

**DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT**

**LEAD OUTREACH GRANT
PROGRAM**

Lead Outreach Grant Program

Overview Information

A. Federal Agency Name: Department of Housing and Urban Development, Office of Healthy Homes and Lead Hazard Control (OHHLHC).

B. Funding Opportunity Title: Lead Outreach Grant Program.

C. Announcement Type: Initial announcement.

D. Funding Opportunity Number: The **Federal Register** number is: FR-5030-N-17. The OMB approval number is 2539-0015.

E. Catalog of Federal Domestic Assistance (CFDA) Number(s): 14.904, Lead Outreach Grant Program.

F. Dates: The application deadline date is June 6, 2006.

G. Additional Important Information:

1. *Overall Purpose.* This funding opportunity is to provide funding for information dissemination about lead poisoning prevention through outreach, training and education, and certain technical assistance activities.

2. *Available Funds.* Approximately \$2 million is available under this program.

3. *Number of Awards.* Approximately between 8-12 grants will be awarded.

4. *Type of Awards.* The awards will be made as cooperative agreements.

5. *Eligible Applicants.* Academic and non-for-profit institutions located in the U.S., state and local governments, and federally recognized Native American tribes are eligible under all existing authorizations. For-profit firms also are eligible; however, they are not allowed to earn a fee (i.e., no profit can be made from the project).

6. *Matching Requirements and Leveraging.* Ten (10) percent match is required by the applicant. See Section III.B. for more information on match and leverage.

7. Application information.

Applications for this NOFA can be found at www.grants.gov. Applications must be received and validated by www.grants.gov no later than 11:59:59 PM eastern time on the application deadline date of June 6, 2006.

8. *Limitations on Applications.* There are three categories of activity under this NOFA. Applicants must submit a completed application for each category for which they are applying.

Full Text of Announcement

I. Funding Opportunity Description

Background information about lead, lead-based paint hazards and other information applicable to all OHHLHC NOFAs can be found on the OHHLHC's Web site at: www.hud.gov/offices/adm/grants/fundsavail.cfm.

A. Purpose of the Program

The purpose of this program is to:

1. Raise public awareness of childhood lead poisoning prevention and proper lead hazard identification and control methods for at-risk communities and children, especially underserved populations and minorities;
2. Provide training and education: (A) Develop a sustainable national or regional/local capacity of trained and educated individuals. (B) Educate certain groups about lead hazards; educate tenants and homeowners so they can report lead hazards to property owners, managers and/or public health or housing officials, as appropriate.
3. Provide technical assistance to grantees under OHHLHC's Lead Elimination Action Program ("LEAP"), Lead Hazard Control, Lead Technical Studies, and Lead Reduction Demonstration programs on grant management and lead technical issues.

B. Authority

The authority for this program is sections 1011(e)(8) and (g)(1) of the Residential Lead-Based Paint Hazard Reduction Act of 1992 (Title X of the Housing and Community Development Act of 1992), and the Department of Housing and Urban Development Appropriations Act, 2006 (Pub. L. 109-115, 119 Stat. 2396; approved November 30, 2005).

C. Changes in the FY 2006 Competitive NOFA

Listed below are major changes from the FY 2005 Lead Outreach NOFA:

1. Applicants may choose to apply for any or all of the three categories: (1) Outreach; (2) training and education and/or; (3) technical assistance to OHHLHC grantees. Applicants must submit a completed application for each category for which they are applying.
2. Eligible activities relate to the category of activity selected and are narrowly identified.
3. For-profit organizations are eligible to apply.
4. Referral or enrollment of units in treatment programs is not required.
5. Ten (10) percent match is required for eligibility. Leveraging beyond the match, though not required, will enable applicants to obtain points.
6. All grantees funded under this program must use existing outreach, training curricula and technical assistance documents unless they adequately justify the need to create new ones.
7. HUD has specified application format requirements.

II. Terms of Award

A. Available Funding

Approximately \$2 million in fiscal year 2006 and prior year funds is available under this program. Available funds will be divided among three activity categories: Community Outreach: Approximately \$1.2 million (approximately 5 cooperative agreements); Training and Education: Approximately \$400,000 (approximately 2 cooperative agreements); OHHLHC Lead Grantee Technical Assistance: Approximately \$400,000 (approximately 2 cooperative agreements). Technical Assistance applicants can apply for the nation as a whole and/or for one or more of the geographic areas:

(1) Eastern United States. (HUD Region I (New England: CT, MA, ME, NH, RI, VT), Region II (NJ, NY), Region III (Mid-Atlantic: DC, DE, MD, PA, VA, WV), Region IV (Southeast: AL, MS, FL, KY, NC, GA, PR, SC, TN));

(2) Central United States. (HUD Region V (Midwest: IL, IN, MI, MN, OH, WI), VI (Southwest: AR, LA, NM, OK, TX), VII (Great Plains: IA, MO, KS, NE), and VIII (Rocky Mountains: CO, MT, ND, SD, UT, WY)); and

(3) Western United States. (HUD Region IX (Pacific/Hawaii: AZ, CA, HI, NV) and Region X (Northwest: AK, ID, OR, WA)).

B. Type of Award and Period of Performance

Awards will be made as cooperative agreements with substantial government involvement. The anticipated start dates for new awards is expected to be October 1, 2006. The period of performance is 24 months from date of award.

III. Eligibility Information

A. Eligible Applicants

Academic and not-for-profit institutions located in the U.S., state and local governments, and federally recognized Native American Tribes are eligible under all existing authorizations. For-profit firms also are eligible; however, they are not allowed to earn a fee (i.e., no profit can be made from the project). Existing OHHLHC grantees of (or applicants to) the following programs are not eligible to apply as applicants, subrecipients or contractors under this NOFA: lead hazard control, lead hazard reduction demonstration, Lead Elimination Action Program (LEAP), or Lead Technical Studies.

B. Cost Sharing or Matching Requirements

Applicants must provide a matching contribution of at least 10 percent of the requested cooperative agreement sum. Matching contributions may be in the form of cash, including private sector funding, or in-kind (non-cash) contributions or a combination of these sources. Program match shall be limited to contributions, which would be eligible for payment from cooperative agreement funds, and may be in the form of cash, including private sector funding, or in-kind (non-cash) contributions or a combination of these sources. The applicant must submit a letter of commitment for the match from each organization other than itself that is providing a match, whether cash and/or in-kind. The letter must indicate the amount and source of the match, and detail how the matching funds will be specifically dedicated to and integrated into supporting the proposed cooperative agreement program. The signature of the authorized official on the Form SF-424 commits matching or other contributed resources of the applicant organization. A separate letter from the applicant is not required.

C. Other

1. Threshold Requirements.

Applicants must also meet the threshold requirements of the General Section, including the Civil Rights threshold.

2. Program Requirements and Program Priorities. This section consists of both general requirements for all three activity categories followed by specific program requirements for each activity category. Although it is possible that, in a particular community, one or more of these policy priorities may not be appropriate, applicants should conform to the following policies or explain their proposed deviation from them:

a. General.

(1) All activities under this program must assist the regional/local area to develop or implement a strategy to eliminate lead poisoning, target at-risk populations or areas, and implement programs to meet those populations' information needs.

(2) All grantees' regular, routine activities must provide information to owners and low-income occupants about regional/local resources for housing rehabilitation and lead hazard control programs.

(3) All applicants are encouraged to target minority populations and utilize minority media in an effort to achieve diversity in outreach and educational efforts.

(4) All printed products are to be submitted to HUD for review and in

final form as deliverables in electronic format suitable for web posting.

(5) Each awardee is expected to manage their program and use a project management tool, such as a logic model, to manage and evaluate their programs' effectiveness and modify their strategies as needed to achieve the greatest return on HUD's investment. Often, modest additional actions to gather information about results would enable grantees to better measure the impact of their outreach and education efforts.

(6) Each awardee will be assigned a GTR (Government Technical Representative) at Headquarters, who will provide oversight and approve grantees' activities and deliverables. The Government Technical Monitor (GTM) will be the Healthy Homes Field Representative for the awardee's region. When planning and conducting activities to be held in the GTM's region, awardees shall inform the GTM of its plans and activities, consider the GTM's input and recommendations and report to the GTM (in addition to any other reporting requirements) the accomplishments of the assistance. However, the GTR has the ultimate authority to monitor the performance and approve deliverables and drawdowns.

b. Specific program requirements for each of the three activity categories.

(1) Outreach providers must:

(a) Increase lead awareness among the general public;

(b) Provide information to owners and low-income occupants about regional/local resources for housing rehabilitation and lead hazard control programs; and

(c) Create a detailed outreach strategy as part of their work plan.

(2) Training and Education providers must:

(a) meet a documented regional/local need for:

(i) sustainable capacity of lead-safety trained workers and/or EPA-or state-certified lead professionals; or

(ii) structured education of other groups about lead poisoning prevention and control;

(b) target a specific, appropriate audience;

(c) use a HUD-approved curriculum for all interim controls training and specify training materials to be used;

(d) provide plans for sustainability including train-the-trainer programs.

(3) TA providers must:

(a) Observe the following priorities for content of TA:

(i) performance of assessment, intervention or clearance goals according to work plan,

(ii) improvement in the ability of grantees to design and implement

programs that reflect sound management and fiscal controls,

(iii) adequate documentation of income eligibility,

(iv) adequate monitoring of subgrantees/subrecipients,

(v) adequate monitoring and documenting of match and/or leverage funds, as applicable,

(vi) compliance with Title X rules regarding the presence of children less than six years of age in assisted, owner-occupied units, and

(vii) organizational, management and financial management controls.

3. Description of National TA and Regional/local TA. Two types of technical assistance (TA) may be performed under this NOFA: National and Regional/local TA.

a. National TA activities are those that address, at a nationwide level, one or more of the program activities and/or priorities identified in Section III of this NOFA. National TA activities may include the development of written products (if adequately justified), development of online materials and training courses, delivery of training courses previously approved by HUD, organization and delivery of workshops and conferences, and delivery of direct TA as part of a national program.

b. Regional/local TA activities also must address the priorities identified in this NOFA. However, the Regional/local TA is targeted to the specific needs of OHHLHC's grantees in the regional area in which the TA is proposed. Regional/local TA activities are limited to the development of need assessments, direct TA to certain OHHLHC grantees, organization and delivery of workshops and conferences, and customization and delivery of previously HUD-approved trainings. Regional/local TA providers must notify regional/local HUD field offices of proposed activities, as appropriate. All TA activities will be administered by a Government Technical Representative (GTR) at HUD Headquarters and Government Technical Monitors (GTM) in various regions of the U.S. For more information on OHHLHC's grantees or a list of HUD's Healthy Homes Representatives and their regional distribution, please visit <http://www.hud.gov/offices/lead>. Information about HUD's field office locations may also be obtained on HUD's Web site at: <http://www.hud.gov/localoffices.cfm>.

4. Demand-Response System. TA providers must operate within the structure of OHHLHC's demand-response system. Under the demand-response system, TA providers are required to:

a. When requested by a GTR, market the availability of their services to existing and potential recipients within the jurisdictions in which the assistance will be delivered;

b. Respond to requests for assistance from the TA provider's GTR;

c. When requested by its GTR, conduct a needs assessment to identify the type and nature of the assistance needed by the recipient of the assistance; and,

d. Obtain its GTR's approval before responding to direct requests for technical assistance from OHHLHC personnel or grantees.

5. Training. All training activities performed under this program must conform to the following requirements:

a. Design the course materials as "step-in" packages so that HUD or other TA providers may independently conduct the course on their own;

b. Make the course materials available to the GTR in sufficient time for review (minimum of three weeks) and receive concurrence from the GTR on the content and quality prior to delivery;

c. Provide all course materials in an electronic format that will permit wide distribution among TA providers, field offices, and HUD grantees;

d. Arrange for delivery of the training with HUD participation when requested by the GTR;

e. Establish minimum enrollments for deliveries of training courses; implement and disseminate fair course cancellation policies;

f. Deliver HUD-approved training courses that have been designed and developed by others on a "step-in" basis when requested; and

g. For Interim Controls (Lead Safe Work Practices), training providers must comply with HUD's Interim Criteria to Evaluate Training Courses in Lead-Safe Work Practices. The costs associated with attending these required sessions are eligible under the cooperative agreement.

D. Policies Applicable to All Categories in This NOFA

1. Awardees must use or minimally adapt existing outreach, training and technical assistance documents unless they can adequately justify in their application that a dire need exists in their community to create new ones. Before creating a new product (such as a brochure, curriculum or technical document), grantees must investigate if a similar item already exists and can be used or revised with a level of effort lower than would be spent creating a new equivalent product. Applicants must ensure that materials are appropriate for the target populations,

including persons with Limited English Proficiency (LEP), and for visually impaired or other disabled persons (see Eligible Activities, below). All new products and adaptations/translations must be submitted to HUD as deliverables, in electronic format suitable for Web posting.

2. For use under this program, all documents in languages other than English must be culturally neutral (understandable by speakers of all dialects of the target language). Translators must be certified by the American Translators Association. Quality reviews are required for all translations. Translations will not be allowed for federal documents that have been translated into the target language. Awardees are responsible to determine if a translation already exists.

3. Grantees are expected to communicate and coordinate, as appropriate, with other HUD program personnel and field offices at the direction of the GTR.

4. All training activities must conform to the training requirements applicable to TA providers as described in this NOFA.

E. Eligible Activities

Consideration will only be given to proposed activities that are specifically listed as eligible in this NOFA. Other work activities, although they may be supportive of lead hazard control grantees or their activities, are ineligible. All activities must address childhood lead poisoning prevention and/or control at the national and/or regional/local levels. Eligible activities relate to the three activity categories. The following section lists category-specific eligible activities.

1. Activities Eligible under the Community Outreach Category:

a. Door-to-door canvasses, small-group meetings, community meeting visits, health fairs, conducting presentations or speaking engagements to inform the public and owners of housing, including owners receiving rehabilitation or other tax credits, about programs that can assist in the control of the identified hazards; other activities to publicize or conduct events that highlight lead hazards in the home environment;

b. Earned media (no-cost PSAs, news stories in radio, print, or TV to raise public awareness and promoting name recognition for treatment program);

c. Advertising (paid ads on buses, billboards, etc.);

d. Use of collateral materials and campaign props and incentives. These materials include outreach brochures and printed materials, visual

presentations, giveaways with phone numbers/ contact information on Outreach Provider, mascots, cleaning kits, meals not to exceed \$10 in value per meal per person, etc., but not training materials (see Training and Education category). Outreach materials and props can support general outreach and education efforts. However, the budget must include details of the items including cost per item. All expenditures made by a grantee must be linked to specific outreach activities and listed in the approved budget.

e. Development and maintenance of infrastructure and support such as telephone hotlines and web sites;

f. Entering into working arrangements with regional/local non-profit organizations, including grassroots community-based organizations, faith-based organizations; chambers of commerce; public and private social service agencies; corporations, retailers, construction organizations, or unions for the purpose of coordinating or conducting joint outreach activities.

g. Other outreach activities designed to disseminate information to targeted populations identified as being at-risk of lead poisoning;

h. Making materials available in alternative formats for persons with disabilities (e.g., Braille, audio, large type) upon request, and providing materials in languages other than English that are common in the community, consistent with HUD's published Limited English Proficiency (LEP) Recipient Guidance, 68 FR 70968 (see above);

i. Program administration in accordance with the guidelines established under funding restrictions;

j. Program evaluation and assessment activities to improve the effectiveness of present and future outreach efforts and to measure whether efforts have successfully been targeted to at risk populations;

k. Innovative use of funds to provide direct technical expertise and assistance to regional/local community groups, residents, and other appropriate community stakeholders to resolve regional/local lead poisoning problems, as approved by the GTR;

2. Activities Eligible under the Training and Education Category:

a. Delivery of HUD-approved (or state-approved, as applicable) Lead-Safe Work Practices (Interim Controls), EPA- or state-approved lead training, or Lead Awareness training curricula to the target audience, visual assessment training;

b. Training regional/local residents and businesses, including retail paint sales associates and managers, on

identifying and preventing lead-based paint hazards, and lead-safe maintenance and renovation work practices, etc.;

c. Educating tenants, owners, housing inspectors, and others about HUD's lead safety regulations, including the Lead Disclosure Rule (24 CFR part 35), regional/local building codes, and HUD's Housing Quality Standards (HQS) and Uniform Physical Condition Standards (UPCS), as applicable;

d. Training curriculum design, development, maintenance and evaluation; preparing training materials, including photographs or other graphics. (Compliance with copyright laws is the responsibility of the grantee);

e. Applying for or maintaining curriculum/provider jurisdictional or HUD approval (as applicable);

f. Promoting or marketing training courses directly or through partnerships with organizations conducting outreach;

g. Delivery of formal or one-on-one or group educational or training sessions in classrooms, homes or other locations;

h. Delivery of informal one-on-one or group educational sessions, workshops or demonstrations in homes or other locations (cleaning techniques, etc.);

i. Participation in training-related partnerships and task forces; and,

j. Auditing course delivery, training, mentoring and evaluating trainers to increase lead safety training capacity.

3. Activities Eligible under the Technical Assistance (TA) Category: Funds may be used to provide TA to grantees, their sub-grantees and contractors of OHHLHC's grant programs for the following activities:

a. Provide technical and/or general programmatic assistance to OHHLHC grantees in need of such assistance to develop recommendations for facilitating the quick and cost-effective implementation of Grantee work plans. Eligible activities for the TA category include communication with the GTR of the grant receiving TA, its GTM and grant officer, as described below.

(1) Maintain liaison with the grantee, GTR for the grant receiving TA, GTM, and Grant Officer to help avoid resolve grant performance problems and resolve them when they occur.

(2) Review grantee documents and records of operations, staff communications, grantee field and/or financial performance (within the limits of confidentiality), as well as meet with program personnel and partners.

(3) Provide the GTR of the grant receiving TA and Grant Officer with copies of all correspondence issued to the grantee pertinent to activities for which the technical assistance is being provided.

(4) Make recommendations to the GTR of the grant receiving TA on:

(a) Program design;

(b) Program management; and

(c) Marketing.

(5) Provide the GTR of the grant receiving TA with a final written TA report.

b. TA activities also include, but are not limited to, reporting, developing or providing written information such as papers, manuals, guides, and brochures; needs assessments; and training.

IV. Application and Submission Information

A. Address To Request Application Package

All the information required to submit an application can be downloaded from the Web at: <http://www.grants.gov>. Consult the General Section for more information. If you have difficulty accessing the information, you may call the Grants.gov helpline toll-free at (800) 518-GRANTS or e-mail Support@grants.gov.

B. Content and Form of Application Submission

1. *Application Format.* Because of the electronic submission process, proposals must conform to the formatting requirements below to be eligible. All material submitted must be required or be in support of the narrative response to the rating factors. Any material, whether required or supplemental, that is not properly located in the application, and referenced and discussed within the narrative statement as described below, will not be rated. The narrative response to all rating factors (see below) must be submitted within a single electronic file within the zip file attached to the application. The narrative response to the five rating factors may not exceed 25 pages (excluding required additional materials and worksheets, see below) equivalent to one-side only on 8½ × 11 inch paper using a standard 12-point font with not less than ¾ inch margins on all sides. Each attachment or appendix must be an individual electronic file. All pages must be numbered in order starting with the cover page and continuing through the appendices.

2. *Prohibition on Materials Not Required.* Submission of materials other than those specified as allowable by this NOFA are prohibited. Reviewers will not consider other resumes, reports, charts, letters, or any other documents attached to the application.

3. *Required Application Contents:* Applications must contain all of the

information required by this NOFA, including the following items:

a. Application Abstract. An abstract is required. It may not exceed 2 pages in length, and must summarize the proposed project, including the objectives, proposed activities and expected results, the dollar amount requested, and contact information for the applicant and project partners. The abstract will be used for developing the Congressional Release and Public Announcement if the application is funded.

b. Narrative Response. A narrative statement with supporting required forms and other documents addressing the five rating factors for award is required. This portion of the application consists of a narrative response to each of the five rating factors (25-page limit), specific HUD-required forms documents (which do not count toward the page limit), and optional supplemental material (20-page limit). Pages in excess of these limits will not be read. Each of Rating Factors 1–5 has an associated required form (HUD–96012, HUD–96013, HUD–96014, HUD–96015, and HUD–96010, respectively) that does not count toward the page limits, and must be located immediately after the response to that rating factor (see list of forms, below). Applicants are advised to review each factor carefully for program specific requirements. The response to each factor should be concise and contain only information relevant to the factor, but detailed enough to address each factor fully. Please do not repeat material in response to the five factors; instead, focus on how well the proposal responds to each of the factors. In factors where there are sub-factors, each sub-factor must be presented separately, with the short title of the sub-factor presented. Make sure to address each sub-factor and provide sufficient information about every element of the sub-factor. All information relative to a given rating factor MUST be contained in the narrative for that rating factor. If it is found in a different rating factor, IT WILL NOT BE CONSIDERED. In addition, supplemental material that is not referenced and discussed within that portion of the narrative will not be considered.

c. In addition to the abstract and narrative response described above, the following materials (which do not count toward the page limits) must be included in the locations specified: resumes, process flow diagram for the project (*not* the employer's organizational chart), budget, and other required forms. The standard forms can be found in the application package on Grants.gov and on HUD's Web site.

(1) Resumes and a process flow diagram for your project must be placed immediately following the narrative response to Rating Factor 1. Resumes for project director, day-to-day program manager and up to 3 key personnel (limited to 3 pages per resume for a maximum of 15 pages total) are required. (See Rating Factor 1.)

(2) Include a detailed budget for any subcontractors, subgrantees, or subrecipients receiving greater than 10 percent of the federal budget request. Use the budget format discussed in Rating Factor 3.

(3) Form HUD-96010, Logic Model, must be placed immediately following Rating Factor 5.

(4) General letters of support have no value and are discouraged.

d. Applicants are encouraged to use the following checklist to ensure that all required materials have been prepared and submitted. Do not submit the checklist (see below) with the application.

Checklist for Applicants

- Abstract (limited to 2 pages).
- Required information supporting Rating Factors.
 1. Capacity of the Applicant and Relevant Organizational Experience plus Form HUD-96012; Resumes of Proposed Project Director, Day-to-day Program Manager and up to 3 Key Personnel; Project Organization Chart.
 2. Need/Extent of the Problem plus Form HUD-96013.
 3. Soundness of Approach plus Form HUD-96014; budget forms and narrative budget justification.
 4. Matching and Leveraging Resources plus Forms HUD-96015, Leveraging Resources; Letters of Commitment attached immediately after Rating Factor 4.
 5. Achieving Results and Program Evaluation plus HUD-96010 Logic Model.
 - Additional Material Supporting the Rating Factors (attachments, appendices, etc.: 20-page limit).
 - Complete List of Required Forms and Budget Material.
 - Form SF-424 (Application for Federal Assistance).
 - Form HUD-CBW (Budget Worksheet).
 - Form SF-424 Supplement (Survey on Ensuring Equal Opportunity for Applicants) (to be completed by private nonprofit organizations only).
 - Form SF-LLL (if applicable) (Disclosure of Lobbying Activities).
 - Form HUD-2880 (Applicant/Recipient Disclosure/Update Report).
 - Form-2990 Certification of Consistency with the EZ/EC Strategic

Plan (required only for applicants who are seeking these bonus points).

- Form HUD-2994A You Are Our Client Grant Applicant Survey (Optional).
- Form HUD-27300 Removal of Regulatory Barriers (if applicable) (up to 2 points can be awarded).
- Rating Factor Forms:
 - Rating Factor 1: HUD-96012.
 - Rating Factor 2: HUD-96013.
 - Rating Factor 3: HUD-96014.
 - Rating Factor 4: HUD-96015.
 - Rating Factor 5: HUD-96010.
 - Form HUD-96011 Facsimile Transmittal, for electronic applications (used as the cover page to transmit third-party documents and other documentation designed for each specific application for tracking purposes. HUD will not read faxes that do not use the HUD-96011 as the cover page to the fax).

C. Submission Dates and Times

Application Submission Dates: The application deadline date is June 6, 2006. Refer to the General Section for additional requirements including registration requirements, deadline dates, Grants.gov validation, proof of delivery, and other information regarding electronic application submission via www.grants.gov.

D. Intergovernmental Review

Not applicable to this program. See 24 CFR part 52.

E. Funding Restrictions

1. Administrative Costs. Administrative costs are eligible. Administrative costs are the awardee's allowable direct and indirect costs for the overall management, coordination, monitoring, and evaluation for the program. No more than 10 percent of the funds can be used for administrative costs. This applies to applicants electing to serve as a conduit to sub-recipients, who will in turn perform the direct program activities eligible under this NOFA. Applicants are responsible for reviewing the important information about administrative costs that apply to this NOFA, which is posted on the OHHLHC's Web site at: <http://www.hud.gov/offices/lead>. Eligible administrative costs include leases for office space, under the following conditions:

- (1) The lease must be for existing facilities not requiring rehabilitation or construction;
- (2) No repairs or renovations of the property may be undertaken with federal funds;
- (3) Properties in the Coastal Barrier Resources System designated under the

Coastal Barrier Resources Act (16 U.S.C. 3501) cannot be leased with federal funds.

2. HUD will not fund the following ineligible activities:

- a. Purchase of real property.
- b. Purchase or lease of equipment having a per-unit cost in excess of \$5,000, unless prior written approval is obtained from HUD.
- c. Identification of lead-based paint or hazards, hazard reduction (including, interim controls or abatement), rehabilitation, remodeling, maintenance, repair, or any other construction work, blood lead testing of adults or children, laboratory analysis, medical treatment, clearance examinations and visual assessment.
- d. Activities, by parties following a determination of non-compliance, required in order to fulfill court orders or consent decrees, settlements, conciliation agreements, or other compliance agreements.
- e. Renovations or construction work on office space leased for the program.

F. Other Submission Requirements

Applications are required to be submitted electronically via the Web site <http://www.grants.gov>. See Section IV.F of the General Section for additional information on the electronic process. Waivers may only be granted for cause. See General Section for further discussion.

V. Application Review Information

A. Criteria

1. Following threshold review, applications will be reviewed by an Application Review Panel (ARP) which will assign each application a score based on the rating factors. Awards will be made separately in rank order within the limits of funding availability.

2. HUD may use other information from sources at hand, such as Department records, newspapers, Inspector General or Government Accounting Office Reports or Findings, hotline complaints, or other sources of information that have been proven to have merit. HUD may also request additional information from successful applicants as conditions of award. If the applicant fails to provide the information at that time, the award will not be made.

3. Factors for Award Used to Evaluate and Rate Application. The factors for rating and ranking applicants, and maximum points for each factor, are provided below. The maximum number of points to be awarded is 102, including the two (2) RC/EZ/EC-II bonus points. A specific number of

points is assigned to each rating factor. Applicants should be certain that these factors are adequately addressed in the project description and accompanying materials. Do not assume that HUD has any information about you or your project.

4. Rating Factors for All Categories.

a. Rating Factor 1: Capacity of the Applicant and Relevant Organizational Experience (20 points). This factor includes information about the organization, its individual employees and partners, and past performance. Higher points will be given for more recent, relevant experience of high quality. The following areas will be evaluated: organizational capacity, experience and past performance (for previous grantees), individual staff and participants' qualifications including education and experience, and specific qualifications related to the categories of activities under this NOFA.

(1) **Organizational Experience.** This sub-factor addresses the extent to which the applicant has the organizational experience necessary to successfully implement the proposed activities in a timely manner. HUD will evaluate the organization's experience in initiating, implementing, and evaluating related outreach, health education and training, technical assistance and recruitment projects, or solving community problems directly related to this program. In rating this sub-factor, HUD will consider the extent to which the proposal demonstrates organizational experience that is recent and relevant. HUD will consider organizational experience within the last five (5) years to be recent and experience pertaining to activities of similar scope to be relevant.

(a) Describe whether you have sufficient personnel, or will be able to quickly hire qualified experts or professionals to begin your proposed project within 30 days of award, if funded.

(b) Describe how the principal components of your project organization will participate in, or support, your project, and how you propose to coordinate with your partners. Include a project-specific organizational chart indicating the organizational capacities of and interrelationships among the various entities involved in the project.

(c) Past performance in previous projects with an emphasis on health education, outreach and recruitment, training and education, or technical assistance. This sub-factor evaluates the extent to which an applicant has performed previous work successfully. Provide details about the nature of projects performed through grants or

contracts. Applicants failing to disclose previous grants or contracts with OHHLHC or HUD may be deemed ineligible for award. Provide the following specific information:

(i) A detailed list outlining the achievement of specific tasks, measurable objectives (benchmarks) and outcomes consistent with the approved timeline/work plan;

(ii) Comparison of proposed required match funds and resources in a previous grant with what was actually matched; and,

(iii) A detailed list outlining the timeliness and completeness of complying with all reporting requirements. In addressing timeliness, compare when reports were due with when they were actually submitted.

(2) *Individual Qualifications:*

(a) **Project Director and Day-to-Day Project Manager.** Identify the individuals proposed to serve as the proposed overall project director and day-to-day project manager. The terms "Project Director" and "Day-to-Day Project Manager" must be used in the application to earn points for individuals having these responsibilities, regardless of their current, employer-assigned position titles. Describe their individual qualifications that will enable them to function effectively in their assigned roles. Include knowledge, work experience, management experience, education, training, and publications. Include specific projects they have performed involving planning and managing large and complex interdisciplinary outreach, educational or TA programs, especially those involving housing, public health, or environmental initiatives.

(b) **Other Key Personnel.** Identify up to three additional key personnel. For each, provide individual qualifications, experience, percentage commitment to the project, salary costs to be paid by funds from this program, and role in the proposed project. You must provide resumes (or position descriptions and copies of job announcements including salary range, for vacant positions) for the project director, project manager, and three additional key personnel.

(c) **Sub-recipients (sub-grantees, subcontractors and consultants).** Include descriptions of their experience and qualifications. Detail their grant and financial management experience. You may find it useful to include a table indicating the name, position and percentage contribution of participating individuals, specifying organizational affiliation. Describe who is responsible for quality control of processes and materials produced by sub-recipients.

(3) In addition to other eligibility criteria and knowledge of OHHLHC's grant programs, category applicants must also demonstrate specific capacity as follows:

(a) **Outreach Providers:** specific capacity to provide outreach services, such as holding community meetings, health fairs, adapting printed materials, writing public service announcements, etc. Applications that include development and distribution of media products in languages other than English must include a discussion of the applicant's (or sub-grantee's/contractor's) expertise in those languages and in meeting the informational needs of non-English-speaking, underserved populations. Outreach grantees involving face-to-face interaction with the community should have staff that are well-trained, motivated, committed to the program, and reflect the characteristics of the target community.

(b) **Training and Education Providers:** Specific capacity to provide the type of training programs proposed.

(c) **Technical Assistance Providers:** Specific capacity to provide technical assistance services related to grant management and lead-based paint technical issues. Applicants may use in-house staff, sub-contractors, sub-grantees, and regional/local organizations with the requisite experience and capabilities. Where appropriate, applicants should make use of TA providers located in the jurisdiction receiving services. This draws upon regional/local expertise and persons familiar with the opportunities and resources available in the area to be served while reducing travel and other costs associated with delivery of services.

b. Rating Factor 2: Need/Extent of the Problem (10 Points). This factor addresses the extent to which there is a need for funding the proposed program activities and an indication of the importance of meeting the need(s) in the target area. The proposal will be evaluated on the extent to which the level of need for the proposed activities and the importance of meeting the need(s) are documented. Applicants must use statistics or other analyses contained in at least one or more current data sources that are sound and reliable. In rating this factor, HUD will consider data collected within the last five (5) years to be current. The data used must be specific to the area where the proposed activities will be carried out (for projects with specific regional/local target areas, do not apply the data to the entire regional/locality or state). To receive maximum points for this factor,

proposals addressing one or a few communities must explain the extent to which the targeted community's Five Year Consolidated Plan(s) and Analysis(es) of Impediments to Fair Housing Choice (AI) identify the level of the problem and the urgency in meeting the need. Applicants proposing TA services on a regional or national basis may demonstrate the extent to which there is a regional or national need to address deficiencies in Consolidated Plans. Sources for regional/localized data can be found at: <http://www.ffiec.gov>. Other reliable sources of data include, but are not limited to, Census reports, HUD Continuum of Care gap analysis and its E-Map (to find additional information, go to HUD's Web site: <http://www.hud.gov/emaps>), Comprehensive Plans, community needs analyses such as provided by the United Way, the applicant's institution, and other sound, reliable, and appropriate sources. Needs in terms of fulfilling court orders or consent decrees, settlements, conciliation agreements, and voluntary compliance agreements may also be addressed. TA providers may identify their specific areas of expertise and relate them to a demonstrated need.

c. Rating Factor 3: Soundness of Approach (40 Points). This factor contains three sub-factors:

- (1) Your goals and objectives,
- (2) The quality and cost-effectiveness of your proposed work plan, and
- (3) Proposed budget.

Higher points will be given to applications that contain approaches with clearly articulated goals, activities and sub-activities, and demonstrate a logical progression of implementation steps.

(1) *Project Goals (10 Points).* Describe:

- (a) The goals and objectives for your project based on the need described under Rating Factor 2, and
- (b) How proposed activities would address your goals and HUD's policy priorities. See the General Section for information on HUD's policy priorities. The policy priorities that are applicable to the Lead Outreach grant NOFA and that are eligible for one point each are:
 - (1) Improving our Nation's Communities (focus on distressed communities); and
 - (2) providing full and equal access to grass-roots faith-based and other community-based organizations in HUD program implementation. Removal of regulatory barriers to affordable housing is eligible for up to 2 points provided the required documentation, as specified in form HUD 27300 (Removal of Regulatory Barriers), is part of the application submission to HUD. Applicants may also provide a Web site

URL for a Web site where the required documentation is readily accessible for use.

(2) *Work Plan (20 Points).* This portion of the response will be evaluated based on the extent to which the proposed work plan demonstrates the following:

(a) The general approach and overall strategy to achieve stated goals. For maximum points for this factor, clearly define the relationship between a community's needs (goals) and proposed activities;

(b) Specific, measurable and time-phased objectives for each major program activity, accompanied by a complementary schedule indicating proposed date(s) of completion (in three-month intervals);

(c) Specific services and/or activities. The work plan must identify all major tasks and list all proposed activities in sequential order. Describe in detail how you will identify and serve participants receiving services, especially participants in high-risk groups and communities, vulnerable populations and persons traditionally underserved. Include a brief, concise outreach strategy or marketing plan, as applicable, in the work plan and list on the Logic Model (submitted under Rating Factor 5). Applicants must identify their approaches to overcoming poor response, attendance or participation difficulties. Explain how you will ensure that proposed activities do not duplicate activities by others for the target area previously completed or currently underway;

(d) Identify the personnel responsible for major tasks;

(e) Products or outputs and expected outcomes or impacts;

(f) Proposed methods to research existing materials or develop new ones, and print and disseminate materials for outreach, training or TA. Describe how you will ensure that materials will be of consistently high quality and technically sound;

(g) The quality of the plan to manage the project. Include details about your management and financial systems, and how you will track and ensure the cost-effectiveness of expenditures and will link them to specific activities;

(h) How you propose to coordinate with HUD field offices and HUD program personnel, as applicable, in their applications; and

(i) A detailed description of how you will make materials available in alternative formats for persons with disabilities (e.g., Braille, audio, large type) upon request, and provide materials in languages other than English that are common in the

community, consistent with HUD's published Limited English Proficiency (LEP) Recipient Guidance, 68 FR 70968.

(j) Institutionalization (*applies to outreach and training category applicants only*). A detailed description of how the applicant plans to mainstream lead poisoning prevention into its regular, permanent programs. To evaluate institutionalization, HUD will evaluate the extent to which the applicant (and partners) demonstrate:

(i) Commitment to undertake project activities in the future;

(ii) Support and involvement of the applicant's organizational leadership;

(iii) Commitment to include lead-related work in decisions affecting policy and program development; and,

(iv) Evidence of mainstreaming of permanent lead safety content into programmatic materials, outreach, training, and technical assistance initiatives.

In evaluating this sub-factor, HUD will also assess the probability of success of the program, the significance of the tasks identified, and how realistic the proposed time frames are. HUD will consider the extent to which proposals in the outreach category demonstrate the following characteristics derived from HUD's evaluation of successful outreach activities in its grant programs:

- Well-functioning, effective program;
- Solid communication capabilities;
- Participation in community events and presentation at small group meetings;
- Well-known and respected in the community;
- Staff that reflect the linguistic and ethnic characteristics of the target community;
- Establish good communication and coordination with sub-grantees;
- Sub-grantees whose primary mission has a clear connection to protecting children from lead poisoning;
- Sub-grantees who are respected in their communities, capable of performing their required duties, and view lead safety as a critical component of serving the target community.

(3) *Budget Justification (10 Points).* HUD is not required to approve or fund all proposed activities. Your budget will be evaluated for its reasonableness, clear justification, and consistency with the work plan. Submit a narrative justification associated with the budget that documents and explains all budget categories and costs for each major task of the work plan. Identify the source of funds as HUD, match or leverage. Each budget page should identify the entity and project year to which it applies. Higher points will be awarded for greater percentages of sub-contracting

and substantive work performed by grassroots organizations, including faith-based and other community-based non-profit organizations, Fair Housing Organizations, advocates for various minority and ethnic groups, and persons with disabilities.

In completing the budget forms and justification, you should address the following specific elements:

(a) Direct Labor. Direct Labor costs should include all full- and part-time staff required for the planning and implementation phases of the project. These costs should be based on full time equivalent (FTE) or hours per year (hours/year) (*i.e.*, one FTE equals 2,080 hours/year);

(b) Travel to HUD Meetings. You should budget for three trips to HUD Headquarters in Washington, DC, planning each trip for two people for 2 or 3 days, depending on your location;

(c) Sub-grantee and Sub-recipient Budgets. A separate budget proposal must be provided for any sub-recipient(s) receiving greater than 10 percent of the total federal budget request;

(d) Provide supporting documentation for salaries and cost of materials and equipment;

(e) Federally Negotiated Indirect Cost Rate. Organizations that have a federally negotiated indirect cost rate should provide documentation of that rate. Organizations not having a federally negotiated rate schedule must obtain a rate from their cognizant federal agency. Applicant and sub-grantee budgets should reference only their own indirect cost rates.

d. *Rating Factor 4: (15 points)*. This factor evaluates ability to: (1) Contribute matching resources from your organization; (2) leverage (secure) other public and/or private sector resources (such as financing, supplies, or services) that can be added to HUD's funds to perform eligible activities; and, (3) sustain your proposed project from sources other than HUD. Ten (10) percent matching is required for funding eligibility and represents the applicant's contribution to the project. Leveraging, from entities other than the applicant, is not required for eligibility. Higher points will be awarded for higher percentages of matched and/or leveraged resources, compared to the amount of HUD funds requested. To receive points for match and leverage, all contributions promised during the period of performance must be expressed in dollar values and documented in a commitment letter submitted with the application from a responsible official of each contributing organization. Matching funds must be

provided unconditionally. Indirect costs cannot be used as matching contributions in excess of the required ten (10) percent match. For more information on matching and leveraging resources, see OHHLHC's Web site at www.hud.gov/offices/lead.

e. *Rating Factor 5: Achieving Results and Program Evaluation (15 points)*. This rating factor reflects HUD's goal to embrace high standards of ethics, management, and accountability. Describe in detail your needs and service activities, identify the outputs and short-term, intermediate-term and long-term outcomes. State clearly the project activities including specific goals ("benchmarks") of each activity and how you will achieve those goals. Describe how you will measure the results. Provide your goals, inputs, activities, outcomes and performance benchmarks (goals) for the entire grant period. In the narrative, explain how you will document and track your goals, program activities, and schedules. Identify the procedures you will follow to make adjustments to your work plan to improve performance if benchmarks are not met within established timeframes.

Applicants must complete and return the Logic Model Form HUD-90610. HUD is moving to a standardized "Master" Logic Model from which you can select needs, activities, and outcomes appropriate to your program. See the General Section for detailed information on use of the "Master" Logic Model. HUD is requiring grantees to use program-specific questions to self-evaluate the management and performance of their program. For FY2006, HUD is considering a new concept for the Logic Model. The new concept is a Return on Investment statement. HUD will be publishing a separate notice on the ROI concept. Training on HUD's Logic Model and reporting requirements for addressing the Management questions will be provided via satellite broadcast. In evaluating Rating Factor 5, HUD will consider how you have described the benefits and outcome measures of your program. HUD will also consider the evaluation plan, to ensure the project is on schedule and within budget. Information about developing a Logic Model is available at: <http://www.hud.gov/offices/admin/grants/fundsavail.cfm>.

f. *Bonus Points for Federally Designated Zones and Communities (2 points)*. HUD will award two bonus points to each application that includes a valid form HUD-2990 certifying that the proposed activities/projects in the application are consistent with the

strategic plan for an empowerment zone (EZ) designated by HUD or the United States Department of Agriculture (USDA), the tax incentive utilization plan for an urban or rural renewal community designated by HUD (RC), or the strategic plan for an enterprise community designated in round II by USDA (EC-II) and that the proposed activities/projects will be located within the RC/EZ/EC-II identified above and are intended to serve the residents. A listing of the RC/EZ/EC-II is available on the Internet at <http://www.hud.gov/cr>.

B. Reviews and Selection Process

1. Rating and Ranking. Awards will be made in rank order for applications within the limits of funds available.

2. Partial Funding. In the selection process, HUD reserves the right to offer partial funding to any or all applicants. If you are offered a reduced grant amount, you will have a maximum of 14 calendar days to accept such a reduced award. If you fail to respond within the 14-day limit, you shall be considered to have declined the award. Please see the General Section for a discussion of adjustments to funding that may be made by HUD during the selection process.

3. Remaining Funds. See the General Section for HUD's procedures if funds remain after all selections have been made.

4. Minimum Points for Award. Your application must receive a total score of at least 75 points to be considered for funding.

C. Anticipated Announcement and Award Dates

HUD anticipates announcing awards under this program on or about October 1, 2006.

VI. Award Administration Information

A. Award Notices

1. *Notice of Award*. Applicants that have been selected for award will be notified by letter from the Grant Officer. The letter will state the program for which the application has been selected, the amount the grantee is eligible to receive, and the name of the Government Technical Representative (GTR). This letter is not an authorization to begin work or incur costs under the grant.

2. *Negotiations*. HUD may require that selected applicants participate in negotiations to determine the specific terms of the grant agreement and budget. In cases where HUD cannot successfully conclude negotiations with a selected applicant or a selected

applicant fails to provide HUD with requested information, an award will not be made to that applicant. In this instance, HUD may offer an award, and proceed with negotiations with the next highest-ranking applicant. If you accept the terms and conditions of the grant, you must return your signed grant agreement by the date specified during negotiation.

3. *Award Adjustments.* Additionally, HUD may adjust the amount of funds allocated for specific geographical areas to fund National TA providers and other TA providers for activities that cannot be fully budgeted for or estimated by HUD at the time this NOFA was published. HUD may also require selected applicants, as a condition of funding, to provide coverage on a geographically broader basis than proposed in order to supplement or strengthen the TA network in terms of the size of the area covered and types and scope of TA proposed. If funds remain after all selections have been made, the remaining funds may be redistributed for Local TA and/or used for National TA, or made available for other TA program competitions.

4. *LOCCS Payment System.* After receiving the letter, additional instructions on how to have the grant account entered into HUD's Line of Credit Control System (LOCCS) payment system will be provided. Other forms and program requirements will also be provided.

5. *Start of Work.* All awardees are expected to commence activity immediately upon completion of budget and work plan negotiations, and execution of the grant agreement.

6. *Applicant Debriefing.* See the General Section for information regarding unsuccessful applicant debriefing.

B. Administrative and National Policy Requirements

1. *Environmental Review.* In accordance with 24 CFR 50.19(b)(2), (b)(3) and (b)(9), activities assisted under this program are categorically excluded from the requirements of the National Environmental Policy Act of 1969 (42 U.S.C. 4321) and are not subject to environmental review under the related laws and authorities.

2. *HUD Reform Act of 1989.* Applicants must comply with the requirements for funding competitions established by the HUD Reform Act of 1989 (42 U.S.C. 3531 *et seq.*) as defined in the General Section.

3. *Audit Requirements.* Any grant recipient that expends \$500,000 or more in federal financial assistance in a single year must meet the audit requirements

established in 24 CFR parts 84 and 85 in accordance with OMB Circular A-133. In accordance with OMB Circular A-133 (Audits of States, Regional/Local Governments and Non-Profit Organizations), grantees will have to submit their completed audit-reporting package along with the Data Collection Form (SF-SAC) to the Single Audit Clearinghouse, at the address obtained from their Web site. The SF-SAC can be downloaded at: <http://harvester.census.gov/sac/>.

4. *Timely Hiring of Staff.* HUD reserves the right to terminate grant awards made to applicants that fail to timely hire (within 90 days of award) staff to fill key positions identified in the applicant's proposal as vacant.

5. *Executive Order 13202.* Compliance with HUD regulations at 24 CFR 5.108 that implement Executive Order 13202, "Preservation of Open Competition and Government Neutrality Towards Government Contractors' Labor Relations on Federal and Federally Funded Construction Projects", is a condition of receipt of assistance under this NOFA.

6. *Procurement of Recovered Materials.* See the General Section for further information.

7. *Conducting Business in Accordance with HUD Core Values and Ethical Standards.* Refer to the General Section for information about conducting business in accordance with HUD's core values and ethical standards.

C. Reporting

The following items are Post-Award Reporting Requirements.

1. *Final Budget and Work Plan.* Final budget and work plans are due 60 days after the effective date of the grant.

2. *Racial and Ethnic Data Reporting Form.* For all activities that involve working directly with beneficiaries, HUD requires that funded recipients collect racial and ethnic beneficiary data. HUD does not require Outreach awardees to report ethnic and racial beneficiary data as part of their application package. However, such data must be reported annually, at a minimum, during the implementation of your program. You must use the Office of Management and Budget's Standards for the Collection of Racial and Ethnic Data to report these data, using Form HUD-27061, Racial and Ethnic Data Reporting Form, found on www.grants.gov, along with instructions for its use, or a comparable electronic data system for this purpose.

3. *Progress reporting.* Progress reporting is done on a quarterly basis. For specific reporting requirements, see

policy guidance at: <http://www.hud.gov/offices/lead>. OHHLHC awardees submit quarterly reports via an on-line reporting system. Beginning in FY 2006, OHHLHC will use the awardee's Logic Model to measure its performance. The quarterly report must reflect all benchmarks (output goals) and proposed outcomes (results) that are indicated on the Logic Model *with an associated cost estimate*. Attaching a dollar value to the outputs and outcomes enables awardees to meet HUD's reporting requirements.

4. *Final Report.* An overall final grant report, due at the completion of the grant, will detail activities (*e.g.*, the number of low-income housing units enrolled in lead hazard treatment programs as a result of activities performed under this grant, number and type of materials produced, activities conducted, evaluation of the various outreach and educational methods used, findings, and recommended future actions at the conclusion of grant activities). The final report shall include final project benchmarks and milestones achieved against the proposed benchmarks and milestones in the Logic Model (Form HUD-96010) approved and incorporated into your award agreement.

VII. Agency Contacts

For programmatic questions, you may contact Jonnette Hawkins, Office of Healthy Homes and Lead Hazard Control; telephone (202) 755-1785, extension 7593 (this is not a toll-free number) or via e-mail at Jonnette_G._Hawkins@hud.gov. For grants administrative questions, you may contact Mr. Royal Rucker, Office of Healthy Homes and Lead Hazard Control; telephone (202) 755-1785, extension 7584 (this is not a toll-free number) or via e-mail at Royal.A.Rucker@hud.gov. If neither of these individuals is available, you may contact the Office's general Lead Regulations hotline, at (202) 755-1785, extension 7698. Your call will be forwarded in one business day for subsequent response by the appropriate staff. If you are a hearing-or speech-impaired person, you may reach the above telephone numbers through TTY by calling the toll-free Federal Information Relay Service at 800-877-8339.

VIII. Other Information

For additional information about this NOFA, program, or for general, technical, and grant program information pertaining to the Office of Healthy Homes and Lead Hazard

Control, visit: <http://www.hud.gov/offices/lead>.

IX. Paperwork Reduction Act

The information collection requirements contained in this document have been approved by the Office of Management and Budget (OMB) under the Paperwork Reduction Act of 1995 (44 U.S.C. 3501–3520) and assigned OMB control number 2539–

0015. In accordance with the Paperwork Reduction Act, HUD may not conduct or sponsor, and a person is not required to respond to, a collection of information unless the collection displays a currently valid OMB control number. Public reporting burden for the collection of information is estimated to average 80 hours per annum per respondent for the application and 16 hours per annum for grant

administration. This includes the time for collecting, reviewing, and reporting the data for the application, semi-annual reports, and final report. The information will be used for grantee selection and monitoring the administration of funds. Response to this request for information is required in order to receive the benefits to be derived.

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