

## ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY

### EXECUTIVE SUMMARY

Federal Agency Name(s): National Marine Fisheries Service (NMFS), National Oceanic And Atmospheric Administration, Department of Commerce

Funding Opportunity Title: FY09 Hawaii Seafood Program

Announcement Type: Initial

Funding Opportunity Number: NMFS-PIRO-2009-2001645

Catalog of Federal Domestic Assistance (CFDA) Number: 11.452, Unallied Industry Projects.

Dates: Applications must be received and validated by Grants.gov on or before 5 p.m. Hawaii Standard Time on February 13, 2009. Applications submitted through Grants.gov will have a date and time indication on them. Hard copy applications will be date and time stamped when they are received. PLEASE NOTE: It may take Grants.gov up to two (2) business days to validate or reject the application. Please keep this in mind in developing your submission timeline.

Funding Opportunity Description: The National Marine Fisheries Service (NOAA/NMFS) is soliciting competitive applications for the FY09 Hawaii Seafood Program. The Hawaii Seafood Program is designed to help strengthen and to sustain the economic viability of Hawaii's fishing and seafood industry through activities that promote Hawaii fisheries products as high-quality and safe domestic seafood produced by a responsible and well-managed fishery. Projects may seek support for cooperative seafood safety research, technical assistance, and/or seafood education.

## FULL ANNOUNCEMENT TEXT

### I. Funding Opportunity Description

#### A. Program Objective

NOAA/NMFS is soliciting competitive proposals for grants and cooperative agreements to eligible applicants to promote the seafood industry in Hawaii by promoting Hawaii fisheries products as high-quality and safe domestic seafood produced by a responsible and well-managed fishery. Funded activities may include the development and implementation of scientific research and public education and outreach. Total funding available under this notice is anticipated to be approximately \$700,000. Actual funding availability for this program is contingent upon FY09 Congressional appropriations. Applicants will be selected by NOAA/NMFS on a competitive basis, as recommended by a review panel comprised of technical representatives that have expertise in the program priorities identified below.

#### B. Program Priorities

Priority will be given to projects that promote the Hawaii and the U.S. Pacific Islands fishing and seafood industries to become more competitive in the U.S. seafood market and to sustain itself by proactively addressing current and emerging concerns about the sustainability of the fishery and the safety of its seafood products. Projects that seek to increase and improve the working relationships between industry, NOAA/NMFS, the State of Hawaii, academia, and/or private sector are encouraged. Responsible parties should ensure that their proposals address one or more of the following priorities, which are listed in no particular rank order of preference (i.e., no one factor carrying a higher priority than any another). If a project meets more than one of the listed priorities, the responsible party should list first the priority that most closely reflects the objectives of the proposed project. Applicants are strongly encouraged to include the recognition of NOAA in their projects.

1. Seafood Safety Education: Projects that support the development of seafood safety education materials specific to the Hawaii and the U.S. Pacific Islands fishing and seafood industries, and the conduct of relevant workshops. Projects that educate the public on the health benefits of Hawaii seafood products. Examples of education subjects may include, but are not limited to:

- " Seafood is safe for people of all ages
- " Value of a well balanced diet which includes eating Hawaii seafood products
- " Consequences of not eating seafood

2. Providing Technical Assistance: Projects that promote seafood safety including hazard analysis of seafood including Hazard Analysis Critical Control Points (HACCP) training and sanitation training workshops important to Hawaii and the U.S. Pacific Islands.

3. Seafood Monitoring: Projects that develop rapid method technologies that enable an increased ability to detect imports vs. locally caught seafood in the U.S. Marketplace. Projects are encouraged to include, but are not limited to:

" Preventing aqua-cultured imports with banned pharmaceuticals from Asia entering Hawaii and the United States.

" Development of rapid species identification methods in restaurants, markets, etc.

" Monitoring the Hawaii market supply for product quality and safety.

" Surveys to see if Hawaii restaurants are substituting high quality Hawaii seafood for cheaper imported seafood.

4. Seafood Safety Research: Projects that address the biological, natural and/or anthropogenic chemical hazards, and development of controls in the Hawaii and U.S. Pacific Islands seafood industry. Projects are encouraged to include, but are not limited to:

" The collection of tissue samples for mercury/selenium surveys and the development of a tissue library for Hawaii Seafood species in order to use these reference tissue samples to check unknown tissues from restaurants and suppliers.

" Projects to support the development of plans, research and monitoring activities to pursue the use of selenium/mercury ratios as major criteria for mercury related risk assessments for seafood.

" Projects to support the development of plans and/or research activities to advance the use of selenium/mercury ratio as a major criterion for assessing mercury for risk consumption of seafood.

### C. Program Authority

The statutory authority for the Hawaii Seafood Program is 15 U.S.C. 713c-3(d).

## II. Award Information

### A. Funding Availability

Total funding available under this notice is anticipated to be approximately \$700,000. Actual funding availability for this program is contingent upon FY09

Congressional appropriations. Proposals in any amount may be submitted, but awards in excess of \$250,000 are unlikely. Award amounts will be determined by the proposals and available funds. There is no set minimum or maximum amount, within the available funding, for any award. There is also no limit on the number of applications that can be submitted by the same applicant; however, multiple applications submitted by the same applicant must clearly identify different projects. If an application for a financial assistance award is selected for funding, NOAA/NMFS has no obligation to provide any additional funding in connection with that award in subsequent years. Notwithstanding verbal or written assurance that may have been received, pre-award costs are not allowed under the award unless approved by the NOAA Grants Officer.

#### B. Project/Award Period

The project budget period is recommended to be 12-18 months in duration. June 1, 2009 should be used as the proposed start date. Where requested in the applicant's proposal and deemed reasonable by NOAA, a project may be approved for an extension to the award period. If an application is selected for initial funding, NMFS has no obligation to provide additional funding in connection with that award in subsequent years.

#### C. Type of Funding Instrument

Under this solicitation, NOAA will fund the projects under The Hawaii Seafood Program as grants and/or cooperative agreements. The government may be substantially involved in the issuance of cooperative agreements. This substantial involvement may include but is not limited to partnering in collaborative research and/or re-direction of research to meet regional interests. Substantial involvement may also include assisting in the development of seafood safety education materials and/or assisting in seafood safety training workshops.

### III. Eligibility Information

#### A. Eligible Applicants

Eligible applicants are individuals, institutions of higher education, other nonprofits, commercial organizations, international organizations, foreign governments, organizations under the jurisdiction of foreign governments, and state, local and Indian tribal governments. Federal agencies, or employees of Federal agencies, are not eligible to apply.

The Department of Commerce/ National Oceanic and Atmospheric Administration (DOC/NOAA) is strongly committed to broadening the participation of historically black colleges and universities, Hispanic serving institutions, tribal colleges and universities, and institutions that work in underserved areas. The Hawaii Seafood Program encourages proposals involving any of the above institutions.

#### B. Cost Sharing or Matching Requirement

No cost sharing or matching is required under this program but is encouraged.

#### C. Other Criteria that Affect Eligibility

None

### IV. Application and Submission Information

#### A. Address to Request Application Package

Applications are available through the Grants.gov website at <http://www.grants.gov>. For those applicants without internet access, application materials and instructions may be obtained from Scott W.S. Bloom, NOAA Federal Program Officer, Pacific Islands Regional Office, 1601 Kapiolani Blvd., Suite 1110, Honolulu, Hawaii, 96814.

#### B. Content and Form of Application

Applications must adhere to all provisions under "Proposals" and "Required Elements." Failure to do so will result in the application being returned without review. For those organizations submitting hard copy, one signed original and two copies of the signed application are required. Applicants are encouraged to submit proposals early in the event that we are able to pre-screen applications for any deficiencies, contact applicants, and obtain revised applications by the solicitation deadline. However, we are not required to respond to all applications submitted prior to the due date if there is not sufficient time to do so.

NOAA employees (whether full-time, part-time, or intermittent) are not permitted to assist in the preparation of an application, except that staff may provide information on program goals, funding priorities, application procedures, and completion of

application forms. Since this is a competitive program, NOAA employees will not provide assistance in conceptualizing, developing, or structuring proposals, or write letters of support for a proposal.

Where the responsible party is an eligible nonprofit organization, which has not previously received NOAA support, it must submit proof of its status with its application. Any of the following would give evidence of such status:

1. A reference to the applicant in the Internal Revenue Service's most recent list of tax-exempt organizations under Section 501(c) of the IRS Code;
2. A copy of a currently valid IRS tax exemption certificate on which the applicant is named;
3. A statement from a state taxing authority or state's attorney general certifying that the applicant has non-profit status and that none of the net earnings accrue to any private shareholder;
4. A certified copy of the organization's certificate of incorporation or similar document that clearly establishes nonprofit status; or
5. Any of the above proof regarding a parent organization, if one exists, and a statement signed by the parent organization that the applicant is a local nonprofit affiliate.

## Proposals

Proposals must include a project narrative giving detail on the proposed work to be performed by the recipient, how it plans to accomplish such tasks, and its related benefits and monetary costs. Proposals may not exceed 20 pages of double-spaced, white 8-1/2" x 11" bond paper exclusive of the required Application for Federal Assistance forms and documentation described below. A minimum 12-point font size is required. Tables and visual materials, including charts, graphs, maps, photographs, and other pictorial presentations are not included in this 20-page limitation. Abbreviated CVs or resumes should be appended to each application; appended material must not exceed a total of 15-pages in length and can include any letters of endorsement, an indirect cost rate agreement, permit information, or any other supporting information. All information needed for a comprehensive review of the proposal should be found in the Project narrative and required Federal financial assistance application forms described below. The edition of the forms contained at the Grants.gov website or provided by NOAA in response to a request for hard copy must be used.

The following forms are required as part of each application: Application for Federal Assistance (SF-424); Budget Information, Non-Construction Programs (SF-424A); Assurances, Non-Construction Programs (SF-424B); and Certifications Regarding

Debarment, Suspension, and other Responsibility Matters - Drug Free Workplace Environment (CD-511); Disclosure of Lobbying (SF-LLL).

Proposals should be submitted through the Grants.gov website at <http://www.grants.gov>. For those applicants without internet access, proposals should be submitted to the NOAA Federal Program Officer, Pacific Islands Regional Office, 1601 Kapiolani Blvd., Suite 1110, Honolulu, Hawaii, 96814.

Proposals must include the following information:

1. Title Page

This page shall provide the project title, project duration, applicant name(s), name(s) of the Principal Investigator (or Project Manager) and any Co-Investigators (or Co-Managers), complete contact information (address, telephone, fax, email, and phone number) of the applicant(s), and a statement regarding the Federal, non-Federal, and total costs of the project.

2. Project Summary

Provide a brief summary of the project goals and objectives, the proposed activities, the geographic area where the project would occur, and expected outcomes and benefits of the proposed activities. This summary may be posted on our website if the project is funded.

3. Project Description

Each project must be completely and accurately described. The main body of the proposal should be a clear statement of the work to be undertaken and should include: specific goals and objectives; performance measures for the period of the proposed work and the expected results or outcomes; information that demonstrates the need for the project; descriptions of methodologies and time-lines for all phases of work; and, if applicable, the relationship to other ongoing work, or work planned, anticipated, or underway through Federal Assistance or other means. Multi-year applications must include such information for each year of the proposed activity. Each project should therefore be described as follows:

(a) Project goals and objectives: Identify the problem/opportunity the project intends to address and describe its significance to Hawaii seafood safety/promotion. Identify the project objectives, which should be simple and understandable, as specific and quantitative as possible, and attainable within the time, money and human resources available.

(b) Project narrative: The project narrative is the technical or scientific plan of activities that are to be accomplished during each budget period of the project. This description should include detailed descriptions of the specific plan and/or methods that will be employed. Project milestones and the timelines (e.g. the number of months) necessary to meet them should be discussed.

(c) Benefits or results expected: Identify the outcomes, results and benefits. Describe how these expected outcomes, results, or products will be applied and/or made available to any appropriate user groups.

(d) Need for Government financial assistance: Demonstrate the need for government financial assistance. List all other sources of funding that are or have been sought for the project.

(e) Federal, State and local government activities: List any plans or activities (Federal, State, or local government activities) this project would affect and describe the relationship between the proposed project and those plans or activities.

(f) Project management: Describe how the project will be organized and managed and who will be responsible for carrying out project activities. The lead organization/individual and person listed as the technical contact should be identified as the Project Manager (PM) or Principal Investigator (PI). Use of sub-contractors or volunteer staff time to complete project activities and oversight of those individuals should be discussed. The PM/PI is responsible for all technical oversight and implementation of the approved work plan as delineated in the proposal. One PM or PI must be designated on each project, but the PM/PI may or may not be the applicant. However, if the applicant is not the PM/PI, there must be an explanation of the relationship between the applicant and PM/PI (e.g., applicant will be responsible for managing the grant funds and the PM will be responsible for completing the project milestones on time and within budget, etc.). Project participants or organizations that will have a significant role in conducting the project should be listed as Co-investigators or Co-Managers. Organizations or individuals that support the project, for example, researchers contributing data or materials, should be referred to as Cooperators. Copies of the PM's or PI's and all Co-investigator's/Co-Manager's current resumes or curricula vitae must be included as appendices.

#### 4. Total project costs and budget justification

Each application must include clear and concise budget information, both on the required Federal forms and in the narrative detail of this section. Multi-year applications must include budget information for each year of the proposed activity.

Applications must include OMB standard form 424A, "Budget Information - Non Construction Programs." All instructions should be read before completing the form, and the amounts per category and total amounts indicated on the form should correspond with amounts indicated in the budget narrative and justification.

On a separate sheet or spreadsheet, list itemized costs per category and the corresponding Federal and non-Federal share and direct and indirect cost totals. Describe and justify the requested budget. For the non-Federal share, the itemized costs should be separated into cash and in-kind contributions. If in-kind contributions

are included, describe briefly the basis for estimating the value of these contributions.

## 5. Appendices

Abbreviated curricula vitae or resumes of the PM/PI and any Co-Managers/ Co-Investigators should be included with the application. Applicants requiring scientific research permits must also include evidence of such a permit (e.g. by providing the permit number) or evidence they have submitted a permit application. Additional material that is necessary or useful to the description of the project may also be provided (e.g. letters of endorsement, tables or visual materials). Letters of endorsement are strongly recommended.

### C. Submission Dates and Times

Applications must be received and validated by Grants.gov on or before 5 p.m. Hawaii Standard Time on February 13, 2009. Applications submitted through Grants.gov will have a date and time indication on them. Hard copy applications will be date and time stamped when they are received. PLEASE NOTE: It may take Grants.gov up to two (2) business days to validate or reject the application. Please keep this in mind in developing your submission timeline.

### D. Intergovernmental Review

Applications under this program are subject to Executive Order 12372, Intergovernmental Review of Federal Programs.

### E. Funding Restrictions

Applicants cannot be reimbursed for time expended or costs incurred in developing a project or preparing the application.

### F. Other Submission Requirements

Proposals should be submitted through Grants.gov. For those applicants without internet access, proposals should be submitted to NOAA Federal Program Officer, Pacific Islands Regional Office, 1601 Kapiolani Blvd., Suite 1110, Honolulu, Hawaii 96814.

## V. Application Review Information

### A. Evaluation Criteria

A technical advisory panel will evaluate proposals by assigning scores up to the maximum indicated for each of the criteria below.

1. Importance and/or Relevance and Applicability of Proposed Project to the Program Goals (30%). This criterion ascertains whether there is intrinsic value in the proposed work and/or relevance to NOAA, Federal, regional, state, or local activities. For the Hawaii Seafood Program competition, this includes promoting the Hawaii and the U.S. Pacific Islands fishing and seafood industries to become more competitive in the U.S. seafood market and to sustain itself by proactively addressing current and emerging concerns about the sustainability of the fishery and the safety of its seafood products.

2. Technical/Scientific Merit (30%). This criterion assesses whether the approach is technically sound and/or innovative, if the methods are appropriate, and whether there are clear project goals and objectives. For the Hawaii Seafood Program competition, proposals should provide a clear definition of the project design, strengths and/or weaknesses and the means that are to be employed for securing productive results.

3. Overall Qualifications of the Applicants (15%). This criterion ascertains whether the applicant possesses the necessary education, experience, facilities, and administrative resources to accomplish the project. For the Hawaii Seafood Program competition, reviewers will consider previous related experience and qualifications of the project's PM or PI, Co-Manager(s) or Co-Investigator(s) and other personnel, including designated contractors, consultants, and cooperators. Reviewers will also consider past award performance of the applicant(s) and PM/PI.

4. Project Costs (15%). This criterion evaluates the budget to determine if it is realistic and commensurate with the project needs and time-frame. For the Hawaii Seafood Program competition, this includes reviewing the allowability and reasonableness of the costs associated with the required tasks to be performed, and the overall relationship with the cost effectiveness for successfully completing the project.

5. Outreach and Education (10%). This criterion assesses whether the project provides a focused and effective education and outreach strategy regarding NOAA's mission to protect the Nation's natural resources. For the Hawaii Seafood Program competition this includes promoting the Hawaii seafood industry and products and heightening public awareness of NOAA.

## B. Review and Selection Process

Screening, review, and selection procedures will take place in 3 steps: initial screening, technical and merit review, and final selection by the Selecting Official (i.e., the Assistant Administrator for NMFS). An initial screening and evaluation of applications will be conducted to ensure that application packages have all required forms and application elements, clearly relate to the 2009 Hawaii Seafood Program, and meet all of the eligibility criteria.

Proposals meeting the requirements of this solicitation will then undergo merit review. Each proposal will be reviewed by reviewers who will independently evaluate and score it using the evaluation criteria provided in section V.A. (Evaluation Criteria) above. Merit reviewers will be individuals with appropriate subject-matter expertise and may be from Federal or state agencies, academic institutions, or non-profit organizations. The merit reviewers' ratings will be used to produce a rank order of the proposals.

After applications have undergone merit review, the Selecting Official will make the final decision regarding which applications will be funded based upon the numerical rankings and evaluations of the applications.

If the Selecting Official accepts a proposal and/or a grant application for a project not in accordance with the rank given or the recommendation of the reviewer panel, the Selecting Official will consult with the Federal Program Officer and provide a detailed written explanation of the reasons for the action based on the selection factors below. The authority for approving a grant award for projects rests solely with NOAA.

## C. Selection Factors

The merit review ratings shall provide a rank order to the Selecting Official for final recommendation to the NOAA Grants Officer. The Selecting Official shall award in the rank order unless the proposal is justified to be selected out of rank order based on one or more of the following factors:

1. Availability of funds.
2. Balance/distribution of funds:
  - (a) geographically,
  - (b) by type of institutions,
  - (c) by type of patterns,

- (d) by research areas, and
- (e) by project types.
- 3. Whether this project duplicates other projects funded or considered for funding by NOAA or other federal agencies.
- 4. Program priorities and policy factors.
- 5. 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 Grants Officer.

#### D. Anticipated Announcement and Award Dates

Subject to the availability of funds, review of proposals should occur during March and/or April 2009, and funding should begin during the summer of 2009 for most approved projects. June 1, 2009 should be used as the proposed start date on proposals, unless otherwise directed by the Program Officer.

### VI. Award Administration Information

#### A. Award Notices

Successful applicants will receive notification that the application has been recommended for funding to the NOAA Grants Management Division. This notification is not an authorization to begin performance of the project. Official notification of funding, signed by a NOAA Grants Officer, is the authorizing document that allows the project to begin. Notifications will be issued to the Authorizing Official and the Project Manager/Principal Investigator of the project either electronically or in hard copy. Unsuccessful applicants will be notified that their proposal was not selected for recommendation. Unsuccessful applications will be returned to the applicant.

#### B. Administrative and National Policy Requirements

- 1. Department of Commerce Pre-Award Notification Requirements.  
Administrative and national policy requirements for all Department of

Commerce awards are contained in the Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements published in the Federal Register on February 11, 2008 (73 FR 7696). You may obtain a copy of this notice by contacting the agency contact, or by going to the website at <http://www.gpoaccess.gov/fr/index.html>. Applicants whose proposed projects may have an environmental impact should furnish information requested to assist proposal reviewers in assessing the potential environmental consequences of supporting the project.

#### 2. Limitation of Liability.

Funding for programs listed in this notice is contingent upon the availability of Fiscal Year 2009 appropriations. Applicants are hereby given notice that funds have not yet been appropriated for the programs listed in this notice. In no event will NOAA or the Department of Commerce be responsible for proposal preparation costs if these programs fail to receive funding or are cancelled because of other agency priorities. Publication of this announcement does not oblige NOAA to award any specific project or to obligate any available funds.

#### 3. Universal Identifier.

Applicants should be aware that, they are required to provide a Dun and Bradstreet Data Universal Numbering System (DUNS) number during the application process. See the October 30, 2002 Federal Register, Vol. 67, No. 210, pp. 66177-66178 for additional information. Organizations can receive a DUNS number at no cost by calling the dedicated toll-free DUNS Number request line at 1-866-705-5711 or via the internet (<http://www.dunandbradstreet.com>).

#### 4. National Environmental Policy Act (NEPA).

If recommended for funding, applicants whose proposed projects may have an environmental impact will be asked to furnish sufficient information to assist NOAA in assessing the potential environmental consequences of supporting the project. NOAA must analyze the potential environmental impacts, as required by the National Environmental Policy Act (NEPA), for each project which seeks NOAA funding. Detailed information on NEPA can be found at the following NOAA NEPA web site: [www.nepa.noaa.gov](http://www.nepa.noaa.gov), including our NOAA Administrative order 216-6 for NEPA, [www.nepa.noaa.gov/NAO216\\_6\\_TOC.pdf](http://www.nepa.noaa.gov/NAO216_6_TOC.pdf), and the Council on Environmental Quality implementation regulations, [ceq.eh.doe.gov/nepa/regs/ceq/toc\\_ceq.htm](http://ceq.eh.doe.gov/nepa/regs/ceq/toc_ceq.htm).

If needed by NOAA for NEPA assessment, applicants will be asked 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.). 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 if NOAA determines an assessment is required. Applicants will also be required to cooperate with NOAA in identifying feasible measures to reduce or avoid any identified adverse environmental impacts of their proposal. The failure to do so shall be grounds for not selecting an application. 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.

### C. Reporting

Grant recipients will be required to submit financial and performance (technical) reports. All financial reports shall be submitted to NOAA's Grants Management Division in accordance with the award conditions via NOAA's Grants Online. Performance reports should be submitted to the NOAA Program Officer (Scott Bloom, Pacific Islands Regional Office). Electronic submission of performance reports via NOAA's Grants Online web based software is preferred method and is strongly encouraged, however in special circumstances the Program Officer will accept hard copies. All reports will be submitted in accordance to the NOAA Special Award Conditions. The comprehensive final report is due 90 days after the award expiration.

### VII. Agency Contacts

If you have any questions regarding this proposal solicitation, please contact Scott W.S. Bloom at the NOAA/NMFS Pacific Islands Regional Office, 1601 Kapiolani Blvd, Honolulu, Hawaii 96814, by phone at 808-944-2218, or by email at [Scott.Bloom@noaa.gov](mailto:Scott.Bloom@noaa.gov).

### VIII. Other Information

None.