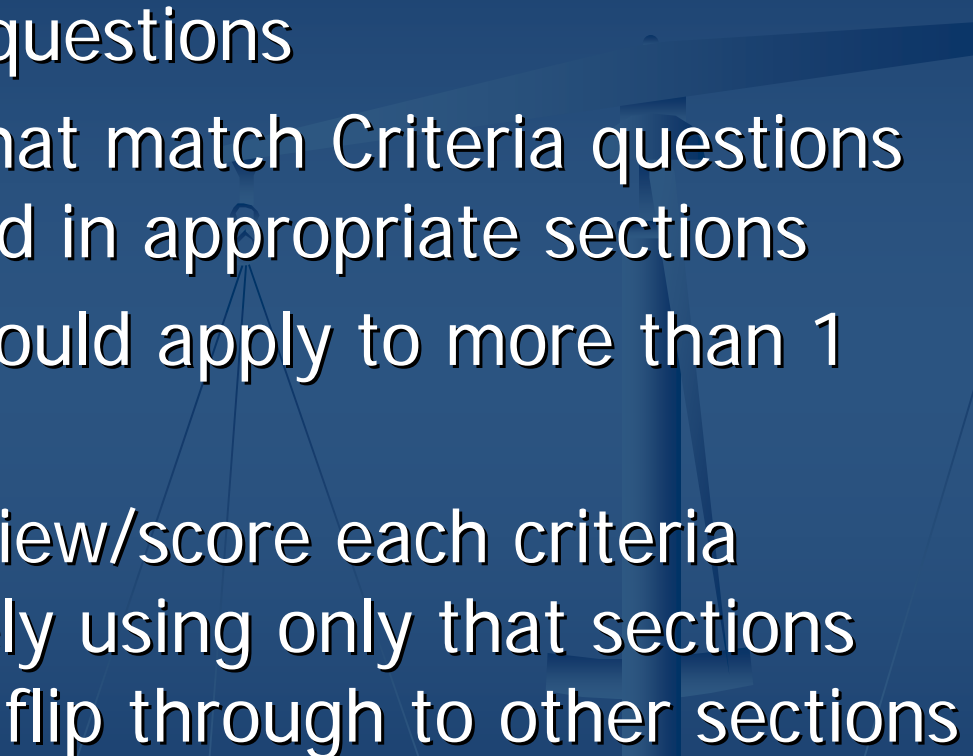
Key Elements of A Proposal

- Eligibility
 - Project Schedule
 - Project Outcomes and Outputs
 - Performance Capacity
 - Letters of Support
- 

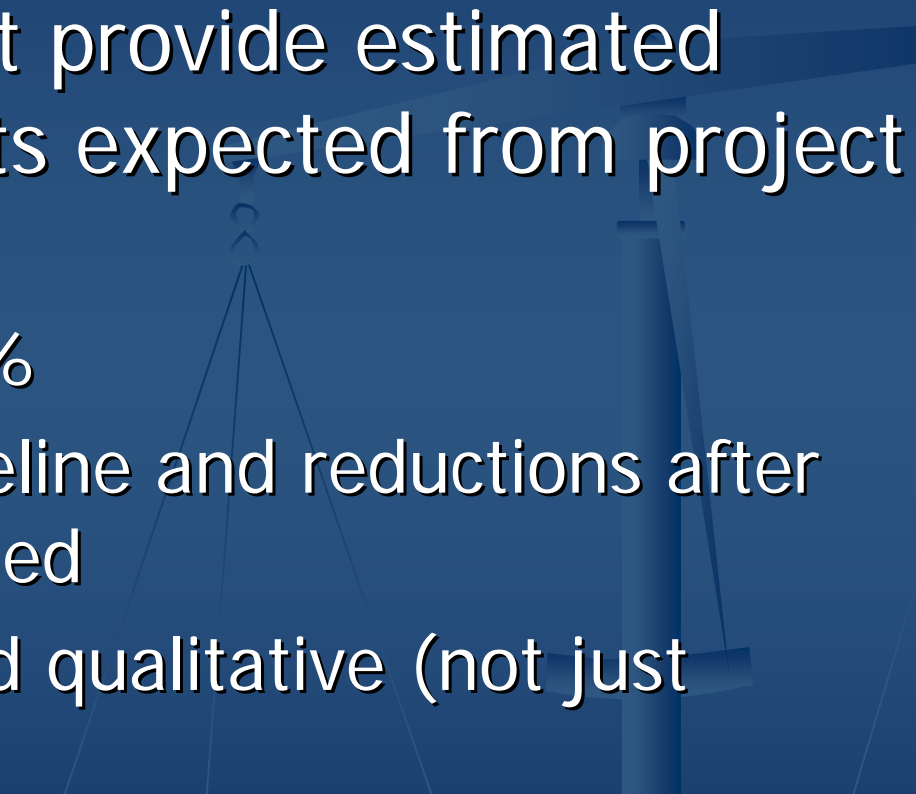
Eligibility

- Check the Eligibility Thresholds
 - Are you eligible to apply?
 - If not, can you partner with someone who is?
 - Private company & project proposal will have AQ benefit- partner with State
 - Make sure Eligible entity SUBMITS and manages grant

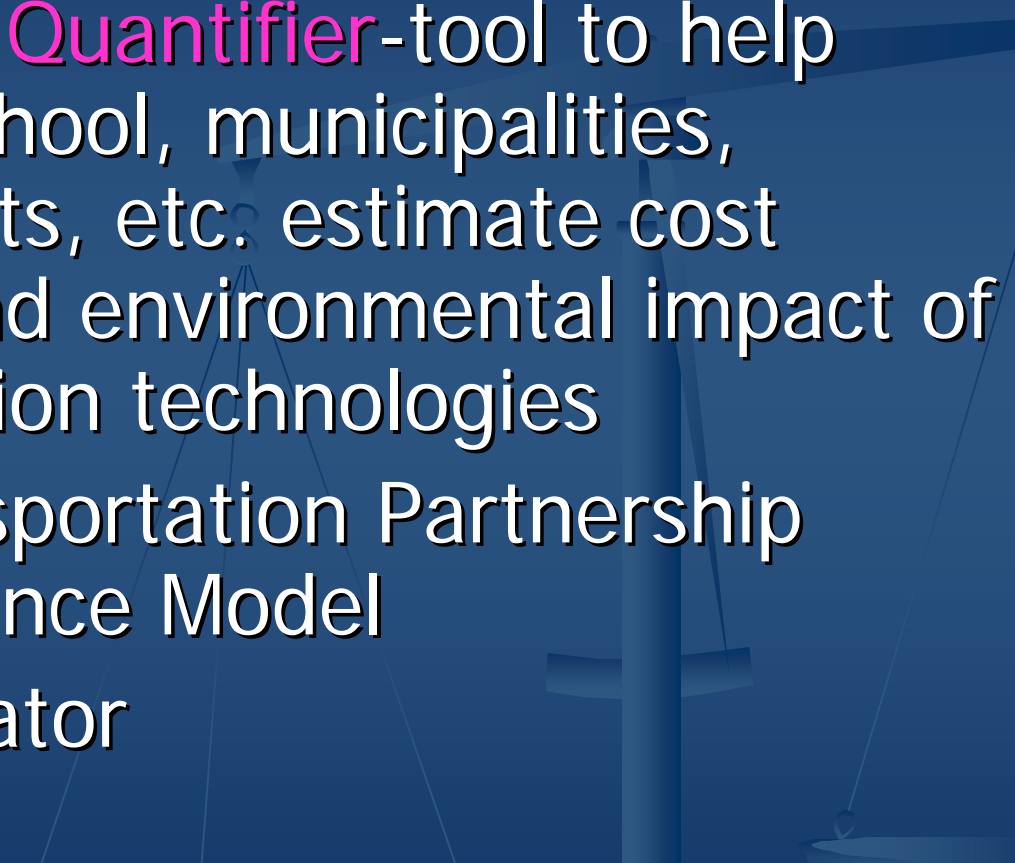
RFP Ranking Criteria

- Must answer ALL questions
 - Provide heading that match Criteria questions and FULLY respond in appropriate sections
 - Some responses could apply to more than 1 question
 - Evaluators will review/score each criteria response separately using only that sections response- will not flip through to other sections
- 

Emissions Benefits

- Application must provide estimated emission benefits expected from project proposal
 - Do not supply %
 - Do provide baseline and reductions after strategy is applied
 - Quantifiable and qualitative (not just qualitative)
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Emissions Calculation Tools

- **Diesel Emission Quantifier**-tool to help fleet owners, school, municipalities, contractors, ports, etc. estimate cost effectiveness and environmental impact of emission reduction technologies
 - Smartway Transportation Partnership FLEET Performance Model
 - Biodiesel Calculator
 - Other Tools
- 

What to do when you plan to sub grant & don't have "actuals" ?

- Assumptions must be made – Proposal must provide an emissions benefit
- Examples:
 - Construction contractor subgrants: don't know the make up of equipment or technology they will utilize
 - Trucking Fleet subgrants: don't know which fleets will apply, no. trucks, VMT or technology they will utilize

Resources

- DEQ hands-on training tomorrow
- Other emission calculator tools – learn about these options - training tomorrow
- DEQ webinar – posted on NCDC website
- State AQ emission inventory contacts
- After RFP released, EPA cannot respond to questions/request for help in calculating grant proposal emissions benefits

Project Development Schedule

- Key events and when they will occur
 - Request proposals from retrofit manufacturers
 - Select manufacturer & execute a contract
 - Purchase & install retrofit equipment on 20 vehicles/equipment
 - Track performance for 12 months
 - Inspect retrofits regularly
 - Collect and analyze quarterly maintenance logs
 - Present results to Department stakeholders and fleet operators
 - Final Report to EPA

30 days


2 mos.

2-3 mos.

July 25

Aug 25

**Follow the
Instructions**

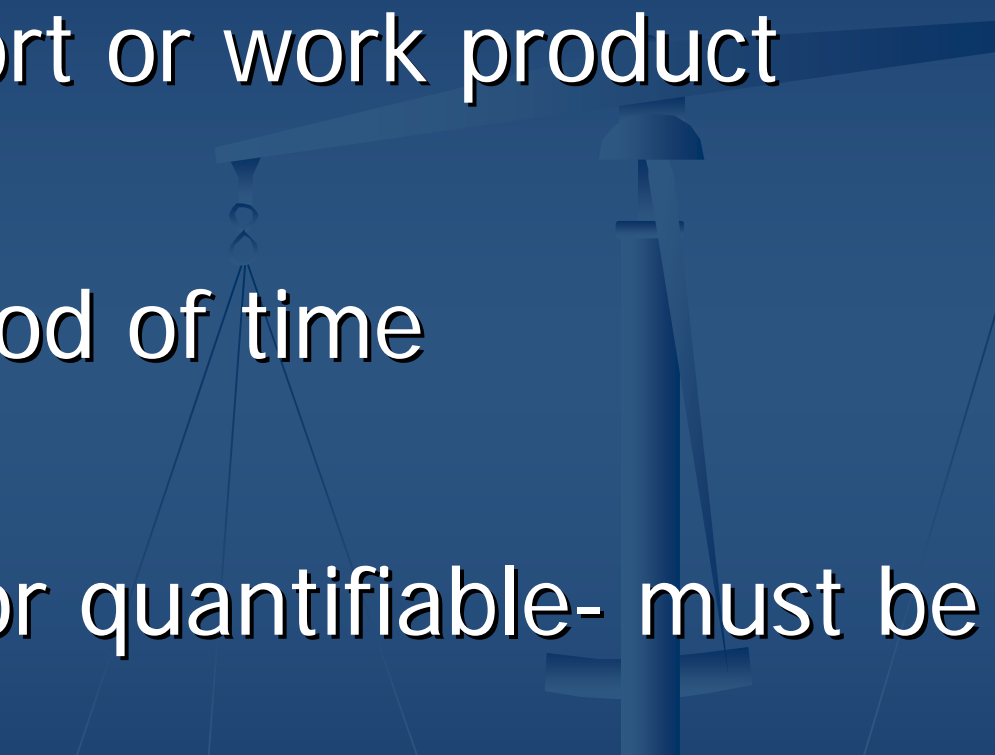


Project Outcomes and Outputs

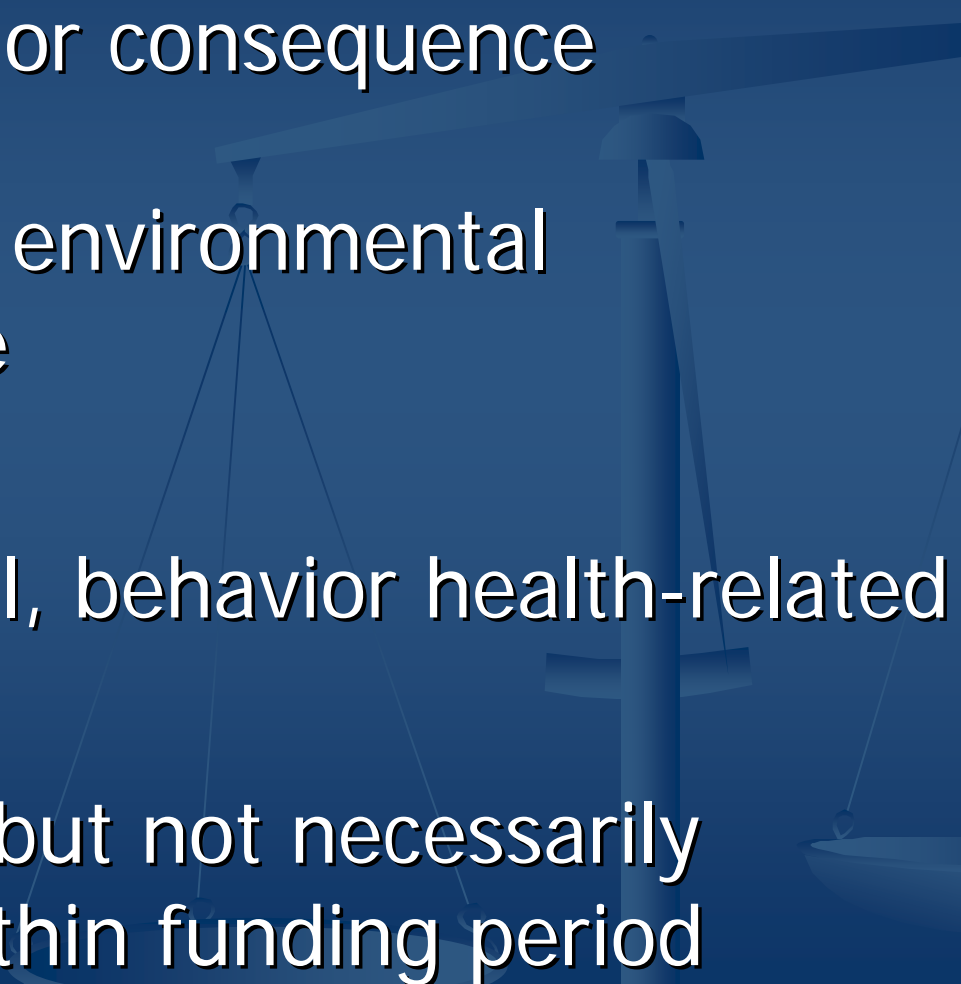
Link Project Results to
Agency's Strategic Plan



What is an Output?

- Activity, effort or work product
 - Specific period of time
 - Qualitative or quantifiable- must be measured
- 

What is an Outcome?

- Result, effect or consequence
 - Related to an environmental goal/objective
 - Environmental, behavior health-related
 - Quantitative, but not necessarily achievable within funding period
- 

Example

R &D and Studies

Outputs:

- # of experiments or samples
- # of reports or publications

Outcomes:

- Advancement in knowledge on the effects of pollution as reflected in a peer reviewed scientific journal article

Example

Implementation Projects

Outputs:

- # of on-road and off-road equipment replaced or retrofitted with emission control technology

Outcomes:

- Reduction in tons of emissions from demonstration project
- Fuel displaced, savings

Example

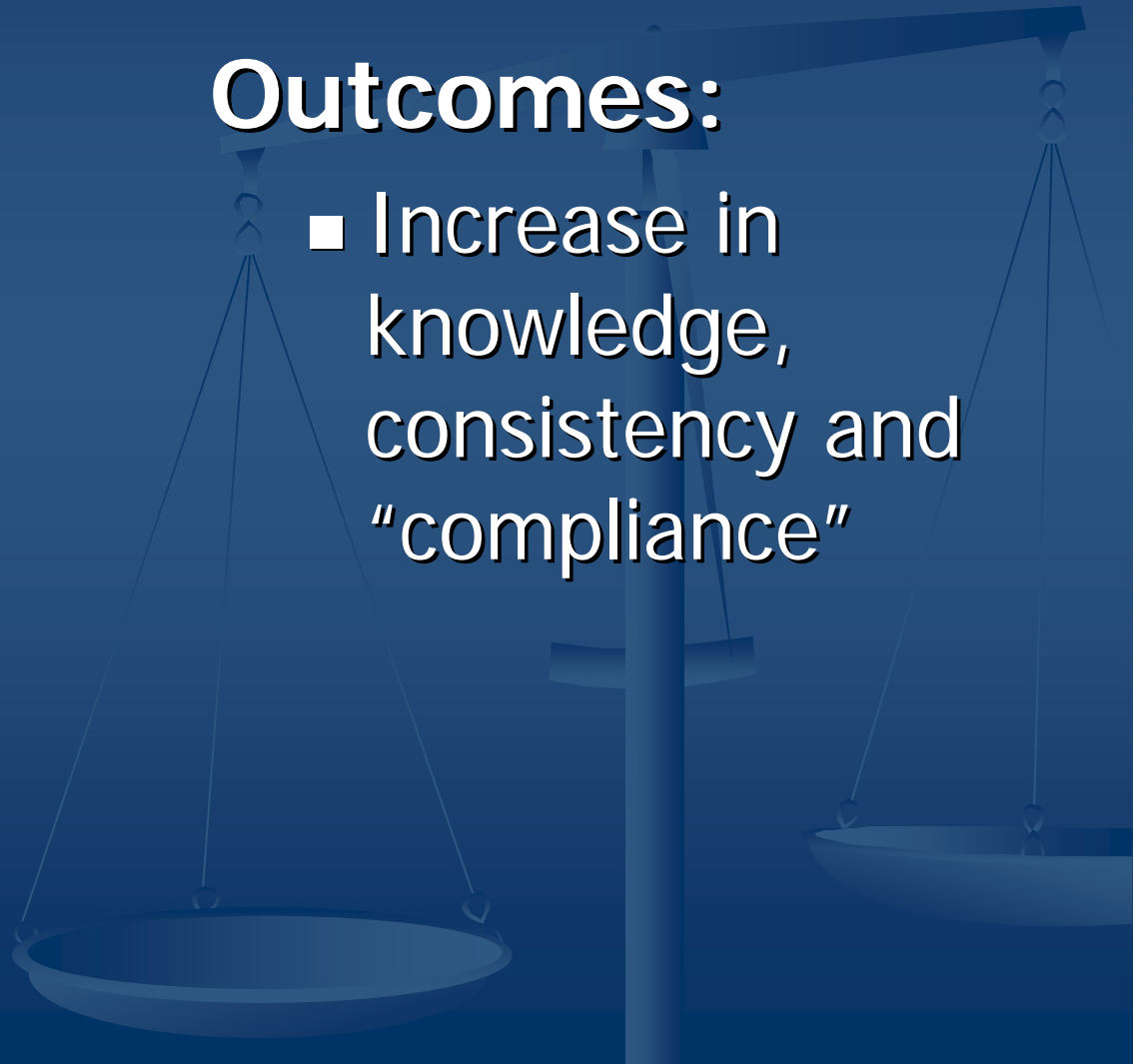
Training and Outreach

Outputs:

- # of signs posted
- # of drivers trained
- # & type of information distributed

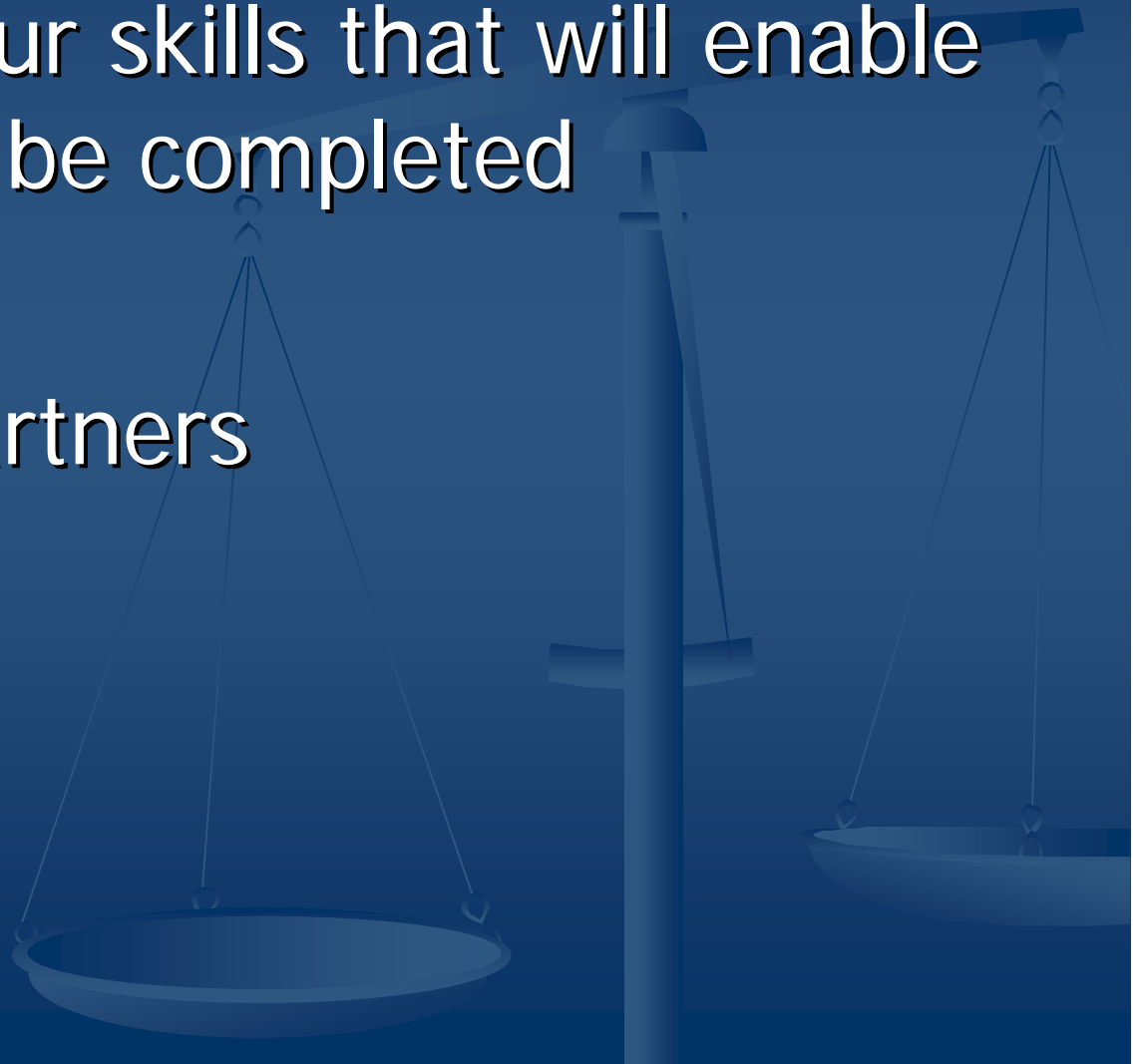
Outcomes:

- Increase in knowledge, consistency and "compliance"



Performance Capacity

- Document your skills that will enable the project to be completed
- Include all partners





Answer Every
Criteria Ranking
Factor in RFP

Letters of Support

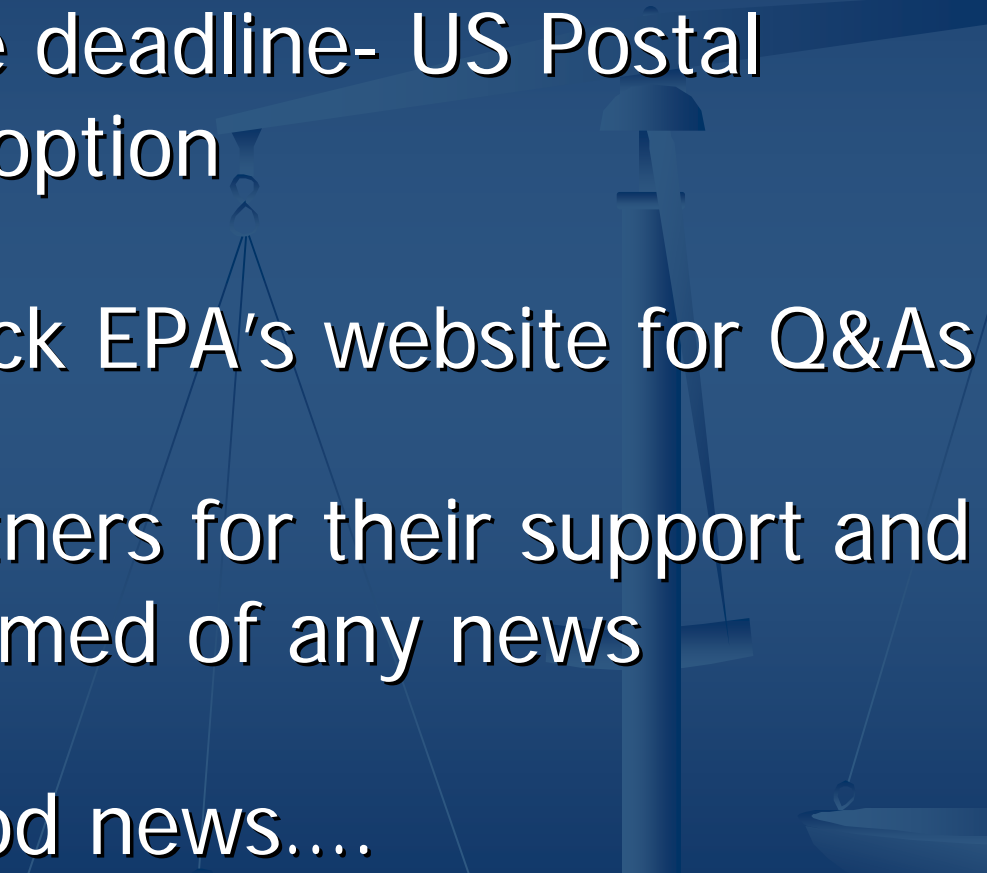


- Obtain letters of support from partners
 - State officials
 - Local American Lung Association or asthma groups, etc.
 - Technology suppliers or fuel suppliers

Support letter example-

- ...We are hereby confirming our commitment to act in partnership with ABC....The Department's role would support this joint effort by assisting with emission reduction calculations. This in-kind service will augment the grant funding....
- ...As DEF we have special interest in this project because our goal is to raise awareness and take steps toward clean air

Final Checks

- Turn it in by the deadline- US Postal delivery not an option
 - Questions - check EPA's website for Q&As
 - Thank your partners for their support and keep them informed of any news
 - Wait for the good news....
- 



Read the RFP Carefully

Follow the Instructions

**Answer Every Criteria
Ranking Factor in RFP**