

# **FY 2002 Cooperative Agreement Solicitation for the Development of a Lamp Recycling Outreach Program**

## **Guidance for Applicants**

Instructions for submitting cooperative agreement proposals to develop a  
lamp recycling outreach program

**Deadline: June 1, 2002**

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**Office of Solid Waste Universal Waste Program**

<http://www.epa.gov/epaoswer/hazwaste/id/univwast.htm/grant.pdf>

U.S. Environmental Protection Agency

Office of Solid Waste & Emergency Response

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## **INTRODUCTION**

Congress recently appropriated funds to the Environmental Protection Agency (EPA) for the development and implementation of a lamp (light bulb) recycling outreach program to increase awareness of proper disposal methods among commercial and industrial users of mercury-containing lamps, in compliance with the Universal Waste Rule.

Mercury is a naturally occurring element commonly used by lamp manufacturers to increase the energy efficiency of the lamps they produce. Examples of these mercury-containing lamps include familiar varieties such as the fluorescent lamps commonly found in office buildings, high intensity discharge (HID) lamps, and mercury vapor lamps. While mercury is an essential component allowing lamps to operate more efficiently, it is also hazardous to humans and the environment, thus EPA categorizes mercury-containing lamps as hazardous waste under the Resource Conservation and Recovery Act (RCRA).

On July 6, 1999, (see 64 FR 36466) mercury-containing lamps were added to EPA's Universal Waste program. This program, created in 1995, (see 60 FR 25492, May 11, 1995) eases the regulatory burden on facilities that manage certain widely generated hazardous wastes, known as universal waste. The program was designed to promote the collection and recycling of these wastes. It is important that mercury-containing wastes are properly managed since incorrect disposal of these wastes can seriously threaten the health of citizens, the environment, and wildlife. Repeated exposure to large amounts of mercury can cause kidney, and nerve damage in adults and children, and neurological damage in developing fetuses. Unfortunately, many members of the industrial and commercial community do not realize that the lamps in their buildings pose such a threat, and they are unaware of acceptable methods for disposing of their lamps. As a result, illegal dumping of this hazardous waste is common. To address this issue, EPA's Cooperative Agreement for the Development of a Lamp Recycling Outreach Program will award funds to organizations creating and implementing outreach programs that educate the commercial community about the nature of mercury-containing lamps and their proper disposal.

This guidance outlines the purpose and procedures for application and award of Fiscal Year 2002 Cooperative Agreement for the Development of a Lamp

Recycling Outreach Program. The average award available under this cooperative agreement program is approximately \$500,000. Evaluation criteria for awarding cooperative agreements under this program are documented below. Electronic copies of this guidance are available from the EPA Office of Solid Waste (send e-mail to <tschursin.anna@epa.gov> or phone 703-308-8805).

**Proposals are due to Anna Tschursin on or before June 1, 2002 (contact information attached).**

## **WHAT IS THE PURPOSE OF THE COOPERATIVE AGREEMENT FOR THE DEVELOPMENT OF A LAMP RECYCLING OUTREACH PROGRAM?**

The purpose of the Cooperative Agreement for the Development of a Lamp Recycling Outreach Program is to provide financial assistance to eligible recipients for the development and implementation of a mercury-containing lamp recycling outreach program. The program will promote lamp recycling by commercial and industrial users of mercury-containing lamps, and increase awareness of proper disposal methods in compliance with Federal and State Universal Waste Rules. EPA is seeking proposals that will be effective in increasing the amount of lamps recycled in the short-term, as well as have lasting impact over the long-term.

## **WHO IS ELIGIBLE TO RECEIVE AN AWARD OF THE COOPERATIVE AGREEMENT FOR THE DEVELOPMENT OF A LAMP RECYCLING OUTREACH PROGRAM?**

The following entities are eligible for a cooperative agreement if they are a nonprofit organization that is within the 50 states, District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.

- Public authorities (Federal, State, interstate and local)
- Public agencies and institutions
- Private organizations and agencies
- Institutions and individuals

## **HOW MUCH FUNDING IS AVAILABLE?**

The average award available under this cooperative agreement program is approximately \$500,000. Three cooperative agreements will be awarded.

## **WILL EPA COMPLETELY FUND THE COOPERATIVE AGREEMENTS OR IS THERE A MATCHING REQUIREMENT?**

There is no matching requirement for this cooperative agreement program.

## **HOW MUCH TIME DO RECIPIENTS HAVE TO COMPLETE THEIR PROJECT?**

All funds received through this cooperative agreement **must be spent within seven years of the award date**. Outreach activities may extend beyond the seven-year period, however, all funds received through the agency must be used within the initial seven-year period.

## **WHAT TYPES OF PROJECTS WILL EPA FUND UNDER THIS COOPERATIVE AGREEMENT PROGRAM? AND WHAT ARE ACCEPTABLE PROGRAM ACTIVITIES?**

This cooperative agreement will support projects designed to develop and implement mercury-containing lamp recycling outreach. These programs must increase awareness of proper disposal methods with the end goal of encouraging recycling and increasing the recycling rate. Each of the following activities are considered acceptable elements for a program. The following activities are suggestive and do not limit the range of activities considered eligible under this cooperative agreement program.

### **1. Education**

Develop educational materials in accordance with the collection and treatment of hazardous waste lamps under the Universal Waste Rule

Design a comprehensive plan to run a highly visible educational outreach campaign targeting the industrial and commercial users of mercury-containing lamps

### **2. Advertising Campaign**

Develop an advertising campaign encouraging the recycling of mercury-containing lamps.

## **WHAT TYPES OF PROJECTS WILL NOT BE FUNDED UNDER THIS COOPERATIVE AGREEMENT PROGRAM?**

EPA will not fund activities designed to target house hold users of mercury-containing lamps without including industrial and commercial users in their plans

as well.

## PROJECT EVALUATION CRITERIA

1. Project Description (15 points)  
Provides a complete and clear statement of project goals, activities, budget, and detailed work plan. Budgets should include: how funds will be used, estimated cost of each task, equipment supplies, travel, etc. Work plans should include: the projected time-frame for the outreach program from initiation through completion, as well as a timeline of significant milestones and work products to be developed.
2. Sustainable, Comprehensive Integrated Outreach Program (30 points)  
Demonstrates how program will promote lamp recycling by commercial and industrial users of mercury-containing lamps, in compliance with Federal and State Universal Waste Rule provisions. Justifies the work products to be developed. Describes how each product or activity meets the program goals. Describes how your program will deliver long-term national benefit, including how you anticipate assisting the attainment of a national lamp recycling goal of 40% by 2005 and 80% by 2009.
3. Qualifications and Experience (20 points)  
Explains qualifications you have which can be applied to developing this outreach program. Details your interest in recycling. Demonstrates the availability of properly trained staff, facilities, or infrastructure to conduct the program. Demonstrates an understanding of the key audiences that need to be reached. Demonstrates an ability to develop accurate and compelling information for a wide audience. Demonstrates a history of successfully working with the private sector, state, and local government and recycling groups (business and environmental groups). Justifies that you have the capability to develop an outreach program that can continue to encourage long-term improved recycling rates even after your direct involvement is complete.
4. Project Partners/Institutionalization (15 points)  
Demonstrates an awareness of existing programs. Describes efforts to leverage resources from other project partners, including other cooperative agreement awardees, surrounding communities, nonprofits, businesses, state and federal agencies. Describes the possible role of EPA within the program. Describes how you will collaborate with other stakeholders.

(10 bonus points)

Identifies partnering organization(s) and documents the relationship with the applicant. This can be done, for example, through a letter of support, a joint statement, or principles of agreement signed by other parties

5. Measurability of Project Results (10 points)

Demonstrates the ability to quantitatively measure and document the effectiveness of your program. Explains approach to tracking and reporting results. At the end of the cooperative agreement period, should be able to provide a description of project outcomes -- i.e., What, if any was the impact on the recycling rate of your target audience?

6. Transferability (10 points)

Explains how the information and lessons learned during the project will be transferred to others in order to continue to encourage long-term improved recycling rates even after your direct involvement is complete.

## ARE THERE ANY OBLIGATORY CRITERIA THAT NEED TO BE MET?

Applicants must show how their programs will be in compliance with Federal and State Universal Waste Rule provisions.

## WHAT NEEDS TO BE INCLUDED IN THE PROPOSAL?

### Submit Project Proposal

An applicant must develop a brief project proposal of not more than 8 pages. This proposal should be sent to Anna Tschursin **by June 1, 2002**. These project proposals must contain the following information:

- A. **Cover letter** identifying project; name of organization; name, address, phone numbers, email address, and signature of project director
- B. Detailed **Work plan** (special emphasis on "Evaluation Criteria" described above including description and justification of the work products to be developed; future collaboration with stakeholders, and compliance with the Universal Waste Rule).
- C. Anticipated project outcomes (What will the project achieve? How will the project be evaluated?).
- D. Projected time-frame for outreach program from initiation through completion (includes timeline of significant milestones)
- E. Detailed **Budget Estimate** (Explain clearly how funds will be used, including estimated cost for each task, equipment, supplies, travel)
- F. **Contact person** for the project (including name, organization, phone

and email)

## HOW IS THE PROPOSAL SUBMITTED?

### Submitting Cooperative Agreement Proposal:

Mail an **unbound, ready-to-copy original proposal plus two extra copies** of the proposal; **or** preferably, an **unbound ready to copy original and a diskette** (formatted in WordPerfect or Microsoft Word).

Cooperative agreement proposals must be submitted to OSW, care of **Anna Tschursin**. Submissions should be sent to **one** of the following addresses **depending upon the mail delivery service used:**

| <b>US Postal Service<br/>(including Express and Priority Mail)<br/>mailing address</b>   | <b>All Commercial Overnight Delivery<br/>Services<br/>(Federal Express, DHL, UPS, etc.)<br/>street address</b>                                      |
|--|---|
| Anna Tschursin<br>U.S. Environmental Protection Agency<br>Ariel Rios Bldg. (MC-5303W)<br>1200 Pennsylvania Ave, NW<br>Washington, DC 20460 | Anna Tschursin<br>U.S. Environmental Protection Agency<br>Office of Solid Waste<br>2800 Crystal Drive, 7 <sup>th</sup> floor<br>Arlington, VA 22202 |

**EPA will not accept proposals submitted after June 1, 2002.** Proposals received after the June 1 deadline will be accepted if **postmarked on or before May 30, 2002.**

## HOW WILL COOPERATIVE AGREEMENTS BE REVIEWED AND AWARDED?

### Proposal Review & Selection

Awardees will be selected through a competitive process whereby proposals will be reviewed and ranked by an EPA review committee based upon the evaluation criteria. Funding decisions will be made, and notice of awardees will be sent by **June 12, 2002** to all applicants.

### Application for Federal Assistance

Once awardees are notified of their selection, their Applications for Federal Assistance must be completed and turned in to Anna Tschursin by **June 14, 2002** in order to receive funds. **It is recommended that applicants begin work on the Application for Federal Assistance even before they receive a notice of award.**

## CONTACTS

For further information, please contact the EPA Office of Solid Waste Program Manager Anna Tschursin:

703-308-8805 [phone]

703-308-8638 [fax]

Tschursin.Anna@epa.gov [e-mail]

or visit the **Office of Solid Waste Universal Waste Program website** at:

<http://www.epa.gov/epaoswer/hazwaste/id/univwast.htm/grant.pdf>