

Appendix 7. DOEE's EPA Grant Application Materials

FY 2023 – FY 2024 Pollution Prevention Grant: Environmental Justice Through Safer and More Sustainable Products

Applicant Name: District of Columbia Department of Energy and Environment (DOEE)

Funding Opportunity Number: EPA-I-OCSP-OPPT-FY2023-002

Eligible Applicant Type: District of Columbia Entity

State(s) or tribe(s) where the work will be performed: District of Columbia

EPA Funding Requested: \$500,000

System for Award Management (SAM) Registration Date: 01/13/2024

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The DC Green Cleaning Program and EPA Strategic Goal 7 and 7.2

The DC Green Cleaning Program (GCP) will directly support goals 7 and 7.2 that are set out in the FY 2022-2026 EPA Strategic Plan.

Goal 7: Ensure Safety of Chemicals for People and the Environment

Reduction of Hazardous Chemicals: DOEE will incentivize District Cleaning Service Providers (CSPs) to transition to Safer Choice and eco-certified cleaning products through education, training, and participant support costs. Safer Choice and eco-certified products have lower toxicity and fewer harmful ingredients than commonly used alternatives. **Health and Safety Benefits:** Conventional cleaning products can be hazardous, and employees of CSPs often endure health problems ranging from skin rashes, eye irritation, and burns to coughing and asthma. By supporting the use of eco-certified products, GCP will contribute to improved health and safety outcomes for cleaning personnel and District properties. **Partnerships and Collaborations:** GCP will collaborate with CSPs, sister agencies, suppliers, and community organizations to promote the use of eco-certified products. DOEE will select culturally competent third-party expert subrecipients to engage with CSPs and other stakeholders to meet the program's goals. **Education and Outreach:** GCP will provide training and education about the benefits of eco-certified cleaning products and practices and will include information about the potential health and environmental risks associated with conventional cleaning products, guidance on best practices for safer alternatives, and how these products can make businesses more competitive for District Government contracts. **Data Collection, Monitoring, and Reporting:** GCP will collect data and monitor the adoption of eco-certified

products by CSPs. This information will be used to develop case studies, P2 best practices, and EPA-compliant progress reports, and ensure that CSPs provide feedback on program implementation, assess the program's impact on reducing chemical exposure, improve indoor air quality, and achieve pollution prevention targets.

Objective 7.2: Promote Pollution Prevention

Pollution Prevention: Many conventional cleaning products contain volatile organic compounds (VOCs) that affect air quality. GCP will advocate for the use of eco-certified cleaning products, designed to minimize pollution, and reduce the release of harmful substances into air, water, and soil. **Environmental Sustainability:** GCP will support sustainable practices such as reducing resource consumption, minimizing waste, and customizing contract proposals to include sustainable specifications in line with the EPA's objective of ensuring safety for the environment and the District's mandated Environmentally Preferred Products and Services (EPPS) requirements.

Project Summary

The DC Department of Energy and Environment (DOEE) seeks \$500,000 to establish a DC Green Cleaning Program (GCP) that will increase the use of safer and more sustainable products used by cleaning service providers (CSPs) who operate in Washington, DC (the District). The goal of GCP is to reduce exposure to hazardous chemicals for people in disadvantaged communities. CSPs will receive P2 technical assistance (TA), participant support costs to cover expenses related to transitioning to eco-label cleaning products, and training on sustainable cleaning practices and procurement requirements for cleaning products and janitorial services. TA will include access to industry experts and customized guidance documents. With the support of culturally responsive partners, DOEE will craft tailored materials that are informed by the needs and priorities of CSPs and the disadvantaged communities they serve.

1a. Strategy and Approach: DOEE will promote the adoption of safer and more sustainable products among CSPs with the goal to reduce harmful chemical exposure for workers and individuals in disadvantaged communities affected by environmental hazards. To achieve this, the GCP will be established to provide P2 TA on the benefits of using Safer Choice and eco-certified products listed in EPA's recommendations. GCP will also incentivize CSPs to switch to using only cleaning products certified as eco-labeled by providing participant support costs to assist with the transition, and capacity building in the form of training on eco-labeling requirements for District Government contracts. The proposed TA, participant support costs, education, and reporting and evaluation will be offered in partnership with a subrecipient and contractor.

Target Participants: The targeted community for this grant is employees and owners of CSPs located in the District's disadvantaged communities of Wards 5, 7, and 8.

CSPs are defined as businesses offering cleaning services, including janitorial, custodial, housekeeping, and building cleaning in residential, commercial, or institutional settings. These providers offer services such as routine cleaning, deep cleaning, sanitization, maintenance of common areas, and other related tasks to ensure cleanliness, hygiene, and upkeep of the premises.

The CSP workforce consists of historically disadvantaged laborers who often experience ongoing exposure to hazardous chemicals in their work. Employees of CSPs are commonly immigrants or individuals from marginalized communities who seek employment in the cleaning industry due to factors such as language barriers, limited educational opportunities, or other economic circumstances. Additionally, these industry workers earn a mean annual wage of \$37,910, which is among the lowest salaries in our region¹. These issues cause employees of CSPs, many of whom have children, to live and work in District neighborhoods that have disproportionately higher numbers of health disparities and amounts of air pollution.

Technical Assistance (TA) Approach: To effectively support a District-wide transition to Safer Choice and eco-label products, DOEE will work with partners to deploy a comprehensive TA approach. DOEE will select one subrecipient to focus on CSP transition to eco-certified products, and one contractor to conduct trainings to CSPs on Cleaning Product and Janitorial Services contracts to increase eco-certified product use in District Government properties.

The subrecipient and contractor will be selected based on their knowledge of and established relationships with the targeted audience. DOEE respects that historically neglected residents and workers prioritized in this program may approach government entities with suspicion, and tight time constraints on this project will not allow appropriate time for grassroots relationship building to generate trust between the agency and the targeted community. DOEE will deploy a multifaceted approach to engaging, educating, and supporting CSPs in the transition to Safer Choice and eco-certified products, described in more detail below:

Community Research, Engagement, and Marketing: The subrecipient will conduct outreach and engagement activities to ensure that businesses in disadvantaged communities are aware of GCP and are given the opportunity to share concerns, priorities, and relevant information to guide engagement strategy and formation of program marketing and educational materials. A survey, translated into Spanish, Amharic, and other languages as needed, will be deployed to CSP workers to gather baseline data on the community and their comfort with and knowledge of eco-label products. **Participant Support Costs:** The subrecipient will develop and manage an Eco-Certified Cleaning Products Fund (the Fund) to be used to provide subsidies to CSPs participating in GCP to offset the costs associated with sustainable cleaning products, making products more accessible and affordable. By making sustainable cleaning products more widely available in the District through the Fund, more companies and workers will gain experience with the products and their benefits, increasing interest in and demand for safer products. The Fund is a crucial component to ensuring reduced exposure to hazardous chemicals in District disadvantaged communities, as GCP participants operate under thin profit margins and are unlikely to commit to eco-certified products without incentives to replace inventory beyond training and education. Amount and timing of subsidy distributions will be determined in partnership with the subrecipient and feedback from CSPs. **Capacity Building:** A subrecipient and a contractor will be selected to develop and deploy educational resources and opportunities to ensure that participants sustain behavior change and

¹Bureau of Labor Statistics. (n.d.). May 2020 National Occupational Employment and Wage Estimates: Maids and Housekeeping Cleaners. Retrieved from [https://www.bls.gov/oes/current/oes372011.htm#\(1\)](https://www.bls.gov/oes/current/oes372011.htm#(1))

make a permanent transition to eco-label products. **CSP Trainings:** Trainings, in-person workshops, and online webinars will be developed and held over the course of the grant period to educate CSPs on the merits of transitioning to Safer Choice and eco-label cleaning products. Printed materials and online resources will be developed, translated into Spanish, Amharic, and other languages as needed, and distributed both online, at trainings, and by mail. A biannual newsletter and two case studies with updates, successes, and challenges of the program will be shared widely with organizations that have a vested interest in P2 initiatives. **EPPS Trainings:** The District requires government agencies to incorporate EPPS into District contracts. Despite the requirements being in effect for over a decade, agencies and vendors have not incorporated specifications into routine contracting. DOEE will fund a contractor to develop trainings and to educate CSPs interested in working with District Government on how to comply with Janitorial Services and Cleaning Products categories. One-pagers on EPPS requirements as well as template proposals will be provided and made available on DOEE's website program for EPPS contracts. **Matchmaking Event:** A matchmaking event focused on sustainable cleaning products and services will bring together key stakeholders in the cleaning industry to foster collaboration, partnerships, and business opportunities. The goal of this event is to connect CSPs to other stakeholders such as manufacturers, suppliers, distributors, retailers, and sustainability experts who are committed to driving positive environmental change in the District's through eco-certified cleaning products and practices. **Testing and Promoting:** To encourage environmental stewardship and as an incentive to increase participation, CSPs will receive starter kits that contain Safer Choice and eco-certified cleaning products. A subrecipient will develop a comprehensive plan to identify task-specific cleaning products, conduct product testing and evaluation with CSPs, gather participants' feedback and insights, analyze the data to make informed decisions about which products to prioritize and recommend for wider use, and provide ongoing communication with CSPs about product performance. Summaries of product testing, reviews, ratings, concerns, and recommendations will be shared on DOEE's website so that other companies, jurisdictions and organizations can benefit from lessons learned.

1b. Environmental and/or Human Health Concern: The program will focus on pollutants, toxins, and hazardous chemicals in cleaning products that are of greatest concern for CSPs and the communities they service in District Wards 5, 7, and 8. Conventional cleaning products can be hazardous and may release volatile organic compounds (VOCs) into the air. As a result, the CSP workforce often endure health problems ranging from skin rashes, eye irritation, and burns to coughing and asthma. The EJ Screen Tool (EJ Screen) shows that Wards 5, 7, and 8 have the highest percentile of people with asthma (95–100%). The subrecipient and contractor with expert knowledge and investment in CSP worker communities will provide training to CSPs and inform participants of the harms caused by these chemicals and the benefits of using eco-certified cleaning products. Participants will receive starter kits to immediately increase the use of eco-certified cleaning products. Additionally, participants will become strong competitors for Janitorial Services and Cleaning Products contracts solicited by District government and ensure that there are qualified CSPs capable of serving District schools, recreation facilities and buildings. GCP will directly influence positive health and environmental impacts for children, teachers, and other DC Government-owned building occupants by providing improved indoor air quality, safer and healthier educational and occupational settings, water and energy conservation, and reduced water and air pollution.

1c. Effectiveness and Efficiency of the P2 Technical Assistance (TA) Approach: Table 1 reflects the activities, outputs, and outcomes associated with P2 technical assistance that will be provided throughout the GCP.

DOEE will secure one subrecipient and one contractor to engage with targeted businesses and complete this work. The subrecipient will focus on CSP transition to eco-certified products, and the contractor will conduct trainings to CSPs on Cleaning Product and Janitorial Services contracts to increase eco-certified product use in District Government properties.

Increasing Eco-Certified Product Adoption: The subrecipient will conduct comprehensive needs assessments to identify the specific challenges, barriers, and opportunities for program participants in disadvantaged communities. Assessments will include an evaluation of current cleaning practices, knowledge gaps, financial constraints, perceived social norms, and the availability of eco-certified products in the market. Other data such as job role, work environment, language preferences, and cultural background will be collected. This information will inform a market research report and be used to develop persuasive messaging and strategies geared towards sustained product adoption by CSPs who live and work in disadvantaged communities.

The subrecipient will organize workshops, training sessions, and demonstrations that provide program participants with practical knowledge and skills for using eco-certified cleaning products. There will be opportunities for interactive learning, such as hands-on product testing to build confidence and familiarity with new eco-certified products. The training will cover topics such as the benefits of eco-certified products, proper use and storage of cleaning chemicals, waste reduction, and best practices for minimizing environmental impact. The subrecipient will provide training materials, online resources, and access to expert advice to support program participants' ongoing learning and implementation.

Increasing Eco-Certified Product Use in Government Properties: The contractor will identify CSPs interested in doing business with District Government in disadvantaged areas. District contracts require that products in janitorial and cleaning services categories be certified to an eco-label such as Safer Choice, Green Seal, and/or Ecologo. Additionally, janitorial services must follow requirements set forth in Green Seal's Environmental Standard for Commercial Cleaning Services (GS-42). These requirements are only intermittently enforced and generally unfamiliar to CSP vendors in the District. Trainings will be held on these specifications as well as supporting educational materials, including one-page FAQ sheets and detailed sample proposals, to make participating CSPs more competitive for government funds and to increase the use of safer cleaning products in District schools and properties.

Achieving the Expected Technical Assistance Outputs and Outcomes: The subrecipient and contractor will implement a robust monitoring, reporting and evaluation framework to track the outputs, outcomes, progress, and impact of the program.

1d. Identifying Businesses and Products Impacting Disadvantaged Communities: As described in the Target Participants section, GCP will focus on CSPs and Certified Business Enterprises (CBEs)

that provide cleaning products and services in the District’s disadvantaged communities of Wards 5, 7, and 8.

It is important to distinguish between CSPs and CBEs. While some CSPs selected for the program may be CBEs, this is not a requirement. DOEE recognizes that the registration process to become a CBE may pose challenges for many businesses in the targeted segment. These challenges could be due to limited time, resources, or financial constraints. To address this, the program will actively recruit CSPs who are not yet CBEs. During their participation in the program, efforts will be made to introduce these CSPs to business opportunities with the District government and collaborate with Department of Local and Small Business Development (DSLBD) to support their certification as CBEs. CSPs and CBEs eligible to participate in the program will be identified utilizing existing mapping resources and business data:

EJ Screen and CEJST Tools: GCP will utilize the EJ Screen Tool (EJScreen) and the Climate and Economic Justice Screening Tool (CEJST) throughout the duration of the program to identify disadvantaged communities that meet criteria outlined in the Justice40 Initiative (EJ40), and are overburdened with pollution and health ailments, particularly exposure to air toxics and asthma. CSPs and CBEs who live and work in these affected areas will be given priority to participate in the program and will learn how to choose the least hazardous cleaning chemicals that will accomplish the cleaning task at hand.

Based on the EJ Screen Tool, Wards 5, 7, and 8 have the highest health disparities for asthma, with neighborhoods in the 95–100%. These same wards consist of communities in the 80–100% of low-income households. CSPs and CBEs will be prioritized for program inclusion if they have a business location, self-reported staff residence, and/or provide cleaning services in Wards 5, 7, and 8.

CBE Search Portal: DSLBD maintains a database of all active CBEs that will be used to identify and recruit potential program participants.² The database includes the business profiles for CBEs including contact information, business services, and NIGP codes. As of June 2023, an estimated 158 CBEs in the District provide cleaning products and services, and 105 (66%) of the aforementioned CBEs are located in Wards 5, 7, and 8. Additionally, 72 (46%) of the 158 CBEs are registered as Disadvantaged Business Enterprises (DBEs)³ and are located in Wards 5, 7, and 8. Almost 50% of DBE CSPs are doubly disadvantaged according to both the EJ40 and DSLBD’s definitions.

1e. Strategy and Approach: Engagement of Disadvantaged Communities

The program will use a community-based social marketing (CBSM) approach to effectively engage CSPs located and/or working in disadvantaged communities. To motivate adoption of eco-certified cleaning products, DOEE will need to build relationships with targeted communities in a manner that respects and prioritizes cultural traditions. As many CSPs are low-wage workers, BIPOC, and/or immigrants, it is important to approach the topic of cultural barriers with sensitivity, as individual

² DC Department of Small and Local Business Development. (n.d.). DSLBS Home, CBE Certified Contractors. Retrieved from: <https://dcdslbd.my.salesforce-sites.com/public/>

³ DSLBD Disadvantaged Business Enterprise Form. Retrieved from: https://dslbd.dc.gov/sites/default/files/dc/sites/dslbd/page_content/attachments/DISADVANTAGED%20BUSINESS%20ENTERPRISE%20FORM%20final_1.pdf

perspectives and experiences within any cultural group can vary significantly. DOEE will work with the technical assistance subrecipient and contractor to engage these communities in the following ways:

Community Outreach: Conduct targeted outreach efforts to connect with members of disadvantaged communities. Efforts will include organizing community meetings, attending local events, collaborating with community-based organizations, and utilizing community centers or gathering places to connect with District residents and workers and raise awareness about the program. **Culturally Responsive Approaches:** Recognize and respect the cultural diversity of the communities being served. Tailor outreach materials, messaging, and engagement strategies to align with cultural norms, values, languages, and preferences of the target communities. Seek input from community members and workers to understand their specific needs and concerns. **Community-Based Participatory Approaches:** Implement a community-based approach that includes surveys and focus groups to actively involve residents and workers in decision-making processes, foster partnerships, and co-create solutions to allow the target audience to have a meaningful voice in shaping the technical assistance offered. **Online Platforms:** Leverage websites and online platforms to post information about the GCP. Postings may include a program overview, educational materials, product information, case studies, FAQs, best practices, and lessons learned.

1f. Strategy and Approach: Leveraging Expertise and Resources through Partnerships

Sister Agencies: DOEE will leverage our sibling agencies that have frequent contact with potential program participants to identify CSPs that can maximize impact in disadvantaged communities. **DC Department of Small and Local Businesses (DSLBD)** maintains a highly visible program for CBEs. DSLBD will help identify certified program participants that operate in disadvantaged communities. In addition, DOEE will utilize CBE subcategories created to further support and provide preference to historically disadvantaged businesses competing for District contracts and funds. **DC Office of Contracting and Procurement (OCP)** will partner with DOEE on activities to advance environmental justice through this project and will institutionalize sustainable purchasing to the maximum extent practicable, specifically by training procurement personnel on the use of EPPS specifications and implementation guidelines, as outlined in the *Green Food Purchasing Amendment Act of 2021*.

Advocacy Groups and CSP Community Stakeholders: This program will provide funding opportunities for **one subrecipient and one contractor**, as described in the technical approach section and Table 2. Both will be selected based on their knowledge of and investment in CSPs and the identified disadvantaged communities and will develop business-specific P2 plans and collect information during trainings, workshops, and check-ins on the practices adopted by CSPs. Advocacy groups familiar with the CSP worker community like **Women's Voices for the Earth** have been identified for crucial community support to act as a conduit between DOEE and targeted communities and advocate for their concerns, priorities, and needs. **The Sumner M. Redstone Global Center for Prevention & Wellness at George Washington University** will support the project by amplifying GCP best practices through their communication channels and leveraging existing relationships and data. The Redstone Center works with community partners to support research, share expertise, and advance policy solutions to address interlinked public health threats.

1g. Strategy and Approach: Documenting P2 Best Practices

Case studies will be published by GCP at one-year and two-year anniversaries to showcase program participants who made successful transitions to eco-certified cleaning practices and products. Case studies will document the CSP's background and motivation for the transition, lessons learned through program participation, and impacts the change has had on staff and operations. The case studies will serve as a valuable resource to inspire and guide other stakeholders, cities, and states in adopting sustainable practices in the cleaning services industry.

Flyers, posters, surveys, and site visits will be developed and completed based on data collected in the comprehensive needs assessment. This approach will ensure that materials appeal to businesses' unique needs, including cultural, linguistic, and occupational environments.

Trainings for participants in the form of in-person workshops and online webinars will be developed and held to educate GCP participants on the merits of Safer Choice and eco-label products as well as District EPPS requirements. Trainings will be recorded and made publicly available.

1h. Strategy and Approach: Amplifying P2 Best Practices

DOEE will share best practices through online platforms, and trainings in the form of webinars and in-person meetings will be used to widely disseminate P2 best practices and outreach materials.

Online Platforms: DOEE will leverage its website to post information about the GCP. Having this material readily available on our website will allow other CSPs to access lessons learned and best practices if they are interested in adopting eco-certified cleaning products. Postings will include the case studies, outreach materials, product assessments, lessons learned and other information.

Webinars and Training Sessions: The subrecipient and contractor will conduct public webinars to discuss green cleaning best practices and lessons learned. These interactive sessions will feature subject matter experts and program participants.

Through these dissemination strategies, the program will encourage the replication of successful practices, foster collaboration among stakeholders, and contribute to broader adoption of pollution prevention approaches related to safer and more sustainable cleaning products.

Criteria 2. Environmental Results, Measuring & Reporting

Reporting and Evaluation: Reporting will be completed as described in Table 1. The subrecipient will be required to provide quarterly progress reports, output and outcome measures, and worker feedback via surveys or focus groups. The subrecipient will be instructed to leverage the Excel spreadsheet reporting templates that are available on EPA's website.⁴ P2 Program Quarterly reporting data will ensure consistent evaluation of the environmental, health and fiscal impacts of GCP.

⁴ U.S. Environmental Protection Agency. (n.d.). Grant Reporting | Pollution Prevention (P2) | US EPA. Retrieved from <https://www.epa.gov/p2/grant-reporting>

Table 1. Activities, Outputs, and Outcomes

Outputs	Outcomes
Activity: DC Green Cleaning Program management	
<ul style="list-style-type: none"> ▪ One (1) subrecipient to manage the GCP and provide technical and financial assistance to CSPs. ▪ One (1) contract awarded to provide CSPs and CBEs with EPPS vendor training on janitorial and cleaning service contracts. ▪ Eight (8) collaboration and coordination meetings with stakeholders, including: <ul style="list-style-type: none"> - District agencies, CSPs, vendors of eco-certified cleaning products, advocacy groups, and industry associations. 	<ul style="list-style-type: none"> ▪ Increased use of eco-certified cleaning products by CSPs. ▪ Reduced exposure to harmful chemicals by workers, residents, and children in disadvantaged communities. ▪ Of the 50 CSPs engaged in the program, 70% will demonstrate a short-term (less than 6 months) change in business operations to safer and more sustainable cleaning products. 50% will demonstrate successful long-term change in business operations. ▪ Asthma and other respiratory illness cases reduced. ▪ Increase in CSPs selecting the least hazardous cleaning chemicals ▪ Increased availability of eco-certified cleaning products
Activity: EPA EJ Screen tool implementation	
<ul style="list-style-type: none"> ▪ One (1) market research report identifying CSPs EJ communities. ▪ Fifty (50) CSPs selected to be part of the GCP (including CBEs). 	<ul style="list-style-type: none"> ▪ Clearer understanding of EJ Community needs and priorities ▪ Diverse cohort of CSPs representing different geographical areas, service types, business sizes, and demographic considerations. ▪ Promote diversity, inclusivity, and innovation in CSP community
Activity: Community research, engagement, and marketing	
<ul style="list-style-type: none"> ▪ One (1) Survey implemented (in English, Spanish, Amharic, and other languages as needed) to gather baseline information. Surveys will be distributed to at least 100 CSPs. ▪ One (1) Outreach and engagement strategy focusing on a community-based social marketing approach. <ul style="list-style-type: none"> - Outreach activities should engage at least 100 CSPs. 	<ul style="list-style-type: none"> ▪ Comprehensive analysis detailing current understanding and attitudes of CSPs towards eco-certified cleaning products. ▪ Increased knowledge and comfort with evidence-based strategies and interventions with eco-certified products. ▪ Engaged and empowered CSPs committed to sustainable cleaning practices and eco-certified products.
Activity: Participant support costs to ensure long-term adoption of eco-label cleaning products	
<ul style="list-style-type: none"> ▪ One (1) Eco-certified Cleaning Product Fund set up to serve at least fifty (50) GCP participants 	<ul style="list-style-type: none"> ▪ Increase number of CSPs adopting eco-certified cleaning products. ▪ Decreased financial barriers and streamlined mechanisms for financial access.
Activity: Capacity building – CSPs training on the importance of adopting eco-certified cleaning products	

Outputs	Outcomes
<ul style="list-style-type: none"> ▪ Ten (10) demonstration workshops (combination of Webinars and in-person) for CSPs transitioning to eco-certified cleaning products. ▪ One (1) flyer and one (1) poster to advertise GCP and merits of transitioning to eco-certified cleaning products. ▪ One (1) guide with quick reference materials for using Safer Choice and certified eco-label products. ▪ Four (4) newsletters to GCP participants and stakeholders ▪ Fifty (50) Site visits and access to remote expert technical assistance through telephone and email. ▪ One (1) GCP online platform for resources and materials. ▪ Materials and resources distributed in English, Spanish, Amharic, and other languages as needed. 	<ul style="list-style-type: none"> ▪ Increased awareness and understanding of the benefits and importance of eco-certified cleaning products. ▪ Improved skills and practices in the management of eco-certified cleaning products. ▪ Increased access to information and resources for continuous learning and support. ▪ Enhanced communication and engagement encourages CSPs to actively participate in the adoption of eco-certified cleaning products and share their experiences with the broader community.
Activity: Capacity building – EPPS Vendor training	
<ul style="list-style-type: none"> ▪ One (1) research report identifying CBEs in targeted EPPS categories for education. ▪ One (1) vendor-facing training developed per EPPS category. Including creation of support resources: <ul style="list-style-type: none"> - Training materials: PowerPoint presentation, handouts, etc. - Two (2) one-page EPPS requirements (1 per category). - Two (2) sample EPPS solicitation proposals (1 per category). - Ten (10) vendor workshops with at least 50 attendees. ▪ One (1) Sustainable Cleaning Products Matchmaking event. <ul style="list-style-type: none"> - At least fifty (50) CSPs attend 	<ul style="list-style-type: none"> ▪ Improved knowledge about selecting vendors to source cleaning products and janitorial services. ▪ Increased participation in government contracts, for eco-certified cleaning supplies and janitorial services. ▪ Increased use of eco-certified products in DC government owned buildings ▪ Increased availability of eco-certified cleaning products. ▪ Growth of sustainable supply chains by connecting CSPs and vendors in the cleaning products and janitorial services.
Activity: Testing and promotion	
<ul style="list-style-type: none"> ▪ Fifty (50) starter kits distributed to CSPs awardees. ▪ One (1) report on product tests, insights, and data analysis. <ul style="list-style-type: none"> - Including summary of reviews, ratings, concerns, and recommendations. ▪ One (1) workshop/meeting to present and promote results. 	<ul style="list-style-type: none"> ▪ Increased demand for eco-certified products and a shift towards the use of more sustainable cleaning products. ▪ Informed decisions when selecting cleaning products and align practices with most effective and sustainable cleaning solutions available in the market. ▪ Foster knowledge sharing and collaboration among CSPs.

Outputs	Outcomes
Activity: Business specific P2 Plans	
<ul style="list-style-type: none"> ▪ Fifty (50) CSPs P2 plans developed. ▪ One (1) Training, including materials to prepare P2 Plans. ▪ One (1) Guidebook for P2 Plans. ▪ Fifty (50) Site visits and personalized assistance. 	<ul style="list-style-type: none"> ▪ Reduce and prevent pollution in cleaning operations. ▪ Increased awareness and capacity to adopt pollution prevention practices and comply with environmental regulations. Improved access to relevant information and reference materials.
Activity: Reporting on best practices and Measurement Plan	
<ul style="list-style-type: none"> ▪ Eight (8) quarterly progress reports from subrecipient with CSPs performance measures and data analysis. <ul style="list-style-type: none"> - One (1) post survey and focus group collecting quantitatively and qualitative data. - Fifty (50) testimonials and information collected from CSPs. ▪ Four (4) subrecipient biannual reports with information on practices adopted and analysis on performance measures and assessment data. ▪ One (1) final report on program successes, challenges, best practices, and lessons learned. ▪ Two (2) case studies published highlighting best practices and successful transition to eco-certified cleaning products and practices. ▪ One (1) webinar recorded to share key insights and lessons learned from the transition process. 	<ul style="list-style-type: none"> ▪ Comprehensive understanding of the program’s performance, identifying areas of success, challenges, and opportunities of improvement. ▪ Deeper understanding of the effectiveness and scalability of different practices, guiding future initiatives and program improvement. ▪ Evidence-based decision-making and informed resource allocation to maximize the program’s impact. ▪ Improved insights into the factors that contribute to successful transitions to eco-certified cleaning products and practices. ▪ Dissemination of practical insights and actionable recommendations for other CSPs and stakeholders. ▪ Widespread sharing of key insights and lessons learned, promoting collaboration, and fostering the use of eco-certified cleaning products.
Activity: EPA Reporting	
<ul style="list-style-type: none"> ▪ Collect and analyze performance measures and assessment data. <ul style="list-style-type: none"> - Quarterly reports from grantee with performance measures and data analysis ▪ Report on program progress to EPA <ul style="list-style-type: none"> - Four (4) biannual reports - One (1) Final report - Lessons learned report 	<ul style="list-style-type: none"> ▪ The social, environmental, and economic impact of the GCP is quantified and contributes to meeting EPA’s strategic plan and goals. ▪ Local and national organizations use GCP lessons learned and resources. ▪ DOEE meets the P2 Grant program reporting requirements.

Criteria 3: Programmatic Capability and Environmental Results Past Criteria

DOEE is the leading authority on environmental and energy issues affecting the District of Columbia. DOEE comprises approximately 450 engineers, biologists, toxicologists, geologists, technicians, inspectors, environmental specialists, policy analysts, program analysts, administrators, public outreach specialists, and support staff.

Performance and Reporting History: In Fiscal Year 2022, DOEE managed 35 grants a year from 10 federal agencies and one public foundation. Our Grants Management Division and the Office of Contracting and Procurement will ensure that sub-recipients and contractors will be procured in accordance with EPA's sub-award requirements.

Examples of DOEE's performance on EPA awards and meeting reporting requirements over the last three years include: **Grant 1:** DE-EE0007911. FY16 – FY21. \$2,817,755. *Performance:* DOEE has been improving the safety, comfort, and energy efficiency of income-qualified homes since the program's inception in 2009; *Reporting.* Quarterly reports have been timely and the WAP program is expected to meet its expectations this fiscal year. **Grant 2:** F20AF12138. FY 21. \$300,000. *Performance:* DOEE successfully performed all promised work on this grant, coordinating the agency's Sport Fish Restoration activities; *Reporting:* DOEE consistently complied with the grants' work plans, schedules, and terms and conditions, and met all reporting deadlines. DOEE received a grant to manage and coordinate the entire agency's Sport Fish Restoration work annually since at least 2008. **Grant 3:** 96390001. FY21 – FY23. \$506,322. *Performance:* DOEE is successfully managing this grant; *Reporting:* DOEE is successfully meeting all reporting requirements. **Grant 4:** 96333203. FY19 – FY22. \$611,425. *Performance:* The grant has been successfully managed, since 2016 (#96333202) and the program continues to receive funding; *Reporting.* Mid-year and end-of-year reports have been timely and are set to meet all grant commitments **Grant 5:** 97384703. FY19 – FY22. \$816,200 *Performance:* DOEE successfully performed all phases of work on this grant since its inception in 2004 by consistently complying with the work plan, schedule, and terms and conditions; *Reporting:* DOEE's track record for on-time reporting, tracking, and spending funds and meeting outcomes and outputs is excellent.

Programmatic capability: GCP will comprise expert staff from the Urban Sustainability Administration (USA) from two collaborative programs. Staff 1 focuses on USA's Sustainable Business Program, which works to support businesses in their path to sustainability and uses social entrepreneurship to solve sustainability challenges. Staff 1 has almost 20 years of experience in sustainability, circular economy, supply chain and entrepreneurship. Staff 2 supports USA's EPPS Program, which is responsible for ensuring EPPS incorporation into District Government spending to the maximum extent allowable. EPPS staff conduct research on eco-certified products and services to create sustainable specifications and guidance documents for EPPS product categories. The two FTEs supporting this program have previous professional experience in program design and implementation, diverse stakeholder engagement and relationship management, and are well-equipped to ensure the GCP is managed efficiently and operates effectively so that reporting requirements for the reporting plan are fulfilled.

Criteria 4. Timeline

Table 2. DC Green Cleaning Program Timeline

Project Tasks	Description	Milestone Market	Dates
Subrecipient selection and management	DOEE releases RFA and awards subrecipient to manage program and provide technical and financial assistance.	<ul style="list-style-type: none"> ▪ 1 RFA ▪ 1 Subrecipient 	Nov 2023-Jan 2024
Contract award for EPPS vendor training	DOEE releases RFP and awards contract for EPPS vendor training on Janitorial and cleaning services.	<ul style="list-style-type: none"> ▪ 1 RFP ▪ 1 Contractor 	Mar 2024-May 2024
Stakeholder collaboration and coordination	Stakeholders meeting to track progress, identify opportunities and priorities for program. Sister agencies, Cleaning Service Providers, Trade organizations, and Vendors.	<ul style="list-style-type: none"> ▪ Minimum of 8 meetings 	Nov 2023-Sep 2025
CSPs selection and EJ Screen tool	Market research to identify CSPs (Including CBEs) to be part of the GCP.	<ul style="list-style-type: none"> ▪ 50 CSPs ▪ 1 Market research report 	Dec 2023-Jan 2024
Vendor selection in targeted EPPS categories	Market research to identify population of vendors for education in EPPS categories (Cleaning supplies and janitorial services)	<ul style="list-style-type: none"> ▪ 20 Vendors selected ▪ 1 Vendor contact list ▪ 1 Market research report 	Mar 2024-May 2024
Community research, engagement, and marketing	Outreach and engagement strategy using community-based social marketing approach. Initial survey will be used to gather baseline information.	<ul style="list-style-type: none"> ▪ 1 Survey: Baseline ▪ 1 Market research study ▪ 1 Outreach and engagement strategy 	Dec 2023-Sep 2025
Participant Support Costs to CSPs	The Eco-certified Cleaning Product Fund offsets CSPs costs to procure cleaning products.	<ul style="list-style-type: none"> ▪ 1 Program to offset costs ▪ 50 CSP awardees of different amounts 	Mar 2024-Sep 2025
Starter kits distributed to CSPs for testing and promotion	Purchase and distribute starter kits to CSP awardees to introduce Safer Choice and eco-labeled products. Collect products test reviews, feedback, insights, and data analysis.	<ul style="list-style-type: none"> ▪ 50 kits ▪ 1 Survey: Insight ▪ 1 Report on product performance 	Jan 2024-Jun 2024

Project Tasks	Description	Milestone Market	Dates
Capacity building – CSPs training	Education and training for 50 CSPs on the adoption of eco-certified cleaning products.	<ul style="list-style-type: none"> ▪ 10 workshops and training materials (Presentations, flyers, and posters) ▪ 4 Newsletters ▪ 50 site visits ▪ 1 GCP online platform ▪ 1 Set of materials and resources translated to required languages 	Apr 2024-Jun 2025
Business specific P2 Plans	Assistance to CSPs in developing business specific P2 plans.	<ul style="list-style-type: none"> ▪ 50 P2 Plans ▪ 1 Training: Workshop and materials ▪ 1 P2 Plan Guidebook ▪ 50 Site visits and CSPs assistance 	Jun 2024-Jun 2025
Capacity Building – EPPS Vendor Training	Education and training for Vendors in the cleaning supplies and janitorial services.	<ul style="list-style-type: none"> ▪ 2 Workshops and training materials ▪ 2 one-pagers: EPPS requirements ▪ 2 Sample EPPS solicitation proposals ▪ 50 CSPs and 50 Vendors 	May 2024-Jun 2025
Sustainable Cleaning Product Matchmaking event.	Matchmaking event to gather CSPs, Vendors, and other stakeholders for networking and procurement deals.	<ul style="list-style-type: none"> ▪ 1 Matchmaking event ▪ 50-100 CSPs ▪ 20-50 Vendors and stakeholders 	April 2025
CSP Quarterly reports	CSPs reports with performance measures and data analysis.	<ul style="list-style-type: none"> ▪ 8 CSPs Performance quarterly reports ▪ 50 Testimonials ▪ 1 Post Survey: Quantitative and qualitative data 	Jan 2024-Sep 2025
Reporting on best practices and measurement plan	Reports, case studies, and lessons learned highlighting best practices and transition to sustainable cleaning products. Lessons learned. Tracking could extend for a third year.	<ul style="list-style-type: none"> ▪ 4 Biannual reports ▪ 1 Final report ▪ 2 Case studies: Lessons learned and impacts on business operations. ▪ 1 Webinar: Insights and lessons learned 	Jan 2024-Sep 2026
EPA Report – Program Progress	GCP reports to EPA <ol style="list-style-type: none"> 1. Semiannual reports 2. Final report 3. Lessons learned report 	<ul style="list-style-type: none"> ▪ 4 Semiannual reports ▪ 1 Final report ▪ 1 Lessons learned 	Jan 2024-Sep 2026

Criteria 5: Budget Narrative

DOEE requests a total of \$500,000 to complete all deliverables described in this proposal.

Personnel: DOEE requests \$111,173.13 in DOEE personnel costs to manage this project. Two DOEE staff will support work and ensure work is completed on time and according to EPA requirements. Staff 1 with a salary of \$116,764 at Union Grade 13 Step 6 will dedicate 25% of their time, while Staff 2 with a salary of \$70,592 at Union Grade 11 Step 1 will dedicate 15% of their time to this grant. Staff hours will be focused on drafting an RFA for and awarding the technical assistance subrecipient, drafting an RFP and awarding the contractor, supporting deliverables through outreach, research, and stakeholder engagement, and managing subrecipient, contract, and EPA grant deliverables. Option year 3 costs to address outstanding reporting requirements and close out the grant will take approximately 5% of each staff member’s time and cost a combined total of \$12,097.38.

Salary step increases are incorporated into personnel calculations for year two (Staff 2 at Grade 11 Step 2, Staff 1 remains the same as Step increases above 5 happen every other year) and Option year 3 (Staff 1 at Grade 13 Step 7 and Staff 2 at Grade 11 Step 3).

Staff	Year 1	Year 2	Option Year 3	Total= \$89,655.75
Staff 1	.25 x \$116,764= \$29,191.00	.25 x \$116,764= \$29,191	.05 x \$119,991= \$5,999.55	\$64,381.55
Staff 2	.15 x \$70,592 = \$10,588.80	.15 x \$72,860 = \$10,929	.05 x \$75,128= \$3,756.40	\$25,274.20

Fringe benefits (to cover insurances, social security, and retirement) are set at 24% totaling \$21,517.38 (.24 x \$89,655.75).

Contractual: DOEE will procure a contractor to develop and conduct capacity building trainings for CSPs on Janitorial Services and Cleaning Products EPPS categories. The contractor will work with subrecipient to identify interested CSPs and do market research to develop materials and recruit participants. DOEE anticipates the contract to cost \$50,000 over the course of 2 years. Estimates are based on similar contracts DOEE has obtained for training and engagement of targeted communities.

Travel: DOEE estimates costs for 2 staff to travel to required national and regional EPA P2 meetings to total \$5,380.18 and includes travel and lodging.

Other:

Technical Assistance Subrecipient: DOEE anticipates the technical assistance subrecipient to cost \$179,500 for personnel time, training costs including event space and supporting materials, printing costs, and \$25,500 for an option year 3 to close out any outstanding reporting requirements and finalize case studies. Personnel time will be dedicated to research, outreach and engagement, development and distribution of training and educational materials, management and distribution of Participant Support Costs, and EPA and DOEE required reporting.

Participant Support Costs are vital to supporting long-term change, as the targeted CSPs work and live in the identified Disadvantaged Communities and operate with thin profit margins. Cleaning product Starter Kits with sample cleaning supplies for CSP testing and reporting will cost \$10,000, and the Cleaning Products Support Fund to help CSPs replace inventory with Safer Choice and eco-label cleaning products will cost \$120,000 to support at least 50 CSP program participants over two years.

Indirect: DOEE has a set indirect rate of 21.54%, totaling \$23,946.69 for this grant.

DC Green Cleaning Program Budget Table

Budget Category	Budget Items	Total (\$)	Total (\$) Rounded
Personnel	Staff 1 25% time for 2 years, 5% time option year 3 (Salary \$116,764 years 1 and 2, salary 119,991 year 3)= \$64,381.55 Staff 2 15% time for 2 years, 5% time option year 3 (year 1 salary \$70,529, year 2 salary \$72,860, year 3 salary \$75,128)= \$25,274.20	\$89,655.75	\$89,656.00
Fringe Benefits	Staff 1 24% of salary = \$15,451.57 Staff 2 24% of salary = \$6,065.81	\$21,517.38	\$21,517.00
Travel	Airfare/train and lodging, and support expenses for 2 staff to travel to required EPS P2 national and regional meetings=\$5,380.18	\$5,380.18	\$5,380.00
Contractual	Contractor to develop and implement EPPS Cleaning Products and Janitorial Services trainings=\$50,000	\$50,000.00	\$50,000.00
Other	Subrecipient to implement DC Green Cleaning Program: Personnel costs (est. 2,000 hours at \$74/hr): \$148,000 Printing: \$6,000 Option year 3: \$25,500 Participant Support Costs: Cleaning Products Support Fund: \$120,000 CSP starter kits: \$10,000	\$309,500.00	\$309,500.00
Indirect	Federal IDC Rate Agreement of 21.54% of salary and fringe (21.54% of \$89,655.75 + \$21,517.38=	\$23,946.69	\$23,947.00
	TOTAL:	\$500,000.00	\$500,000.00