

**Revised -- Notice of Intent to Issue
Funding Opportunity Announcement No.: DE-FOA-0000511**

NOTE: The purpose of this revision to the Notice of Intent is to change the expected issue date of the Funding Opportunity Announcement from April 15, 2011 to May 31, 2011. This change to the Notice of Intent is highlighted in yellow below.

The Department of Energy's (DOE) National Energy Technology Laboratory (NETL) intends to issue, on behalf of the DOE Office of Electricity Delivery and Energy Reliability, a Funding Opportunity Announcement (FOA) entitled "Smart Grid Consumer Engagement." The objective of this FOA is to create sustainable consumer engagement programs in communities, States and/or regions, to enhance the awareness and knowledge of smart grid attributes and benefits for consumers, and strengthen consumer voices in smart grid development and implementation to enhance overall value of smart grid to consumers. The release of this FOA is subject to Congressional appropriations.

Cooperative agreements resulting from this requirement will support smart grid consumer engagement at one of the two levels described below:

Community-Level Smart Grid Consumer Engagement

These projects are expected to establish and carry out smart grid consumer engagement programs targeting all residential electricity consumers within a single utility service territory. Each program should include three key elements: (1) development of research- and facts-based outreach and educational materials on smart grid and its applications and benefits to each segment of electricity consumers;¹ (2) distribution of outreach and educational materials through multiple channels and media; and (3) continuous performance monitoring and data gathering and analysis to gauge the effectiveness and success of consumer engagement against the metrics developed for the program. Each application should include, but not be limited to, metrics for tracking the awareness and knowledge of a smart grid, needs for and value of a smart grid, attitudes toward adoption of a smart grid, and the improved quality and value of smart grid implementation in the affected community through consumer engagement. In addition to these metrics, each application will be evaluated for the sustainability of its consumer engagement campaigns after the end of this FOA funding, and the broad applicability of its program practices and findings to similar communities across the nation.

State-Level or Regional-Level Smart Grid Consumer Engagement

These projects are expected to establish and carry out smart grid consumer engagement programs targeting all residential electricity consumers, within a single State or across two or more States, served by two or more utilities. The

¹ The 2011 *State of the Consumer Report* by the Smart Grid Consumer Collaborative, available at <http://smartgridcc.org/sgcc-2011-state-of-the-consumer-report> lists groupings of consumer segments in studies by varying entities.

program scope and metrics, as well as sustainability and applicability requirements, are the same as described above.

Each project should be carried out in cooperation and collaboration with consumer advocacy groups and/or community groups with established trust relationships with their constituent residential electricity consumers. The consumer advocacy group and/or community group should be either the proposing applicant or a significant team member to the applicant. A coalition approach that includes an integrated team with members from consumer advocacy groups, community groups, utilities, technology/application vendors, state and local governments, and other stakeholders will be preferred. Other stakeholders could include firms or institutions with expertise in advertising/promotion, public relations, marketing, educational materials, and delivery through multiple-channel communication.

DOE envisions awarding multiple financial assistance awards in the form of cost-shared cooperative agreements. The cost share must be at least 50% of the total allowable costs for the projects and must come from non-Federal sources unless otherwise allowed by law. The estimated period of performance for each award is three years, with up to \$300,000 for each award on community-level smart grid consumer engagement and up to \$750,000 for each award on state- or regional-level smart grid consumer engagement.

DOE plans to issue the FOA on or around **May 31, 2011**. The FOA will be available for viewing at Grants.gov (<http://www.grants.gov>) and at FedConnect (www.fedconnect.net). Applicants are strongly encouraged to register at these sites to receive notification of announcements posted by the National Energy Technology Laboratory. When the FOA is released, applications will only be received through Grants.gov.

In anticipation of the FOA being released, there are several one-time actions prospective applicants must complete in order to submit an application through Grants.gov (e.g., obtain a Dun and Bradstreet Data Universal Numbering System (DUNS) number, register with the Central Contract Registry (CCR), register with the credential provider, and register with Grants.gov). Due to the likelihood of a short response period, interested applicants are strongly encouraged to ensure these requirements have been met. Detailed information on the DUNS and CCR process is presented at <http://www.grants.gov/GetStarted>. Applicants may use the Grants.gov Organization Registration Checklist at <http://www.grants.gov/assets/Organization-RegCheck.pdf> to guide them through the process. Designating an E-Business Point of Contact (EBiz POC) and obtaining a special password called an MPIN are important steps in the CCR registration process. Applicants not yet registered with CCR and Grants.gov, should allow at least 21 days to complete these requirements. It is strongly recommended that the process be started as soon as possible.

If your organization does not have a DUNS number, go to the Dun & Bradstreet (D&B) online registration located at <http://fedgov.dnb.com/webform/displayHomePage.do> to receive a number free of charge or call 1-866-705-5711.

The Central Contractor Registration (CCR) collects, validates, stores, and disseminates business information about the Federal Government's trading partners in support of the contract award, grants, and the electronic payment processes.

To see if your organization is already registered with CCR, check the CCR website located at <http://www.bpn.gov/ccrsearch/scripts/search.asp>. You will be able to search CCR by using either your organization's DUNS Number or legal business name. If your organization is already registered, take note of who is listed as the organization's E-Business Point of Contact (E-Business POC).

If your organization is not registered in CCR, go to the CCR Website at www.ccr.gov and select the "Start New Registration" option to begin the registration process, which includes the IRS validating your Employer Identification Number (Taxpayer Identification Number or Social Security Number). The organization's E-Business POC will be designated during the CCR registrations process. A special Marketing Partner ID Number (MPIN) is established as a password to verify the E-Business POC.

The DOE will not entertain questions at this time. No reimbursement will be made for any costs associated with providing information in response to this notice or any follow-up information requests. Once the FOA has been released, a "submit questions" feature will be available.

DISCLAIMER

This Notice is issued so that interested parties are aware of the DOE's intention to issue this FOA. Any of the information contained in this Notice is subject to change.