FY2020 Marine Debris Prevention

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ANNOUNCEMENT OF NOTICE OF FUNDING OPPORTUNITY

EXECUTIVE SUMMARY

Federal Agency Name(s): National Ocean Service (NOS), National Oceanic and Atmospheric Administration (NOAA), Department of Commerce

Funding Opportunity Title: FY2020 Marine Debris Prevention

Announcement Type: Initial

Funding Opportunity Number: NOAA-NOS-ORR-2020-2006200

Catalog of Federal Domestic Assistance (CFDA) Number: 11.999, Marine Debris Program

Dates: Dates: This funding opportunity requires a letter of intent to be submitted before full proposals will be invited. Letters of intent must be received via e-mail (as an attachment) no later than 11:59 p.m. Eastern time, November 5, 2019. If invited per the instructions in this announcement, full proposals must be received and validated by Grants.gov, (and if the online application process is not effectively available) postmarked, or provided to a delivery service on or before 11:59 p.m. EST, February 7, 2020.

Funding Opportunity Description: The NOAA Marine Debris Program, authorized in the Marine Debris Act (33 U.S.C. 1951-1958), provides funding to prevent the introduction of marine debris into the marine and coastal environment. Projects awarded through this grant competition will actively engage and educate a target audience (such as students, teachers, state or local government, industries, or the public) in hands-on programs designed to raise awareness, reduce barriers to marine debris prevention (e.g., lack of access to waste receptacles or alternatives to single-use items), and encourage and support changes in behaviors to ensure long-term prevention of marine debris. Successful proposals through this solicitation will be funded through cooperative agreements. Funding of up to $2,000,000 is expected to be available for Marine Debris Prevention grants in FY2020. Typical awards will range from $50,000 - $150,000. Funding for this purpose comes through the NOAA Marine Debris Program as appropriations to the Office of Response and Restoration, National Ocean Service.

This solicitation is focused on efforts to prevent marine debris from entering the environment through targeted education and outreach efforts, as well as activities that aim to change behaviors related to common marine debris issues. It is not intended for large-scale debris removal projects or scientific research.
I. Funding Opportunity Description

A. Program Objective

Marine debris is defined as "any persistent solid material that is manufactured or processed and directly or indirectly, intentionally or unintentionally, disposed of or abandoned into the marine environment or the Great Lakes" (15 C.F.R. § 909.1). Marine debris can include land-based solid waste items such as plastic bags, cigarette butts, foam take-out containers, and balloons, as well as ocean-based items such as derelict fishing gear and abandoned vessels. Marine debris is primarily the result of human actions such as ineffective or improper waste management, dumping and littering, or storm water runoff. Fishing gear may be lost from storms, accidents, or improper disposal, and become marine debris. There are many adverse impacts from marine debris, including wildlife injury and death from entanglement or ingestion, exposure to toxic chemicals which attach to or are in plastics, habitat destruction, vessel damage, and economic loss to tourism, fisheries and maritime activities.

The NOAA Marine Debris Program (MDP), a division of the Office of Response and Restoration, leads national efforts to address marine debris. The mission of the NOAA MDP is to investigate and prevent the adverse impacts of marine debris. The mission is achieved through research, prevention, and reduction activities that aim to conserve and protect our nation’s marine environment, and coastal economy, as well as ensure navigation safety.

A principal objective of the NOAA MDP is to provide federal financial and technical assistance to organizations with the expertise to identify, evaluate, and execute marine debris prevention projects that improve living marine resource habitats, with the end goal of providing the knowledge and resources necessary to change behaviors, raise awareness, and promote the long-term prevention of marine debris. These activities align with NOAA's mission to conserve and manage coastal and marine ecosystems and resources, and promote stewardship and a conservation ethic for NOAA trust resources.

NOAA trust resources include living marine resources and their habitats, including commercial and recreational fishery resources (marine and Great Lakes fish and shellfish); coastal habitats; diadromous fish species; endangered and threatened marine species; marine mammals and marine turtles; marshes, mangroves, seagrass beds, coral reefs, other coastal habitats; Essential Fish Habitat (EFH) and Habitat Areas of Particular Concern (HAPCs). NOAA trust resources can also include marine habitats and resources associated with National Marine Sanctuaries, National Estuarine Research Reserves and areas under state
coastal management programs, including Areas of Concern within the Great Lakes.

A second objective of the NOAA MDP is to promote tangible and widespread marine debris awareness and prevention outcomes by collaborating with diverse entities and groups. These include partnerships with public and nonprofit organizations, citizen and watershed groups, anglers, boaters, industry (e.g., commercial and recreational fishing industries, fishing gear manufacturers, other marine industries, and plastic and waste management industries), corporations and businesses, youth groups, students, landowners, academics, and local and state government agencies.

B. Program Priorities

The highest program priorities for this solicitation are projects that provide creative, practical approaches to preventing or reducing a type or category of marine debris, or address a specific marine debris issue within the coastal United States and Territories (e.g., derelict fishing gear, abandoned and derelict vessels, land-based litter, microplastics, etc.). Such projects will demonstrate meaningful, measurable, and sustainable ecological benefits to coastal and marine resources by preventing marine debris from entering the marine environment. Highly competitive projects will identify a type or category of marine debris as a target for prevention efforts and reasons why this type or category of debris is detrimental to the area; identify a target audience and the reasons for this choice; provide an outline of the prevention strategy, demonstrating the actions to be taken to reduce or eliminate the type of debris, the methods to be used to encourage changes in behavior, the potential barriers to overcome to achieve the desired change; and demonstrate the long-term prevention measures that will remain in place following the completion of the funded project. Metrics to ensure project success should be clearly identified, justified, and quantifiable. These may include, but are not limited to, pre- and post-project assessments, debris monitoring, and/or the number of K-12 students that participate in educational programs.

Applicants must develop and implement the proposed marine debris prevention project by working with stakeholder groups and target audiences appropriate to the marine debris issue being addressed. Proposals should justify how and why target audiences and debris types or categories were chosen. Outreach strategies should be clear, strategic, and impart key messages, information and experiences to audiences. Benefits from the project beyond the proposed award period should also be described. Since experiential learning techniques have been shown to increase interest in science, technology, engineering, and math (STEM), the MDP is looking for a hands-on participation component for projects that engage K-12 audiences.

Projects that target a specific audience (students, teachers, state or local governments,
industries, or the public) are priorities for this competition. Projects that target underserved communities may receive greater consideration for funding in this competition (applicants should describe their experience working with underserved communities and approach to recruiting and retaining participants). If appropriate, MDP encourages all applicants to develop partnerships with relevant stakeholders to bring a diversity of viewpoints and expertise to project activities and increase the impact of project outcomes.

Projects taking place in Sanctuaries, Reserves, or other protected areas (as described in Section I. A above) may receive greater consideration for funding in this competition. However, projects are not limited to these areas and may take place in remote, upstream/inland, or urbanized areas. Regardless of project location, all proposals must have a primary emphasis on prevention activities that benefit NOAA trust resources described above and must clearly lay out the direct links to such resources. Projects that address a marine debris issue on a national level are eligible for funding under this competition, however, such proposals must demonstrate the merits of a national approach over a regional approach. All proposals should tailor project goals, objectives, and activities so that the outcomes increase marine debris prevention and are measurable within the geographic area of the project.

The NOAA MDP encourages projects implementing activities that fit into any existing national or regional programs, priorities or strategic plans to address marine debris (e.g., National Estuary Program or NOAA Habitat Focus Area sites, the Great Lakes Marine Debris Action Plan, the Virginia Marine Debris Reduction Plan, the Hawai‘i Marine Debris Action Plan, the Oregon Marine Debris Action Plan, the Washington Marine Debris Action Plan, the Florida Marine Debris Reduction Guidance Plan, the Southeast Marine Debris Action Plan, the Gulf of Maine Marine Debris Action Plan, the Gulf of Mexico Alliance Regional Action Plan, the California Ocean Litter Prevention Strategy, etc.) and describe how they do so. Regional plans can be found on the MDP website at https://marinedebris.noaa.gov/emergency-response-guides-and-regional-action-plans.

Proposals to develop new marine debris education curricula will be a low priority unless the applicant can demonstrate a clear need for it; proposals that use existing NOAA MDP products, such as existing education curricula, are encouraged (see the NOAA MDP website for resources at: https://marinedebris.noaa.gov/resources).

Similarly, proposals requesting support for large equipment purchases, to expand an organization's day-to-day administrative or program management activities or to support strictly administration, salaries, overhead, and travel without being part of a specific project will be a low priority. If a project requires funding for large equipment purchases, collection
facilities, or other long-term operations, the application should identify how the overall project will continue into the future and how any equipment operation and maintenance costs will be paid for beyond the award period.

NOAA encourages using digital media as an outreach strategy, however this opportunity seeks unique, innovative approaches and technologies that are practical and tangible (beyond developing a website or mobile phone app) that engage diverse audiences in marine debris prevention.

Projects that are duplicative of those that the NOAA MDP currently funds or those that have been funded by NOAA, partner organizations, and/or other federal agencies may not be recommended for funding (see the NOAA MDP website for examples of past and current projects that were successful under this grant competition: https://marinedebris.noaa.gov/current-efforts/prevention).

This funding opportunity supports efforts to prevent marine debris from entering the environment, as described in this section, and as such it is not intended for large-scale debris removal projects or scientific research. Small scale removal activities, enhancing the overall prevention efforts, could be included.

Applicants should also note that the following activities, in general, will not be considered for use of federal dollars under project awards: (1) activities that constitute legally required mitigation for the adverse effects of an activity regulated or otherwise governed by local, state, or federal law; (2) activities that constitute restoration for natural resource damages under federal, state, or local law; and (3) activities that are required by a separate consent decree, court order, statute, or regulation.

Applications addressing other types of pollution not fitting the definition of marine debris provided in Section I. A are not priorities for this solicitation and may not be considered.

C. Program Authority

Marine Debris Act (33 U.S.C. § 1951 et seq.)

II. Award Information

A. Funding Availability

Funding of up to $2,000,000 is expected to be available for this grant solicitation. The actual funding amount available is contingent upon the availability of Fiscal Year 2020
appropriations. The NOAA MDP does not plan to fund proposals for prevention activities at less than $50,000 or more than $150,000 under this solicitation.

The NOAA MDP anticipates that between 8 and 15 awards will be made under this solicitation, depending upon appropriations. The exact amount of funds to be awarded and the number of awards made will be at the discretion of NOAA following pre-award negotiations with highly meritorious applicants. NOAA may request that a highly ranked applicant submitting more than one meritorious proposal combine all or parts of its proposals into one award. Publication of this opportunity does not obligate NOAA to award any specific project or obligate all or any part of available program funds. Awards may include funding from other programs or agencies. There is no guarantee that sufficient funds will be available to make awards for any or all proposals. The number of awards to be made under this solicitation will depend on the number of eligible applications invited, the amount of funding requested by recommended applicants, the merit and ranking of the proposals, and the amount of funds made available to the NOAA MDP through the Federal appropriations process.

B. Project/Award Period

Applications should cover a project period of performance from one to two years in duration. If behavior change monitoring activities are to be conducted during the project, NOAA may consider applications with a period of performance beyond two years as long as there is reasonable justification provided, however, NOAA expects that all primary project activities would be completed within two years of the start date of the award. The earliest anticipated start date for awards will be September 1, 2020 – applicants should consider this date when developing plans for initiating proposed project activities. Applicants selected to receive funding may be asked to modify the project start date to accommodate any delays in federal appropriations. Applications for renewal or supplementation of previously-awarded NOAA MDP projects are allowed, however such proposals will be subject to the competitive process and will not receive preferential treatment. In some cases NOAA may fund a project with incremental funding, usually in the form of a multi-year award. If incremental or multi-year funding is awarded, in which NOAA only obligates funds initially for the first phase of a project, NOAA has no obligation to provide any additional prospective funding in connection with that award in subsequent time periods; additional funding is contingent upon satisfactory performance, continued relevance to program mission and priorities, and the availability of funds.

C. Type of Funding Instrument

Selected applications will be funded through cooperative agreements since NOAA staff will be substantially involved in aspects of the project. Substantial involvement is defined as,
but is not limited to, tracking the progress of prevention efforts through site visits, regular conference calls, and progress report evaluation and milestone approval, developing performance measures to assess project outcomes, engagement with recipient on environmental compliance requirements, hands-on technical collaboration or permitting assistance, support in developing public-facing communication materials or events to highlight marine debris prevention activities, support in developing and/or reviewing study approach, methodologies and conceptual models, and reviewing manuscript drafts (if any). Marine debris prevention activities funded through this competition may have long term planning goals and objectives common to the programmatic needs of both NOAA and the recipients. As such, NOAA may seek to maintain a long-term partnership with recipients by establishing cooperative agreements in relevant situations as “institutional awards”. If a cooperative agreement is established as an institutional award, the initial cooperative agreement will be established for no more than five years and NOAA may issue new cooperative agreements to the recipient for similar or related activities through a non-competitive selection process.

III. Eligibility Information

A. Eligible Applicants

As outlined in the Marine Debris Act, eligible applicants are state, local, tribal, and territory governments whose activities affect research or regulation of marine debris and any institution of higher education, nonprofit organization, or commercial (for-profit) organization with expertise in a field related to marine debris. Applications from federal agencies or employees of federal agencies will not be considered. Interested federal agencies may collaborate with eligible applicants but may not receive funds through this competition.

All projects must take place within the United States or territories or their respective waterways. Foreign organizations and foreign public entities are not eligible to apply as the primary applicant but can be involved as project partners.

NOAA is strongly committed to broadening the participation of veterans, minority-serving institutions, and entities that work in underserved areas. The NOAA MDP encourages proposals from, or involving any of the above types of institutions.

Applications that have been submitted to other NOAA grant programs or as part of another NOAA grant may be considered under this solicitation.

B. Cost Sharing or Matching Requirement
The Marine Debris Act (33 U.S.C. § 1951 et seq.) requires NOAA MDP’s grant programs to leverage its federal grant funding with non-federal cost share or match. Applicants often satisfy this requirement by developing and including public and private partnerships, as well as in-kind and financial contributions, to accomplish the overall project objectives. Applicants must provide a minimum 1:1 ratio of non-federal matching contributions to NOAA funds requested to conduct the proposed project. In addition to required cost sharing, the NOAA MDP encourages applicants to leverage additional investment where possible.

"Cost share" or "match" is defined by 2 C.F.R. 200.29 as "the portion of project costs not paid by federal funds (unless otherwise authorized by federal statute)." Any shared costs or matching funds and all contributions, including cash and third party in-kind contributions, will be accepted as part of an applicant's cost sharing or matching when the contributions meet the criteria listed in 2 C.F.R. 200.306. Matching funds may come from a variety of public and private sources and may include in-kind goods and services from the applicant or third parties (e.g., private boat use, existing equipment, volunteer labor, etc.). In addition, applicants are permitted to combine contributions for allowable costs from non-federal partners when they meet the criteria in Section 200.306, such as not being contributed as match for other projects, and being available within the project period stated in the application. Section 200.306 also describes the valuations to attribute to the matching contributions. Federal contributions cannot be used as match without a specific legal authority, but can be described in the budget narrative to demonstrate additional leverage or partnership. Applicants may also choose to designate part or all of their federally-negotiated indirect costs as match. Refer to Section IV.F.2. "Indirect Costs".

If the match requirement cannot be met, the Marine Debris Act (see 33 U.S.C. § 1952(d)(2)(B)) allows the NOAA Administrator to waive all or part of the matching requirement if the applicant can demonstrate the following:

1) No reasonable means are available through which applicants can meet the matching requirement and

2) The probable benefit of such project outweighs the public interest in such matching requirement.

Applicants wishing to waive all or part of this competition’s match requirement should request a waiver in the Budget Narrative section of the application package being submitted. Match waiver requests must justify the need for the waiver, describe attempts to obtain sources of matching funds, and explain how the benefit of the project outweighs the public
interest in providing match, along with any other extenuating circumstances preventing the incorporation or local availability of matching contributions. In certain cases, if circumstances warrant, match waivers may also be negotiated post-award at NOAA’s discretion.

In accordance with 48 U.S.C. 1469a, NOAA has determined that any requirement for local matching funds less than $200,000 (including in-kind contributions) to be provided by American Samoa, Guam, the Virgin Islands, and the Commonwealth of the Northern Mariana Islands shall be waived, notwithstanding any other provision of law. Any matching funds otherwise required by law to be provided by government entities of the above-mentioned insular areas may be waived at the discretion of NOAA.

Applicants should note that cost sharing is an evaluation criterion (See Section V.A. "Evaluation Criteria") for this funding opportunity. As such, if available, the inclusion of matching contributions is encouraged. Please note within the proposal whether cash or third party in-kind contributions have been secured at the time of application, or if such contributions are still pending.

Applicants whose proposals are selected for funding will be bound by the cost share amount reflected in the award document signed by the NOAA Grants Officer. Successful applicants should carefully document cost sharing, including but not limited to, the estimated value of services and/or resources provided by the applicant’s organization or a third party (e.g., real property, equipment, supplies and expendable goods) as well as facilities and administration costs. Letters of commitment for any secured matching contributions expected for an award should be submitted as an attachment to the application.

The Marine Debris Act also allows the NOAA Administrator to authorize, as appropriate, the non-federal share of the cost of a project to include money paid pursuant to, or the value of any in-kind service performed under, an administrative order on consent or judicial consent decree that will remove or prevent marine debris. See 33 U.S.C. § 1952(d)(3).

C. Other Criteria that Affect Eligibility

For activities conducted under an award funded through this competition, recipients of financial assistance from the NOAA MDP involved in the collection, assessment, oversight, or interpretation of scientific information are required to adhere, to the best of their ability, to the principles, policies and codes of conduct identified in NOAA’s Policy on Scientific Integrity (NOAA Administrative Order 202-735D), which is available at: http://www.corporateservices.noaa.gov/ames/administrative_orders/chapter_202/202-735-D.html
The intent of the policy is to strengthen widespread confidence (from scientists, decision-makers, and the general public) in the quality, validity, and reliability of NOAA-funded science. Further information on this policy can be found at: http://nrc.noaa.gov/scientificintegrity.html.

IV. Application and Submission Information

A. Address to Request Application Package

Complete application packages, including required federal forms, general instructions, and supplementary instructions specific to the Fiscal Year 2020 Marine Debris Prevention Grants competition, can be found on Grants.gov (http://www.grants.gov). If the application forms and instructions cannot be downloaded from Grants.gov, please contact Tom Barry (tom.barry@noaa.gov, 240-533-0425).

B. Content and Form of Application

LETTER OF INTENT:

Applicants must submit a Letter of Intent (LOI) and receive an invitation from the NOAA MDP before submitting a full proposal. LOIs must be submitted as an e-mail attachment to grants.marinedebris@noaa.gov by 11:59 pm EDT on November 5, 2019 (see Section IV.D. below). Please put "FY2020 Marine Debris Prevention Letter of Intent (LOI)" in the email subject heading. Do not direct questions to this email address (see Section VII below).

Applicants must follow the LOI and full application requirements stated in this announcement, or they may not be considered. The LOI process is a critical step to determine if proposed projects are well-suited for this specific competition. The goal of the LOI process is to streamline the review process by inviting full applications only from those applicants whose projects are most likely to support NOAA's implementation of the Marine Debris Act through the prevention of marine debris, and for NOAA MDP to be able to provide feedback and guidance on invited application ideas. In the LOI, applicants must indicate clearly which priorities their project proposes to address, and how. Those applicants whose LOI does not strongly align with program objectives and goals, as determined by the NOAA MDP (through the review process described below in Section V.A.), will not be invited to submit full applications.

The LOI must be no more than two 8.5” x 11” pages in length. It should be single-spaced, use 11- or 12-point font, with one-inch margins, and should provide a concise description of the proposed work and its relevance to the competition’s priorities. If the LOI is incomplete,
or is submitted late, it may not be considered. Those applicants invited to submit a full proposal will receive an email notification containing feedback and full-proposal submission instructions from NOAA MDP. NOAA MDP may limit the number of full applications invited in order to manage the review workload.

The LOI should include each of the components listed below:

a) Project Title;
   b) Applicant Organization;
   c) Principal Investigator(s) Name, Address, Telephone Number and Email Address. Briefly describe the PI or organization’s experience or expertise that would lead to a successful marine debris prevention project. A list of primary project partners and their roles/contributions should also be part of this section;
   d) Project Location: list the geographic area(s) in which the project will be implemented;
   e) Project Start Date: enter the anticipated start date of the proposed effort;
   f) Funding: approximate federal funds requested and non-federal match anticipated. If invited for a full proposal these numbers can change if appropriately justified;
   g) Project Description: clearly state the purpose of the project and the specific marine debris issue being addressed, summarize planned activities, duration of project, target audience, NOAA trust resources that are likely to benefit, and the duration of the project.
   h) Project Outcomes: describe the anticipated products and outcomes the project may be expected to produce and an associated timeline. Include a description of how project activities will reduce debris, encourage changes in behavior, raise awareness through education and outreach, and/or ensure prevention measures will remain in place following the completion of the funded project period.

A sample Letter of Intent template may be found at: https://marinedebris.noaa.gov/proposal-submission-guidance-applicants

FULL PROPOSAL (only if invited):

APPLICANTS MAY ONLY SUBMIT A FULL PROPOSAL IF INVITED TO DO SO AFTER THE LETTER OF INTENT PROCESS.

Please visit http://marinedebris.noaa.gov/proposal-submission-guidance-applicants for helpful information on developing and submitting proposal documents/information. Applicants are strongly encouraged to apply through the Grants.gov (http://www.grants.gov) website.
Applicants are also encouraged to minimize the number of files uploaded to an application by combining the proposal’s files as much as possible. Adobe PDF is the preferred file format for electronic submissions.

If Grants.gov (http://www.grants.gov) cannot reasonably be used, or internet access is not available to the applicant, a paper-copy application must be mailed to the NOAA MDP (see Section IV.G. "Other Submission Requirements" for complete mailing information). Forms SF-424, SF-424B, and CD-511 paper-copy submissions must be signed by the Authorized Representative (or appropriate designee) listed in the application. If paper copy applications are not signed by the authorized representative, the application may not be accepted for review.

Applications must adhere to page limits and any pages that exceed the limit for each section may not be reviewed. Files that cannot be opened or downloaded will not be reviewed. Full proposals will not be accepted if sent via fax or email.

Application documents must use 11- or 12-pt font on an 8.5” x 11” page size. Paper applications can be printed double-sided and should not be bound or stapled in any manner. Page numbers are recommended but not required.

Applications should be sufficiently detailed in accordance with the guidelines and information requirements listed below and elsewhere in this announcement, and should be able to be completed within the proposed period of performance. Each full proposal application must contain the following required federal application forms (available from Grants.gov (http://www.grants.gov)) and adhere to page limits indicated for each category, unless otherwise noted below:

- SF-424 - Application for Federal Assistance
- SF-424A - Budget Information, Non-construction Programs
- SF-424B - Assurances, Non-construction Programs
- CD-511 - Certifications Regarding Lobbying
- SF-LLL Disclosure of Lobbying Activities: (if applicable)
- Project Summary (described below, 2 pages or less);
- Project Narrative (described below, 10 pages or less);
- Data Sharing Plan (described below, 2 pages or less);
- Budget Narrative (described below, 6 pages or less);
- Curriculum vitae or résumé of the primary project personnel (2 pages or less per person);
- Maps with any site location(s) highlighted (no page limit);
Photographs of targeted debris (no page limit);
- Letter(s) documenting partner support (no page limit);
- Indirect cost rate agreement, if applicable (no page limit); and
- Other relevant attachments important to the overall understanding and evaluation of the proposed project, such as summaries of regional marine debris action plans, or documentation about any permits necessary to perform the project (20 pages or less).

1. Project Summary (2 pages or less):

A brief project summary must include the following components:

a) Applicant Organization;
 b) Project Title;
 c) Principal Investigator(s) Name, Address, Telephone Number and Email Address;
 d) Project Location: list the geographic area(s) in which the project will be implemented;
 e) Funding: federal funds requested and non-federal match anticipated;
 f) Project Description: clearly state the purpose of the project and the specific marine debris issue being addressed; summarize planned activities; identify the target audience; identify NOAA trust resources that are likely to benefit; and indicate the duration of the project; and
 g) Project Outcomes: briefly describe the anticipated products and outcomes the project may be expected to produce and an associated timeline. Include a description of how project activities will reduce debris, encourage changes in behaviors, raise awareness through education and outreach, and/or ensure prevention measures will remain in place following the completion of the funded project period.

2. Project Narrative (10 pages or less).

When writing the project narrative, applicants should understand the components of the evaluation criteria (see Section V.A. "Evaluation Criteria" in this announcement), as they explain how proposals will be scored for the application to be competitive. The project narrative is limited to 10 pages and should give a clear presentation of the proposed work. Generally, the project narrative should include:

a) Introduction: a summary of why the prevention priority chosen for the grant is important. Please discuss how the proposed project will prevent marine debris, engage the target audience, and make broader contributions to the marine debris field. Include the type or categories of marine debris to be addressed (e.g., derelict fishing gear, land-based litter, etc.), the behaviors to be changed, and/or the proposed approaches to be employed. Include a
justification for the chosen target audience, debris type, and study area/region of interest.

b) Description: a description of the type or category of marine debris to be addressed (e.g., derelict fishing gear, land-based litter, etc.), any education and/or outreach method(s) to be implemented, the target audience, the behaviors to be changed, and the proposed approaches for prevention. Proposals should include a robust evaluation plan to assess the potential for long-term changes in the target audience’s actions as a result of the project’s activities; clearly demonstrate the benefits expected to living marine resources, habitat, and/or navigation safety as a result of the project’s activities; demonstrate why the selected action(s) will benefit marine resources and reduce any barriers that currently exist (e.g., lack of access to waste receptacles or alternatives to single-use items); and describe how the project is innovative. The description should also clearly describe the potential benefits the project may have on NOAA trust resources and coastal communities.

Describe the community involvement in the project, such as contributions from community partners, volunteer opportunities, citizen participation, education/outreach/stewardship plans, and efforts to disseminate information on project goals, results, and/or the sources of project funding and support. Community participation may include direct involvement in project activities, involvement in marine debris prevention and education activities, hands-on training, cash contributions, or donation of in-kind goods and services such as boat time, and/or monitoring activities undertaken by volunteers or work crews. Letters demonstrating such participation should be included in the application.

Applicants should indicate whether the proposed project is part of a larger, ongoing effort or is otherwise prioritized in any existing regional or national, publicly vetted programs, priorities or strategic plans (e.g. National Estuary Program or NOAA Habitat Focus Area sites, the Great Lakes Marine Debris Action Plan, the Virginia Marine Debris Reduction Plan, the Hawai‘i Marine Debris Action Plan, the Oregon Marine Debris Action Plan, the Washington Marine Debris Action Plan, the Florida Marine Debris Reduction Guidance Plan, the Southeast Marine Debris Action Plan, the Gulf of Maine Marine Debris Action Plan, the Gulf of Mexico Alliance Regional Action Plan, California Ocean Litter Prevention Strategy, etc.). Proposal narratives should explicitly list or otherwise cite such documents for verification purposes, including the page number if referencing a specific action or issue within the plan.

c) Project Location: Provide maps, exact coordinates of any on-the-ground work, and the time of year that on-the-ground activities will take place in each location. Be as specific as possible. If exact locations are unknown at the time of application, describe project locations in as much detail as possible.
d) Project Implementation Timeline and Milestones: Describe the anticipated project duration and the timeline and milestones for completing all project objectives.

e) Objectives and Goals: Describe short and long-term objectives and goals including the expected results and potential performance measures that will be used to track the success of the project. Describe how the project will benefit NOAA trust resources. If the project uses an existing educational curriculum, describe the focus of the curriculum and how it will be used in the project. Indicate whether the proposed project is part of an ongoing marine debris regional action plan (if so, cite which plan). Proposals should clearly describe a project evaluation plan that outlines how the identified type or category of debris will be prevented and methods for the continuation of said prevention approaches after the grant period concludes.

f) Permits and Consultations: Applicants must demonstrate that they have the legal authority to conduct the project activities within the proposed project area, and understand what permitting requirements exist for work to be conducted as described in the proposal. To provide assurance that the project will expeditiously meet environmental compliance and permitting requirements, projects that would require permits and consultations should list all necessary permits required to complete the project. This should include the appropriate contact information for each permitting agency, permit status, and documentation of all secured permits.

Letters of commitment are required from relevant landowners for projects on private land or from relevant resource agency personnel for projects on public, permanently protected land. Letters of commitment should provide assurance that the project is supported, and will be maintained for its intended purpose, if applicable. Documentation of plans for long-term project management should also be included, if applicable.

Applicants should note, the National Environmental Policy Act (NEPA) requires NOAA to analyze a project's potential environmental impacts, hence applicants are required to provide as much detailed information as is reasonable on the project's activities in the Project Narrative sections above. To this end, and to support NOAA's environmental analysis, applicants should include details about site locations, species and habitat(s) to be affected, on-the-ground project activities and processes proposed, the time of year that work will take place, and any environmental concerns that may exist (e.g., the use of and/or disposal of hazardous or toxic substances, potential introduction of non-indigenous species, impacts to endangered and threatened species, impacts to coral reef systems). See Section VI.B.10 for further detail on the NEPA process and requirements for applicants.
g) Organizational Structure and Project Staff: Describe the organizational structure of the applicant, and the qualifications of project staff. Describe the level of staff experience and qualifications in managing grants and implementing projects that address marine debris; this includes any relevant sub-contractors conducting project work. If applicable, describe any previous NOAA involvement in and/or support for the project and include name(s) of any relevant NOAA staff. Examples of successfully implemented past projects, or the organization’s experience successfully managing federal grants should be provided. If project staff have no specific examples to provide, applicants will be evaluated on their potential to effectively manage and oversee all project phases, demonstrated by education, training, and/or experience of primary project participants.

h) References Cited: This section should include all references to source materials cited within the Project Narrative, if applicable. Please follow any accepted scholarly format for citations that includes authors’ names, year of publication, article and journal (or chapter and book) title, volume number, and page numbers. The Reference Cited section is not included in the 10-page limit but should include bibliographic references only (i.e., no additional parenthetical information), and can be included as either a separate attachment or part of the Project Narrative.

3. Data Management Plan (2 pages or less)

Proposals must include a Data Management Plan of up to two pages describing how environmental data and information collected or created under an award made through this competition will be made discoverable by and accessible to the general public. Such data must be made available in a timely fashion (typically within two years), and should be free of charge or at no more than the cost of reproduction.

The Data Management Plan should be aligned with the Data Management Guidance provided by NOAA in Section VI.B.9. below. The contents of the Data Management Plan (or absence thereof), and past performance regarding such plans, will be considered as part of the proposal review. A typical plan should include descriptions of the types of environmental data and information expected to be created during the course of the project (e.g., outreach materials distributed, volunteer hours worked, number of students that participate in educational programs, etc.); the tentative date by which data will be shared; the standards to be used for data/metadata format and content; methods for providing data access and the medium by which the data will be shared; approximate total volume of data to be collected; and prior experience in making such data accessible. A sample Data Management Plan may be found at: https://marinedebris.noaa.gov/proposal-
4. Budget Justification (6 pages or less)

Applicants are highly encouraged to follow NOAA’s Budget Narrative Guidance document to ensure the appropriate content and format is provided with the proposal. This document can be found at: http://www.ago.noaa.gov/grants/training.html

The Budget Justification should include both a narrative and a summary budget table that lay out and describe each line item’s various costs in as much detail as is reasonable. For clarification and simplicity, the Budget Justification narrative should be organized using the object classes in the order that they appear on the SF424A. Include detailed descriptions of all cost justifications for both federal funds and any cost sharing or matching funds (cost share or matching funds should be described in the same level of detail as the federal funds). The amounts described in the Budget Justification narrative and summary table must match the dollar amounts on all required forms. The summary budget table does not count toward the 6 page limit.

The Budget Justification narrative should also indicate if the proposal has been submitted for funding consideration elsewhere, what amount has been requested or secured from other sources, and whether the funds requested/secured are federal or non-federal. The source of any matching funds, including applicant or third party in-kind contributions, should be explained. If funding will be used to complete part of a larger project, the Budget Justification should describe the overall budget for the entire project to allow NOAA to make an informed determination of a project’s readiness and cost-benefit ratio. Any funding other than the federal funds requested and proposed cost share or match should be considered additional leverage.

Applicants should ensure personnel roles (including hours and costs by task) are clearly explained and allocable to the project. For projects that will carry out project monitoring activities, applicants should separate out monitoring or post-project evaluation costs so that NOAA can evaluate the cost-effectiveness and efficiency of those activities. If sub-awards are part of the proposal, describe the process that will be used to identify recipients and justification for that process.

The Budget Justification narrative should also indicate if the applicant is requesting a waiver of all match requirements, as outlined above in Section III.B. "Cost Share or Matching Requirement." As previously stated, in accordance with 48 U.S.C. 1469a(d), NOAA has waived the requirement for local matching funds to the insular areas (up to $200,000)
defined above in Section III.B.

NOAA assesses budgets to determine the reasonableness, necessity, and adequacy of proposed costs for accomplishing the project objectives, and performs a cost analysis to assure that costs are reasonable, allowable, and allocable in accordance with applicable federal cost principles. NOAA MDP may recommend funding only specific components of a project, as such applicants should describe the extent to which project activities can be scaled up or scaled down.

Requests for equipment (any single piece of equipment costing $5,000 or more) should be strongly tied to achieving the project’s stated goals, and a comparison with rental costs should be provided to justify the need to purchase. In general, funding requests for equipment purchases such as vehicles, boats, and similar items will be a low priority. Refer to Section IV.F.2. regarding indirect costs in the budget.

5. Other Application Submission Information

Applicants should not assume NOAA has any prior knowledge relative to the merits of the project described in the proposal. As such, proposals should be written with an appropriate level of detail. Detailed maps of project activities, photographs of the targeted debris/project site characteristics, summaries of project designs, and letters of support from project partners (especially those partners critical to the success of the project) are strongly encouraged and do not count toward the Project Narrative page limit. Letters of support from local and state governments and Congressional representatives are also helpful in demonstrating support for the project. Such supplementary information should be combined and submitted as a single file in the Grants.gov (http://www.grants.gov) application.

Participant safety is critically important during project implementation. Proposals should demonstrate meaningful consideration for the safety of project participants during project activities. It should be noted that all funded projects will be required to have a written safety plan governing all project-related activities, especially regarding the safety and management of interns and volunteers. The safety plan should consider safety at all project sites during and after project implementation and take into account potential safety concerns for current and future uses of the project site.

If a project requires scuba diving or the use of surface-supplied air, it is the responsibility of the recipient organization to ensure that divers are qualified and trained to a level commensurate with the type and conditions of the diving activity being undertaken. The organization must describe their capacity (appropriate insurance, safety policies, etc.) to
effectively oversee all proposed diving activities in the proposal. All diving activities must meet, or be specifically exempted from, OSHA guidelines. Assuming all other relevant safety conditions are satisfied, divers that are not advanced divers may perform only simple activities, such as underwater surveys and/or removal of light, non-entangling objects. Advanced divers are divers with advanced diving training for the proposed tasks and in compliance with OSHA guidelines. Snorkeling activities are similarly restricted, in that snorkelers should complete only simple activities such as surveys and removal of light, non-entangling objects. Furthermore, it is the responsibility of the recipient to ensure that any diving activities under this award meet, at a minimum, all applicable federal, state, and local laws and regulations pertaining to the type of diving being undertaken.

Activities that should be performed only by advanced divers include but are not limited to the following:

- Using hand tools or moving or lifting heavy objects where the tools or objects weigh more than 25 pounds underwater;
- Performing underwater tasks that require substantial physical exertion;
- Using lift bags; and
- Underwater removal of potentially entangling debris, such as nets, crab or lobster pots, or fishing line.

Files uploaded to Grants.gov (http://www.grants.gov) should not have any special characters in the filename (example: &,.*,%,/,' -), and filenames should be limited to less than 50 characters.

C. Unique Entity Identifier and System for Award Management (SAM)

To enable the use of a universal identifier and to enhance the quality of information available to the public as required by the Federal Funding Accountability and Transparency Act, 31 U.S.C. 6101 note, to the extent applicable, any proposal awarded in response to this announcement will be required to use the System for Award Management (SAM), which may be accessed online at https://www.sam.gov. Applicants are also required to use a unique entity identifier, as described in OMB guidance published at 2 CFR Parts 25.

Applicants must be registered in the System for Award Management (SAM) in order to apply via Grants.gov and to be funded by NOAA. Applicants must: (1) Be registered in the federal System for Award Management (SAM) before submitting an application; (2) provide a valid unique entity identifier on an application; and (3) continue to maintain an active SAM registration with current information at all times during which it has an active federal award or an application or plan under consideration by a federal awarding agency. The
federal awarding agency may not make a federal award to an applicant until the applicant has complied with all applicable unique entity identifier and SAM requirements. If an applicant has not fully complied with the requirements by the time the federal awarding agency is ready to make a federal award, the federal awarding agency may determine that the applicant is not qualified to receive a federal award and use that determination as a basis for making a federal award to another applicant.

Follow the instructions on Grants.gov to obtain a unique entity identifier. Applicants may use a Data Universal Number System (DUNS) number, and can receive a DUNS number at no cost by calling the dedicated toll-free DUNS Number request line at 1-866-705-5711 or online at http://fedgov.dnb.com/webform. The applicant organization's Employer Identification Number (EIN) will be needed on the application form.

Applicants should allow a minimum of several weeks to complete each of these registration processes. Registrations may need to be periodically renewed.

D. Submission Dates and Times

WE STRONGLY RECOMMEND APPLICANTS BEGIN THE APPLICATION SUBMISSION PROCESS EARLY. THE NOAA MDP WILL NOT ACCEPT LATE SUBMISSIONS. APPLICANTS ARE STRONGLY ADVISED TO SUBMIT IN ADVANCE OF THE DEADLINE. PLEASE PLAN ACCORDINGLY.

Letters of Intent must be submitted as an e-mail attachment to grants.marinedebris@noaa.gov by 11:59 pm EDT on November 5, 2019. Please put "FY2020 Marine Debris Prevention Letter of Intent (LOI)" in the email subject heading. Do not direct questions to this email address; see Section VII below.

Full proposals may only be submitted if invited by the NOAA MDP. Full proposals must be received and validated by Grants.gov, postmarked, or provided to a delivery service on or before 11:59 p.m. Eastern time, February 7, 2020.

Please keep in mind that acquiring a DUNS number and the registration processes for SAM.gov and Grants.gov may take as long as several weeks and may affect your submission timeline (see Sections IV.C. and IV.G. of this announcement).

No fax or email applications will be accepted. Applications submitted via the U.S. Postal Service must have an official postmark; private metered postmarks are not acceptable. PAPER APPLICATIONS RECEIVED LATER THAN 5 BUSINESS DAYS FOLLOWING THE CLOSING DATE WILL NOT BE ACCEPTED. Applicants are responsible for
tracking their own applications.

For all applicants, adequate time must be factored into applicant schedules for delivery of the application. Volume on Grants.gov is at times extremely heavy. Applicants may submit in paper format according to the requirements of this announcement. Applicants submitting a paper application should allow adequate time to ensure it will be received on time.

Applications that have been submitted to other NOAA grants programs or as part of another NOAA grant may be considered under this solicitation.

E. Intergovernmental Review

Applications for federal financial assistance are subject to the provisions of Executive Order (EO) 12372, "Intergovernmental Review of Federal Programs." All applications for funding under this competition are required to complete item 19 on the SF-424 regarding clearance by the State Single Point of Contact (SPOC) established as a result of EO 12372. To find out about and comply with a State's process under EO 12372, the names, addresses, and phone numbers of participating SPOCs are listed in the Office of Management and Budget's home page at https://www.whitehouse.gov/wp-content/uploads/2019/02/SPOC-February-2019.pdf.

F. Funding Restrictions

1. Allowable Costs

Funds awarded cannot necessarily pay for all the costs that the recipient might incur in the course of carrying out the project. Generally, costs that are allowable include salaries, equipment, and supplies, as long as these are "necessary and reasonable" specifically for the purpose of the award. Currently, allowable costs are determined by reference to 2 C.F.R. 200, "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards." All sub-awards are also subject to these federal cost principles. Award recipients are subject to 2 C.F.R. 200.317-.326 when implementing contracts under an award.

Pre-award costs are allowable only with the written approval by NOAA under 2 C.F.R. 200.458 except to the extent allowed for research awards under 2 C.F.R. 200.308(d)(4). Any pre-award costs incurred before the NOAA Grants Office provides a notice of award are at the applicant's own risk. Typically, the earliest date for receipt of awards will be September 1, 2020. Applicants should consider this award timing when developing plans for proposed project activities.
2. Indirect Costs

The budget may include an amount for indirect costs if the applicant has an established indirect cost rate with the federal government. Indirect costs are essentially overhead costs for basic operational functions (e.g., lights, rent, water, insurance) that are incurred for common or joint objectives and therefore cannot be identified specifically within a particular project. Applicants with approved indirect cost rates may propose a portion or all of their indirect costs as match, since the valuation of such costs has already been federally-approved and documentation is readily available.

A copy of the current, approved negotiated indirect cost rate agreement with the federal government should be included with the application. If an applicant has not previously established an indirect cost rate with a federal agency they may choose to negotiate a rate with the Department of Commerce or use the de minimis indirect cost rate of 10% of Modified Total Direct Costs (as allowable under 2 C.F.R. §200.414). The negotiation and approval of a rate is subject to the procedures required by NOAA and the Department of Commerce Standard Terms and Conditions Section B.06. The NOAA contact for indirect or facilities and administrative costs is: The NOAA contact for indirect costs is Lamar Revis, Grants Officer, NOAA Grants Management Division; lamar.revis@noaa.gov.

G. Other Submission Requirements

Electronic submission is encouraged. Applications should be submitted through Grants.gov (http://www.grants.gov). To use Grants.gov, applicants must have active Grants.gov registration, a DUNS or other valid unique identifier number, and be registered with SAM.gov (as described in Section IV.C). Applicants should note that it may take up to several weeks for first time users to register with each of these systems. Even if an applicant has registered with each of these systems previously, renewing, updating or reactivating accounts are required prior to proposal submission, and may take some time to complete. Grants.gov will not accept submissions if the applicant has not been authorized or if credentials are incorrect. Authorizations and credential corrections can take several days. For further information please visit http://www.sam.gov. See also 2 C.F.R. 25.

Users of Grants.gov will be able to download a copy of the application package, complete it off line, and then upload and submit the application via the Grants.gov site. If an applicant has problems downloading the application forms from Grants.gov, contact Grants.gov Customer Support at 1-800-518-4726 or support@grants.gov.

The Grants.gov validation process for a submitted application can take up to two business days to complete following submission through Grants.gov. After submission, Grants.gov
will send a series of e-mail notifications (potentially for up to two business days) indicating the application’s status and whether NOAA’s system has received your application. Only validated applications are sent to NOAA for review. Please plan your time accordingly to avoid late submissions as such submissions will be rejected.

If Grants.gov cannot reasonably be used for submitting the full proposal, or internet access is not available to the applicant, a paper-copy application package (as outlined in Section IV.B. "Content and Form of Application") must be postmarked, or provided to a delivery service by 11:59 p.m. Eastern time, February 7, 2020. Mailed applications must have a tracking number and be received within 5 business days of the deadline. Please notify NOAA MDP (tom.barry@noaa.gov) by email if you are submitting a paper application. The mailing address for paper applications is:

Tom Barry, NOAA Office of Response and Restoration, ATTN: MDP Project Applications, 1305 East-West Highway, SSMC4 Rm. 10239 N/ORR5, Silver Spring, MD 20910

V. Application Review Information

A. Evaluation Criteria

LETTERS OF INTENT EVALUATION CRITERIA:

Letters of Intent will be reviewed to ascertain whether the proposal has the potential to effectively conduct marine debris prevention activities that meet the highest priorities of this announcement. These priorities include 1) developing and implementing activities to prevent a type or category of marine debris tailored to students, teachers, state or local governments, industries, or the public; 2) encouraging changes in behavior to ensure the long-term prevention of a type or category of marine debris; and, 3) engaging participants in effective, hands-on activities.

By assigning a score of 0 to 3 to each criterion, the NOAA MDP will assess whether the proposed prevention approach is appropriate, focused on marine debris issues relevant to the region, and whether the letter clearly explains how project activities will be carried out and sustained in the long term. The LOI will also be evaluated to determine the potential for the project to prevent marine debris, and the likelihood of achieving success.

Specifically, LOIs will be evaluated using the following criteria and weighting:

- The extent to which the project would address marine debris prevention activities that meet the priorities as described in this announcement. This includes the potential of the project to provide approaches to address a specific, identified marine debris issue, and
whether the project engages project participants in effective, hands-on activities. (40%)

- Whether the LOI clearly identifies appropriate goals and objectives, and whether the general timeline for the project is reasonable. Reviewers will consider the potential for the project to deliver tangible results that are measurable within the proposed time-frame and may continue following the grant period. LOIs with clear, realistic, achievable and cost-effective goals are likely to score higher on this criterion. (20%)

- Whether the proposal will implement an appropriate outreach strategy for the project. This includes whether the proposal identifies a target outreach audience and has a tailored approach to that audience; whether project activities will broaden the targeted audience’s understanding of the marine debris problem; whether the project will effectively encourage changed behaviors and environmental stewardship, and ultimately prevent marine debris from entering the environment. If a project proposes to develop a marine debris educational curriculum or other educational product, proposals should demonstrate why there is a clear need for doing so instead of using existing products. (20%)

- Does the organization demonstrate the capabilities, experience, or expertise that would lead to a successful prevention effort? Organizations demonstrating high levels of technical and administrative expertise or capability are likely to score higher on this criterion. (20%)

The NOAA MDP may use the Selection Factors described in Section V.C. below during the LOI process to determine final invitations.

FULL PROPOSAL EVALUATION CRITERIA:

Technical reviewers will assign scores to proposals ranging from 0 to 100 points based on the following five evaluation criteria and respective weights specified below. Applications that address the issues contained in these criteria are likely to be more competitive.

1. Importance and Applicability of Proposal to the Program Goals (20 points)

This criterion ascertains whether the proposed work is relevant to the goals set out by the NOAA MDP in this announcement. Applications will be evaluated based on the following:

Project Priorities (5 points)

- Does the proposal clearly identify/target a type or category of marine debris, or address a
specific marine debris issue within the coastal United States and Territories (as described in Section I.B)?

- Will the project implement a creative or practical approach to prevention or reduction (as described in Section I.B)?

- Is there a high likelihood the project will prevent the targeted marine debris type (as defined in Section I.B.)?

- Are there likely to be long-lasting results?

- Does the proposal justify the targeted debris/audience and fully describe the overall strategy, methods, barriers and long-term prevention measures (as described in Section I.B.)?

Project Participants (10 points)

- Does the project meaningfully involve students, teachers, state or local governments, industries, elected officials, and/or the public?

- Does the project engage project participants in effective, hands-on activities?

Project Relevance (4 points)

- Does the proposal address a marine debris issue and/or priority habitat that is identified in an existing regional or national, publicly vetted program, priority or strategic plan?

Program or plan examples include, but are not limited to: the National Estuary Program or NOAA Habitat Focus Area sites, the Great Lakes Marine Debris Action Plan, the Virginia Marine Debris Reduction Plan, the Hawai‘i Marine Debris Action Plan, the Oregon Marine Debris Action Plan, the Florida Marine Debris Reduction Guidance Plan, the California Ocean Litter Prevention Strategy, the Southeast Marine Debris Action Plan, the Gulf of Maine Marine Debris Action Plan, the Gulf of Mexico Alliance Regional Action Plan, etc. Check your region’s page on the NOAA Marine Debris Program website (https://marinedebris.noaa.gov/your-region) for a regional Marine Debris Action Plan.

Project types (or even specific projects) that are mentioned and/or prioritized in the above, or
similar, plans will score higher on this criterion.

Data Management (1 point)

- Does the proposal include a Data Management Plan?

If so, does it describe how data collected during the project will be made accessible and independently understandable to general users in a timely manner, in compliance with Data Management requirements described in Section VI.B.9?

2. Technical/Scientific Merit (20 points)

This criterion assesses whether the approach is technically sound and if the methods are appropriate, and whether there are clear project goals and objectives. Applications will be evaluated based on the following:

Project Description / Environmental Compliance (5 points)

- Does the application include detailed information on the expected species that may be encountered in the overall project area and affected by project activities, a descriptive project timeline, and a description of any proposed fieldwork or other on-the-ground activities to be implemented? Sections IV.B.2. and VI.B.10 detail complete project description requirements and environmental compliance considerations.

- Does the applicant provide assurances that implementation will meet all federal, state, and local environmental laws?

Where applicable, applications submitted with the above information, along with evidence of completed environmental assessments, completed consultations and/or secured permits, and that demonstrate the proposed project activities are legally permissible in the project area are likely to score higher on this criterion.

Project Goals and Objectives (5 points)

- Does the proposal clearly identify its overall goals and objectives? Reference Section IV.B.2.
- Are the timelines for the project reasonable and in line with the award period guidelines described in Section II.B?

Project Performance (5 points)

- Will the applicant be able to deliver tangible, specific results that are measurable within the proposed time-frame?

Those applications that demonstrate ways to measure prevention project outcomes are likely to score higher on this criterion.

Project Methods (5 points)

- Are the proposed methods and overall project strategies adequately described and appropriate to achieve project goals?

- Is safety addressed in the proposal?

3. Prevention Criteria (30 points)

This criterion assesses whether the proposed activities provide a focused strategy to reduce debris, encourage changes in behaviors, raise awareness through education and outreach, and/or ensure prevention measures will remain in place following the completion of the funded project period. Strategies that identify the target audience to prevent the targeted type of marine debris and clearly explain how this will be executed will score high in this criterion. Applications will be evaluated based on the following:

Target Audience (10 points)

- Does the project identify a target audience (students, teachers, industries, or the public) for prevention efforts?

- Does the project involve veterans, minority-serving institutions, or entities that work in underserved areas?
Public Outreach (10 points)

- Is there an appropriate and effective level of public outreach to be conducted about the project’s goals and accomplishments?

- Does the proposal include the project’s outreach plan?

Proposals that thoroughly describe the outreach plan for promoting the project activities and accomplishments to a broader audience, including methods to disseminate information on project goals, results, project partners and their roles, sources of funding and other support provided will score higher on this criterion.

Audience Engagement (10 points)

- Will the project effectively engage the target audience?

- Will project activities broaden the targeted audience’s understanding of the marine debris problem?

- Will the project effectively encourage awareness, long-term stewardship and conservation ethics among participants?

- Is the project likely to lead to long-term behavior change and, ultimately, marine debris prevention?

If a project proposes to develop a marine debris educational curriculum or other educational product, proposals should demonstrate why there is a clear need for doing so instead of using existing products.

4. Overall Qualifications of Applicants (15 points)

This criterion ascertains whether the applicant possesses the necessary experience, training, facilities, and administrative resources to accomplish the project. Applications will be evaluated based on the following:

Applicant Technical Qualifications (5 points)
- Do the applicant and any project partners have the ability and expertise (or the potential) to conduct the scope and scale of the proposed work?

This should be indicated by the qualifications, planning, and/or past experience of applicants and any project partners in designing, implementing, and effectively managing marine debris prevention projects.

Applicant Administrative Qualifications (5 points)

- Does the applicant have the capacity to administer the award?

This includes the facilities and/or administrative resources and capabilities that are available to the applicant to support and successfully manage grant responsibilities.

Community Support and Engagement (5 points)

- Does the proposal demonstrate strong community support for the project, as reflected by the diversity, strength and involvement of project partners and/or local entities?

- Are project partners likely to broaden the project’s impact?

- Does the proposal include letters of support from project partners, state or local governments, members of Congress, relevant landowners or regulators, or relevant resource agency personnel familiar with the issue?

- Do those letters offer specific financial or in-kind commitments for project activities described in the proposal?

For projects that rely on partnerships to successfully accomplish the work, letters from such partners are important to demonstrate they are willing and able to participate as described in the proposal. For example, for projects that intend to work with school groups, this includes letters from teachers or administrators, or if the project takes place within a protected or otherwise managed public area, a letter of commitment from the appropriate resource management agency is required.
5. Project Costs (15 points)

This criterion evaluates the budget to determine if it is realistic and commensurate with the project needs and timeframe. Applications will be evaluated on the following:

Project Budget Composition (5 points)

- Is the overall budget realistic, enabling the applicant to effectively and successfully meet all proposed objectives with the funding requested?

- Is the overall budget reasonable, including only those costs necessary to effectively and successfully meet all proposed objectives?

Applications that don’t identify a specific issue or project propose to use NOAA funds to expand an organization’s day-to-day administrative activities are unlikely to score high under this criterion.

Project Budget Organization (4 points)

- Does the budget justification narrative contain a sufficient level of detail for both federal and non-federal shares, as required in Section IV.B.?

- Does the overall budget describe both the federal and non-federal funding needs for all required project implementation and administration activities?

- Does the applicant include a summary budget table?

- Are the narrative and summary table organized by SF-424A object classes?

Proposals with detailed Budget Narratives that follow the format of NOAA’s Budget Narrative Guidance document (link is provided in Section IV.B.) are likely to score higher on this criterion.

Funding Need (2 points)

- Does the proposal demonstrate a critical need for NOAA funding and support?
Non-federal Match Requirement (4 points)

- Is the federal funding request matched by at least the same amount of non-federal contributions?

Matching contributions should improve cost-effectiveness and further encourage partnerships among government, industry, and academia. Applicants that document match that has already been secured (or provide a justified waiver) are likely to score higher on this criterion.

Applicants can include all matching contributions allocated to their project, however no extra points in this merit review are given for match above the 1:1 requirement.

As mentioned, the Marine Debris Act requires a non-federal cost-share at a minimum 1:1 ratio, except for those proposals eligible for a waiver. Section III.B. of this announcement ("Cost Sharing or Matching Requirements") describes the conditions for waiving the match requirement (or part of the match requirement if some match is able to be secured). In addition to the conditions described in Section III.B., a justified waiver generally demonstrates unusual hardship on and meaningful attempts by the applicant to secure 1:1 matching contributions or cost-share partnerships. Applicants should make every effort to meet the match requirement. Match waivers are not common, and are approved at NOAA’s discretion. (4 points)

B. Review and Selection Process

Letters of Intent and full proposal applications will be screened to determine if they are eligible, complete, and responsive to this funding announcement. NOAA, in its sole discretion, may continue the review process for an application with omitted documentation or a minor administrative discrepancy that can be easily rectified or cured. Eligible proposals will then undergo a technical review, ranking, and selection process.

For applications for projects in areas severely affected by natural disasters or severe weather events, NOAA in its sole discretion may allow late submissions, or accept full applications for review without the need for a Letter of Intent submission or an invitation from NOAA. Any applicants in project areas severely affected by such events and who are unable to comply with competition deadlines but are interested in submitting a proposal for consideration must inform the agency, in writing, of the circumstances and location of the project and contact the NOAA point of contact listed in Section VII to discuss submission options. Applications will not be accepted under any circumstances once proposal review has begun.
Letters of Intent and full proposal applications will undergo a technical merit review where they will be evaluated by at least three professionally and technically qualified reviewers according to the evaluation criteria and weights described in this announcement (see Section V.A.). Reviewers may include NOAA officials, officials from other federal agencies and state agencies with subject matter expertise, (e.g., coastal management agencies and fish and wildlife agencies), and other private and public sector experts. Proposals may be organized into distinct review groups (e.g. based on geography, debris type, project type, or some combination thereof), with reviewers assigned to one or more review groups. Each reviewer will evaluate their assigned proposals and provide individual scores, comments, and/or recommendations. Reviewers may discuss applications with each other, but if more than one non-federal reviewer is involved, scoring will be on an individual basis and no consensus advice will be given. Once complete, reviewer comments, project scores, and a rank order for each review group will be presented to the NOAA MDP Selecting Official. Based on the results of the technical merit review, the Selecting Official may recommend proposals for funding to the NOAA Grants Management Division based on those review group rankings. The Selecting Official may recommend proposals for funding out of rank order if justified by any of the selection factors listed below in Section V.C. The Selecting Official may not recommend proposals for funding from all review groups, and conversely, may select multiple awards from the same review group if it is determined they are higher quality proposals.

After the technical merit review is complete, NOAA may conduct a secondary panel review to determine which top-ranked proposals best meet the program’s objectives and priorities (Sections I.A. and I.B.). The panel would be comprised of federal employees and may convene in person, by telephone, or video conference. The panel would be presented with the top ranked applications (based on the results of the technical merit review), technical review scores, and comments for each application. The panel would then rate all top ranked proposals on the following scale:

- 3 (Excellent) - Application exceptionally addresses program priorities outlined in Section I.A. and I.B., and was highly responsive to Evaluation Criteria;
- 2 (Good) - Application partially addresses program priorities outlined in Section I.A. and I.B. and was strongly responsive to Evaluation Criteria; or
- 1 (Fair) - Application marginally addresses program priorities outlined in Section I.A. and I.B. and was moderately responsive to Evaluation Criteria.

The panel review rating would then be presented to the Selecting Official in order to determine which applications should be recommended to the NOAA Grants Management
Division. The Selecting Official may recommend proposals for funding out of the panel review’s rank order if justified by any of the selection factors listed below in Section V.C.

Following both the LOI merit review as well as prior to any award being made, applicants may be provided reviewer feedback and other guidance, may be asked to modify objectives, work plans or budgets, and may be requested to provide supplemental information required by the agency. NOAA may select all, some, or none of the applications, or part of any application, ask applicants to work together or combine projects, defer applications to the future without a recompetition, or reallocate funds to different funding categories, to the extent authorized. The exact amount of funds to be awarded, the final scope of activities, the project duration, and specific NOAA cooperative involvement with the activities of each project will be determined in pre-award negotiations among the applicant, the NOAA Grants Office, and NOAA program staff.

The NOAA Grants Officer will review financial and grants administration aspects of a proposed award, including conducting an assessment of the risk posed by the applicant in accordance with 2 C.F.R. 200.205. In addition to reviewing repositories of government-wide eligibility, qualifications or financial integrity information, the risk assessment conducted by NOAA may consider items such as the financial stability of an applicant, quality of the applicant's management systems, an applicant's history of performance, previous audit reports and audit findings concerning the applicant and the applicant's ability to effectively implement statutory, regulatory, or other requirements imposed on non-federal entities. Upon review of these factors, if appropriate, specific award conditions that respond to the degree of risk may be applied by the NOAA Grants Officer pursuant to 2 C.F.R. 200.207. In addition, NOAA reserves the right to reject an application in its entirety where information is uncovered that raises a significant risk with respect to the responsibility or suitability of an applicant. The final approval of selected applications and issuance of awards will be by the NOAA Grants Officer. The award decision of the Grants Officer is final.

Applicants may submit comments to the Federal Awardee Performance and Integrity Information System (FAPIIS), accessible from the System for Award Management, about any information included in the system about their organization for consideration by the awarding agency. NOAA will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205.

C. Selection Factors

The proposals will be recommended in the rank order unless the selection of a proposal
out of rank order is justified based on one or more of the following factors:

1. The availability of funding
2. The balance/distribution of funds:
   a. Geographically
   b. By institution type
   c. By partner type
   d. By habitat type
   e. By debris type
3. Duplication of other projects funded or considered for funding by NOAA, partner organizations, and/or other federal agencies
4. Program priorities and policy factors as set out in Sections I.A. and I.B. of this announcement
5. The applicant's prior award performance
6. Partnerships and/or participation of targeted groups
7. Adequacy of information necessary for NOAA staff to make a NEPA determination and draft necessary documentation before recommendations for funding are made to the NOAA Grants Management Division.

Therefore, awards may not necessarily be made to the highest-scored proposals. Unsuccessful applicants will be notified that their proposal was not among those recommended for funding.

D. Anticipated Announcement and Award Dates

Successful applications generally will be identified by May 1, 2020 and notifications to all applicants are anticipated to be made as soon as possible thereafter. Typically, the earliest start date for projects will be September 1, 2020, dependent on the completion of all NOAA/applicant negotiations, NEPA analysis and documentation supporting cooperative agreement activities. Applicants should consider this timeline when developing requested start dates for proposed project activities.

VI. Award Administration Information

A. Award Notices

Successful applicants may be asked to modify objectives, work plans, and/or budgets prior to final approval of an award. The exact amount of funds to be awarded, final scope of activities, project duration, and specific NOAA substantial involvement with the activities of each project will be determined in pre-award negotiations between the applicant, the NOAA
Grants Management Division, and NOAA program staff. Projects should not be announced or initiated in expectation of federal funding until a notice of award is received from the NOAA Grants Management Division. Award notification will be made electronically from the NOAA Grants Management Division via Grants Online, NOAA’s online grants management program. The award cover page (i.e. CD-450, Financial Assistance Award), is available at http://go.usa.gov/SNMR.

B. Administrative and National Policy Requirements

1. Department of Commerce Financial Assistance Standard Terms and Conditions: Successful applicants who accept a NOAA award under this solicitation will be bound by Department of Commerce Financial Assistance Standard Terms and Conditions. See http://www.osec.doc.gov/oam/grants_management/policy/documents/Department%20of%20Commerce%20Standard%20Terms%20Conditions%2030%20April%202019.pdf. This document will be provided in the award package in Grants Online and can also be found at http://www.ago.noaa.gov. If the Department of Commerce publishes revised Standard Terms and Conditions prior to issuance of awards under this solicitation, the revised Standard Terms and Conditions will apply.

2. Special Award Conditions: In addition, award documents provided by the NOAA Grants Management Division in the Grants Online award package may contain special award conditions limiting the use of funds for activities that have outstanding environmental compliance requirements and/or stating other compliance requirements for the award as applicable, such as the required use of the NOAA Marine Debris Program Performance Progress Report approved by OMB under control number 0648-0718 for submitting semi-annual progress reports.


4. Department of Commerce (DOC) Pre-Award Notification Requirements: The Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements contained in the Federal Register notice of December 30, 2014 (79 FR 78390), are applicable to this solicitation. These may be accessed online at http://www.gpo.gov/fdsys/pkg/FR-2014-12-30/pdf/2014-30297.pdf.

5. Access to Information: In the event that an application contains information or data that
you do not want disclosed prior to award for purposes other than the evaluation of the application, you should mark each page containing such information or data with the words "Privileged, Confidential, Commercial, or Financial Information - Limited Use" at the top of the page to assist NOAA in making disclosure determinations. DOC regulations implementing the Freedom of Information Act (FOIA), 5 U.S.C 552, are found at 15 C.F.R. Part 4, which sets forth rules for DOC to make requested materials, information, and records publicly available under FOIA. The contents of funded applications may be subject to requests for release under the FOIA. Based on the information provided by you, the confidentiality of the content of funded applications will be maintained to the maximum extent permitted by law.

In addition, the applicant acknowledges and understands that information and data contained in applications for financial assistance, as well as information and data contained in financial, performance and other reports submitted by applicants, may be used by the Department of Commerce in conducting reviews and evaluations of its financial assistance programs. For this purpose, applicant information and data may be accessed, reviewed and evaluated by Department of Commerce employees, other Federal employees, and also by Federal agents and contractors, and/or by non-Federal personnel, all of whom enter into appropriate conflict of interest and confidentiality agreements covering the use of such information. As may be provided in the terms and conditions of a specific financial assistance award, applicants are expected to support program reviews and evaluations by submitting required financial and performance information and data in an accurate and timely manner, and by cooperating with Department of Commerce and external program evaluators. In accordance with 2 C.F.R. § 200.303(e), applicants are reminded that they must take reasonable measures to safeguard protected personally identifiable information and other confidential or sensitive personal or business information created or obtained in connection with a Department of Commerce financial assistance award.

6. Certifications Regarding Tax Liability and Felony Criminal Convictions: When applicable under appropriations law, NOAA will provide certain applicants a form to be completed by the applicant's authorized representative making a certification regarding federally-assessed unpaid or delinquent tax liability or recent felony criminal convictions under any federal law. See http://www.ago.noaa.gov/grants/forms.html.

7. Limitation of Liability: Funding for programs listed in this notice is contingent upon the availability of appropriations. Applicants are hereby given notice that funds may not have been appropriated yet for the programs listed in this notice. NOAA or the Department of Commerce are not responsible for direct costs of proposal preparation. Publication of this announcement does not obligate NOAA to award any specific project or to obligate any
available funds.

8. Executive Order 12866: This action has been determined to be not significant for purposes of Executive Order 12866.

9. Data Management Guidance:
   (a) Environmental data and information collected or created under NOAA grants or cooperative agreements must be made discoverable by and accessible to the general public, in a timely fashion (typically within two years), free of charge or at no more than the cost of reproduction, unless an exemption is granted by the NOAA MDP. Data should be available in at least one machine-readable format (Machine-readable means the data are stored on a computer in a digital format whose structure is well described and the data can be read without the aid of a human), preferably a widely-used or open-standard format (An open-standard format is one that does not require proprietary software to be read), and should also be accompanied by machine-readable documentation (metadata), based on widely used or international standards.

   (b) Funding recipients are responsible for ensuring that data is discoverable and accessible to the general public in the required timeframes. The NOAA Marine Debris Program recommends (or requires) that public access to grant-produced data be enabled by one of the following methods (1) data hosting by the NOAA MDP; (2) the recipient establishing their own procedures and hosting capabilities for collected environmental data; or (3) hosting by another authorized organization (such as NOAA National Centers for Environmental Information). Regardless of hosting method, the recipient is responsible for collecting, managing, and appropriately structuring data and metadata. The NOAA MDP does not require any specific data format, access method, or other technical guidance beyond what is described in this section, however the use of open-standard formats and widely used methods is encouraged. The proposal budget may include reasonable costs associated with compliance with this data management guidance. The NOAA MDP encourages grantees to coordinate with NOAA staff on the best approach ways to meet this public access requirement. In some cases, as appropriate, NOAA may request project data and share/post project data on NOAA systems, potentially in addition to the agreed data sharing/access approach. The proposal may request permission not to make data publicly accessible and the proposal should explain rationale for lack of public access, and if funded to obtain approval from Responsible NOAA Official listed below).

   (c) Proposals submitted in response to this announcement must include a Data Management Plan of up to two pages describing how these requirements will be satisfied (see Section IV.B.4 above). The Data Management Plan should be aligned with the Data
Management Guidance described in this section. The contents of the Data Management Plan (or absence thereof), and past performance regarding such plans, will be considered as part of proposal review. A typical plan should include descriptions of the types of environmental data and information expected to be created during the course of the project; the tentative date by which data will be shared; the standards to be used for data/metadata format and content; methods for providing data access; approximate total volume of data to be collected; and prior experience in making such data accessible. The costs of data preparation, accessibility, or archiving may be included in the proposal budget unless otherwise stated in the Guidance.

(d) The NOAA MDP may, at its own discretion, make publicly visible the Data Management Plan (and any subsequent revisions or updates) from funded proposals, or use information from the Data Management Plan to produce a formal metadata record and include that metadata in a Catalog to indicate the pending availability of new data.

(e) Applicants are hereby advised that the final pre-publication manuscripts of scholarly articles produced entirely or primarily with NOAA funding will be required to be submitted to the NOAA Institutional Repository after acceptance, and no later than one year upon publication. Such manuscripts shall be made publicly available by NOAA one year after publication by the journal. Manuscripts submitted to the NOAA Institutional Repository must also be 508 compliant. For more information about the repository, see https://repository.library.noaa.gov/welcome.

(f) Failing to share environmental data and information in accordance with the submitted Data Management Plan may lead to disallowed costs and be considered by NOAA when making future award decisions.

(g) Information on NOAA’s Environmental Data Management Policy is available under: https://nosc.noaa.gov/EDMC/documents/Data_Sharing_Directive_v3.0.pdf

(h) The Responsible NOAA MDP Official for questions regarding this guidance and for verifying accessibility of data produced by funding recipients: Tom Barry, Management and Program Analyst, NOAA Marine Debris Program; tom.barry@noaa.gov; 240-533-0425

10. NEPA Requirements: As stated in Section IV.B., NOAA must analyze the potential environmental impacts, as required by the National Environmental Policy Act (NEPA), for applicant projects or proposals seeking NOAA funding. Detailed information on NOAA compliance with NEPA can be found at the NOAA NEPA website: http://www.nepa.noaa.gov, including NOAA Administrative Order 216-6 for NEPA
(http://www.nepa.noaa.gov/NAO216_6.pdf) and the Council on Environmental Quality implementation regulations (http://energy.gov/sites/prod/files/NEPA-40CFR1500_1508.pdf). Consequently, as part of an applicant's award package, and under their description of program activities, applicants are required to provide detailed information on the activities to be conducted, locations, sites, species and habitat to be affected, possible construction activities, and any environmental concerns that may exist (e.g., the use and disposal of hazardous or toxic chemicals, introduction of non-indigenous species, impacts to endangered and threatened species, aquaculture projects, and impacts to coral reef systems). Providing as much detailed information as is reasonable is critical to the NOAA MDP evaluating the significance of a project’s impacts and its readiness to use available funding.

Successful applications may not be recommended for funding until NOAA completes the NEPA process. In addition to providing specific information that will serve as the basis for any required impact analyses, applicants may also be requested to assist NOAA in drafting an Environmental Assessment or other NEPA analysis, or provide for NOAA review a copy of an Environmental Assessment that covers the proposed activities, if one exists, if NOAA determines that it is required. This may also be required of applicants proposing activities that cannot be categorically excluded from further NEPA analysis or that are not covered by the NOAA MDP’s Programmatic Environmental Assessment (PEA) and Finding of No significant Impact (FONSI). Applicants will also be required to cooperate with NOAA in identifying and implementing feasible measures to reduce or avoid any identified adverse environmental impacts of their proposal. Failure to do will result in denial of an application. Applicants will be notified if additional analysis is required after the peer review stage.

Special award conditions may be imposed limiting the use of funds for activities that have outstanding NEPA compliance requirements and in some cases if additional information is required after an application is selected, funds can be withheld by the Grants Officer under a special award condition requiring the recipient to submit additional environmental compliance information sufficient to enable NOAA to make an assessment on any impacts that a project may have on the environment. Projects that would require permits to complete the project should list them and include the appropriate contact information for each permitting agency, documentation of all permits already secured for the project, and an expected timeline for those permits not yet acquired.

NOAA may make funding recommendations based on the level of effort needed to fulfill NEPA requirements. The NOAA MDP PEA and FONSI can be found on the NOAA MDP website: http://marinedebris.noaa.gov/sites/default/files/mdp_pea.pdf.
It is the applicant's responsibility to obtain all necessary federal, state, and local government permits and approvals for the proposed work to be conducted. Applicants are expected to design their proposed activities to minimize the potential for adverse impacts to the environment. If applicable, documentation of requests for or approvals of required environmental permits should be included in the application package. Applications will be reviewed to ensure that they contain sufficient information to allow NOAA MDP staff to conduct a NEPA analysis so that appropriate NEPA documentation, required as part of the application package, can be submitted to the NOAA Grants Management Division along with the recommendation for funding for selected applications.

11. Minority Serving Institutions: The Department of Commerce/National Oceanic and Atmospheric Administration (DOC/NOAA) is strongly committed to increasing the participation of Minority Serving Institutions (MSIs), i.e., Historically Black Colleges and Universities, Hispanic-serving institutions, Tribal colleges and universities, Alaskan Native and Native Hawaiian institutions, and institutions that work in underserved communities.

C. Reporting

Reporting requirements are described at 2 CFR 200.327-.329, 2 CFR Part 170, and in the Department of Commerce Financial Assistance Standard Terms and Conditions. Progress and financial reports are generally due semi-annually and cover 6 month periods, however more frequent reporting may be required. Progress reports are to be submitted to NOAA via NOAA's electronic Grants Online system and are due no later than 30 days after each reporting period ends. Interim reports for the last reporting period may not be required in some cases. A final report is due no later than 90 days after the expiration date of an award. Progress reports may be required to be submitted using a specific format for narrative information. The project progress report template will be provided by the NOAA MDP. Complete details on reporting requirements will be provided to successful applicants in the award documentation provided by the NOAA Grants Management Division in the Grants Online award package. The NOAA Marine Debris Program Performance Progress Report approved by OMB under control number 0648-0718 is required for submitting semi-annual progress reports.

The Federal Funding Accountability and Transparency Act (31 U.S.C. 6101 Note) includes a requirement for awardees of applicable federal grants to report information about first-tier sub-awards and executive compensation under federal assistance awards. All awardees of applicable grants and cooperative agreements are required to report to the Federal Sub-award Reporting System (FSRS) available at www.fsrs.gov on all sub-awards over $25,000.

VII. Agency Contacts
For further information contact Tom Barry (tom.barry@noaa.gov, 240-533-0425).

VIII. Other Information

Not Applicable.