



**ANNOUNCEMENT OF REQUEST FOR PROPOSAL TO DEVELOP  
EDUCATIONAL OUTREACH CAMPAIGNS IN CENTRAL NEW YORK'S  
HIGH RADON RISK AREAS**

**March, 2011**

**I. Introduction and Purpose**

The Central New York Coalition for Healthy Indoor Air is seeking proposals for mini-grants to support targeted, locally-designed educational outreach efforts in 16 central New York counties identified as high radon risk areas. These mini-grants, with awards of up to \$2,000 each, are available to local health departments, community action programs, county cooperative extension units, local chapters of American Lung Associations and other private and public community based organizations involved in raising community awareness and knowledge about radon.

Organizations are expected to plan and implement mini-grant activities with the following goals:

- 1) Encourage the testing of homes for radon;
- 2) Advocate for the installation of passive radon mitigation systems in new homes;
- 3) Educate builders about how to install these systems. Outreach projects aimed at educating the general public about the need to test homes for radon and how existing homes with high radon levels can be mitigated will also be eligible for funding.

**II. Background**

The Central New York Coalition for Healthy Indoor Air was established in January of 1997. It is composed of organizations from both the public and private sectors, representing a variety of stakeholders with varying organizational missions. The Coalition's mission is to enable all individuals and families within central New York communities; regardless of income, education or other limiting resources, to live in a healthy indoor environment, by providing public education and collaboration between public and private organizations. The Coalition's focus during the past several years has been on educating the public about health risks associated with long-term exposure to radon in residential environments. In addition, the Coalition works to provide radon mitigation to limited resource families whose homes have been found to have high radon levels.

### **III. Eligibility**

Local health units and organizations in the following 16 high radon risk counties are eligible to apply: Broome, Cayuga, Chemung, Chenango, Cortland, Delaware, Madison, Ontario, Onondaga, Otsego, Schuylers, Seneca, Steuben, Tioga, Tompkins and Yates.

### **IV. Applicant Requirements**

The application must contain the following:

A) Cover letter

1. Project title
2. Name of organization
3. Address, telephone number, email address, and fax number
4. Brief description of organization's primary mission and population served
5. Project Director—name, title, phone number and email address
6. Signatures of the Project Director and individual authorized to enter into an agreement

B) A project plan to include the following:

1. Statement of need
2. Project description, including goals and measurable objectives
3. Target audience to be reached
4. Work plan: To include the specific campaign activities and strategies planned with a timeline for each phase of the project
5. Evaluation process: Identification of the methods and procedures used to measure the success of the campaign.
6. Budget: Itemized list of proposed expenditures

#### **Requirements/stipulation of how funds can be spent:**

Funds are available only for purchasing of outreach materials and advertising. For example, funds are available for purchase of materials required to construct a home using radon resistant new construction methods or for the purchase of radon test kits. However, due to rules set by NY State, no more than 25% of grant funds can be spent on equipment and/or materials. This includes the purchase of radon test kits. And while funds may be used to purchase and donate materials required to build radon resistant new construction (RRNC) methods into a new home, the home must be used as a demonstration project to educate area homebuilders and/or to illustrate the benefits of RRNC to the general public. This can be as elaborate as holding a public open house at the new home to illustrate the RRNC system, or as simple as producing a press release that reports on the installation of the passive radon system in the demonstration home and outlines the benefits of such a system.

**Note: No funds are available for staff salaries, wages or other labor related costs, including overhead.**

### **Examples of strategies that are eligible for funding include:**

- Purchasing space for poster displays in public spaces such as buses, ball parks, etc.
- Display of radon education posters in public areas such as libraries, town halls or Department of Motor Vehicle lobbies.
- Distribution of radon test kits and conducting public education campaigns to encourage homeowners to test their homes for radon.
- Demonstration project: Working with a homebuilder, including nonprofit builders such as Habitat for Humanity, to highlight the construction of a new home using radon resistant new construction methods. The Coalition would consider providing funds for the materials required and for a media campaign to illustrate how homes can easily be constructed with radon resistant new construction (RRNC).

These examples are meant only to illustrate a few outreach ideas. Creativity in outreach methods is encouraged. All proposals will be considered.

### **V. Deliverables**

A final report to include:

1. Narrative that describes each phase of the outreach project and an estimate of the number of people reached via each activity/strategy.
2. Photos of any education displays, RRNC projects, etc.

### **VI. Review Criteria and Scoring**

The following criteria will be used in reviewing proposals:

1. An appropriate plan is identified to reach a specific target population. (25%)
2. Campaign activities, strategies and timetable are comprehensive, feasible and appropriate to meet the stated goals and objectives. (30%)
3. The methods and procedures in the evaluation process are appropriate, feasible and comprehensive. (25%)
4. The budget adequately reflects the expected scope of the campaign. (20%)

### **VII. Grant Awards**

If the grantee is a not-for-profit organization, an initial payment of 20% of the total grant award will be processed to assist in the start-up costs of the campaign. At the time the award is made, the grantee shall submit an invoice, giving a breakdown of how the start-up funds will be applied. Upon receipt of the final report, the grantee shall submit a second invoice, itemizing all coalition-supported expenditures. The grantee will then be issued a lump sum payment for the remaining balance.

## **VIII. Contract Period**

**The contract period should be specified in your proposal, and not to exceed one year.**

Send all proposals electronically to Denise Peroulakis ([denisep@capco.org](mailto:denisep@capco.org))

**Successful applicants will be notified within 30 days.**

If you have any questions related to this RFP, please contact Max Sammons ([maxs@capco.org](mailto:maxs@capco.org)) or Denise Peroulakis ([denisep@capco.org](mailto:denisep@capco.org)) via e-mail or at 607-753-6781.