

## Want to sell to government? The first step is to understand the marketplace!



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Today, with billions of dollars available for governmental entities to purchase goods and services, every firm seems to be considering entering the public sector marketplace. That is good! State and local governmental entities spend literally trillions of dollars each year with private sector contractors. Every firm should be looking at the government marketplace.

But, it is critically important to understand that the government marketplace is unique. Sales tactics that are successful in the commercial sector will not necessarily produce good results in the public sector. Don't even attempt it without a little advice.

[\(MORE\)](#)

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## Renewable energy projects funded with \$3 billion

### Companies can forgo tax credits for direct payment of part of costs

Companies throughout the country are busy getting ready to prepare their applications for a share of more than \$3 billion being made available from American Recovery and Reinvestment Act funding for renewable energy projects. The funding is expected to increase economic development in urban and rural areas while decreasing the nation's dependence on foreign energy sources.

The funding, to be administered by the U.S. Department of the Treasury and the U.S. Department of Energy, will make direct payments in lieu of tax credits for some 5,000 biomass, solar, wind and other renewable energy production facilities. The two federal agencies also will provide guidance for businesses so they will be prepared to submit successful applications.

Officials expect the creation of domestic sources of clean energy will lead to economic development not only in the communities in which they are created, but also throughout the rest of the country. It is hoped that businesses and companies of all sizes will seek funding for their projects.

Under the terms of the funding initiative, the Treasury will make direct payments to companies that create and put in service renewable energy facilities. In the past, these companies could file for tax credits to cover a portion of a renewable energy project's cost. The new program, however, allows the companies to instead take an immediate reimbursement of a portion of the property expense.

Although the tax credits of the past have been seen as good incentives for development of renewable energy, the number of new renewable energy installations has been declining. Officials are hopeful the application for energy funds instead of the tax credits will lead to renewed development. The Web-based application will be made available soon on the Treasury Department site. For more information on the program, click [HERE](#).

## Energy-efficient appliance purchases may net rebates

### States can apply for funding to reward local consumer buys

Americans purchasing ENERGY STAR home appliances may get checks back from their states, after \$300 million in Recovery Act funding is being made available for state-run rebate programs for these products. The consumer rebates are for individuals who purchase certain energy-efficient appliances. Each state must submit a plan that specifies which ENERGY STAR appliance categories will be part of their rebate programs, the rebate level for each product type, how the rebates will be processed and the plan for recycling old appliances. States and territories must file an initial application showing their intent to participate in the program by Aug. 15. The full application must then be filed by Oct. 15.

Approximately 10-25 percent of each award will be spent on administrative costs and each applicant approved will receive 10 percent of their funds after the initial application. The remainder will be sent after the programs are approved. Federal officials request that the focus of these programs is on heating and cooling equipment, appliances and water heaters since they use the most energy. ENERGY STAR qualified appliance categories eligible for rebates include: central air conditioners, heat pumps (air source and geothermal), boilers, furnaces (oil and gas), room air conditioners, clothes washers, dishwashers, freezers, refrigerators and water heaters.

## Nearly \$340 million allocated for water, wastewater

### Funding headed to five states for state revolving fund programs

Nearly \$340 million in Recovery Act funds for water and wastewater infrastructure in five states has been announced by the U.S. Environmental Protection Agency. The goal of the funding is to protect both human and environmental health throughout the country. The funds will be distributed through Drinking Water and Clean Water State Revolving Fund programs. Low-interest loans for drinking water systems and finance of infrastructure improvements are part of the water infrastructure funding while water quality protection projects for wastewater treatment, non-point source pollution control and watershed and estuary management are part of the wastewater funding.

The states and the amounts they received include:

- Oklahoma - \$31 million (water)
- Texas - \$179 million (wastewater)
- New Mexico - \$19.5 million (water)
- Louisiana - \$27 million (water)
- Louisiana - \$43 million (wastewater)
- Arkansas - \$24 million (water)
- New Mexico - \$15 million (wastewater) The state has also been approved for an additional \$3.8 million in funding, which will be awarded soon.

## Follow the money

### State Energy Programs approved, allocated funding

Six more states and territories have been awarded Recovery Act funds for State Energy Programs (SEP). The \$141 million allocated represents 40 percent of the total SEP funding for Hawaii, Maine, Nebraska, New Mexico, Texas and the Northern Mariana Islands. Ten percent already has gone to the recipients and the final 50 percent will be allocated once they each meet reporting and accountability standards.

The \$141 million can be used for such projects as energy audits, building retrofits, education and training, transportation programs to increase the use of alternative fuels and hybrid vehicles and new financing mechanisms to promote energy efficiency and renewable energy investments.

The statewide plans proposed are drawing their funding from the \$3.1 billion set aside in recovery funds to promote energy efficiency, clean energy deployment and local economic recovery. The money is used to create green jobs and address state energy priorities. As examples of the use of the funding, Hawaii will fund high-performance buildings, government and residential retrofits and energy efficiency measures in the hospitality industry. Maine will offer financial assistance to support technical and engineering studies to reduce energy use at large industrial facilities. It will also offer home energy audits and weatherization assistance. Texas will boost a program that will allow schools, hospitals and other public entities to modernize traffic signal equipment.

To view the funding and the projects it will fund by state, click [HERE](#) and then look under "Recent Reports."

### Funds will weatherize 125,000 homes in 13 states

More than 125,000 homes in 13 states will benefit from weatherization programs that will share \$448 million in American Recovery and Reinvestment Act funding announced recently. The U.S. Department of Energy will provide funding to programs in Alabama, Idaho, Maine, Missouri, New Jersey, Oklahoma, Rhode Island, Texas, Vermont, Virginia, Washington, Wisconsin and Wyoming.

The states will receive 40 percent of their weatherization funding, with another 50 percent coming once they have reached milestones set up in the Recovery Act. All have already received 10 percent of their funding for startup activities and training. The act provides that up to 20 percent of their allocations may be spent on hiring and training workers.

The funds are available to families making up to 200 percent of the federal poverty level, or approximately \$44,000 a year for a family of four. Weatherization costs are approximately \$6,500 per home and should result in a 32 percent savings for heating bills and several hundred dollars per year on total energy costs.

To view the funding and the projects it will fund by state, click [HERE](#) and then look under "Recent Reports."

### Transportation-related job training grants going to 14 states

Job training for careers in transportation, engineering and construction will result from \$6.7 million in grants to 14 states from the American Recovery and Reinvestment Act. The training will fund apprenticeships and training centers for under-represented or disadvantaged persons.

Called "On-the-Job Training Support Services" grants, the funds are in addition to federal training program funding to support training programs of state departments of transportation. The training will offer job skills for highway construction contractors, apprentices and trainees. It also encourages minorities and women to enroll in training for skilled and semi-skilled crafts.

The grants range in size from \$1.2 million to the Wounded Veterans Internship Program in Virginia to \$55,000 to the Cypress Mandela Training Center in California. Other awards went to numerous community colleges, a Goodwill Industries-sponsored training program and Workforce Development programs.

To view the list of recipients and the amount of the grant they received, click [HERE](#) and look under "Recent Reports."

### USDA program to aid rural areas with water, wastewater systems

Rural communities throughout the country will benefit from \$14.2 million in Recovery Act funds being provided through the U.S. Department of Agriculture Rural Development's Rural Water and Wastewater Circuit Rider Program. The funds will help communities identify water and wastewater infrastructure needs. Communities with infrastructure needing repair will be able to take advantage of technical expertise necessary to make necessary improvements to their systems. The goal is to ensure clean, safe water infrastructure in those communities.

The funding will allow the National Rural Water Association to add 15 water and 71 wastewater technical assistance staff this year and next to assist these rural communities in operations of their water and wastewater infrastructure. It will also call for training and other technical assistance for local staff across the country. These experts, known as "Circuit Riders," will help those communities in rural areas prepare proposals for water and wastewater systems, manage the construction of the systems and offer on-site input to ensure that all health and environmental protection requirements are met.

Communities, as a result of this expert assistance, can expect their water and wastewater systems to comply with Environmental Protection Agency rules while also reducing the costs of repair and maintenance.

The first \$4.1 million in funds will be used for services from June 1 to Oct. 31. The remainder will be used beginning Nov. 1. USDA Rural Development expects making more Recovery Act funds available through competitive grants later in the year. All states and Puerto Rico can apply.

For information about these and other funding opportunities, contact [Reagan Weil](#) or [Richard Hartmann](#) at 512-531-3900.

## Stimulus news briefs

### Governors urged to put transportation funds in distressed areas

The nation's governors are being urged to give priority to transportation projects in economically distressed areas of the country. In a recent letter to all of the states' governors, U.S. Transportation Secretary Ray LaHood noted that as of June 24, some 26 states had obligated more than 50 percent of their Recovery Act funding to such areas, with six states obligating 90 percent or more to distressed areas.

Nationally, 51.5 percent of Recovery Act funds have been obligated to economically distressed areas, while the percent of the country's population that lives in these areas totals 37.7 percent. LaHood said that not all states will achieve the same level of funding for economically distressed areas since the population in such areas varies by state. However, he urged governors to continue to work to ensure this portion of the law is followed.

Because many of the projects are coming in well under estimates, more work can be funded and LaHood urged governors to use these funds for highway and transit projects in these distressed areas.

### Report catalogs activities on comparative effectiveness research

A new [report](#) cataloging current federal activities on patient-centered research or comparative effectiveness research (CER) has been sent to Congress. The report, mandated by the American Recovery and Reinvestment Act, includes recommendations for how HHS will spend \$400 million in funds and help the Health and Human Services Secretary and members of Congress improve patient care quality and provide both patients and physicians the best information for making health care decisions.

The report, released by the Federal Coordinating Council for Comparative Effectiveness Research, was intended to identify areas of comparative effectiveness research where funding could make the biggest impact in improving the nation's health outcomes.

The report includes a definition of CER, criteria for determining which research projects should be a priority and a strategic framework to identify gaps and future priorities. Some recommendations include:

- Being able to share results of CER with doctors and patients and make better investments on how information is disseminated
- Focus research on the needs of special populations - racial/ethnic minorities, persons with disabilities, persons with chronic conditions, the elderly and children
- Research should be in high-impact health arenas such as medical and assistive devices, surgical procedures, behavioral interventions and prevention
- Investments should be in data infrastructure such as linking current data sources to enable CER questions, development of distributed electronic data networks and partnerships in the private sector.

### North Carolina seeks to help historically underutilized businesses access recovery funding

A campaign to help historically underutilized businesses access federal economic stimulus funding has been launched by the North Carolina Office of Economic Recovery and Investment. A four-month campaign is aimed at minority-owned and small businesses and will include workshops and training programs and details on how to apply for funding. Workshops will be held in Charlotte, Hickory, Salisbury, Goldsboro, Greensboro, Raleigh, Rocky Mount, Williamston and Wilmington.

### RD&D funding available regarding CHP energy efficient systems

Upwards of \$40 million for research, development and demonstration of combined heat and power (CHP) systems will be available from the U.S. Department of Energy (DOE). Annual appropriations will be made from the funds for research and development of this energy-efficiency solution.

CHP technology produces both heat and electricity for industrial, commercial and residential facilities to improve efficiency, curb costs and limit greenhouse emissions. These systems often can achieve 80 percent or better efficiencies, compared to 45 percent efficiency for standard heat and power production. DOE will provide up to 50 percent of these cost-shared awards.

The announcement seeks applications for funding for RD&D at three power levels. They must focus on increasing the efficiency and reducing greenhouse gas emissions of stationary CHP systems. They also should be able to replace or reduce natural gas usage and minimize energy and cost penalties of meeting emission regulations.

### Oklahoma officials to apply for high-speed rail funding

Officials in Oklahoma are gearing up to apply for high-speed rail funding that will provide passenger service again to Tulsa. The Heartland Flyer, which provides service between Fort Worth and Oklahoma City, would have a high speed of 90 miles per hour while the speeds between Tulsa and Oklahoma City would be more than 150 miles per hour. Total cost of the project, including improvements from Tulsa to the Texas state line, will be a little less than \$2 billion. The state has applied for funding that does not require a state match. If approved for funding, the project could start as early as next year and take six years to complete.

The Obama administration has identified \$13 billion to get the high-speed rail project started, with \$8 billion in Recovery Act funds immediately and \$5 billion provided over the next five years.

### American Indians, Alaska Native communities get water, wastewater assistance

Improved access to drinking water and wastewater services in the American Indian and Alaska Native communities will get a \$90 million boost from the American Recovery and Reinvestment Act, with the funds to be invested in infrastructure projects.

For 20 years, the Environmental Protection Agency and the Indian Health Service (IHS) have worked together to improve water services in Indian Country, and they identified 95 wastewater and 64 drinking water priority projects to be completed through the IHS Sanitation Facilities Construction Program and with EPA Recovery Act funds. Approximately 10 percent of tribal homes do not have safe drinking water and/or wastewater disposal facilities, which is nearly 10 percent higher than the national average measured by the 2005 Census. Some of the planned projects include replacement of failing septic systems with a community wastewater system and building an efficient surface water treatment facility to provide high-quality drinking water to more than 2,000 tribal homes.

## What the states are doing

**Tennessee's** United Neighborhood Health Services in Nashville will reap \$2 million in Recovery Act funds this year, with \$1.05 million being announced this week. The money, which comes from the Recovery Act through the U.S. Department of Health Resources and Services Administration, will be used to renovate the organization's downtown clinic that serves homeless people, expand its Main Street Clinic and updates its electronic medical records network to link its sites together.

**Texas** will use more than \$218 million in stimulus funds to help state and local governments curb energy consumption and reduce greenhouse gas emissions. Most of the funds will go toward a revolving loan program with loans of up to \$10 million. Another \$16.9 million will be used for grants to help purchase alternative fuel vehicles and alternative fueling stations for government vehicles and for purchase of energy-efficient traffic signals. Another \$30 million in grants will assist public entities in installation of renewable energy technologies such as solar, wind, biomass hydroelectric and geothermal projects. Finally, \$6 million will be used for a partnership with the Texas Workforce Commission to train workers in the renewable energy industry, with \$5 million set aside for energy education and outreach.

**New York** has created a panel made up of four elected officials to oversee the state's spending of Recovery Act funds. The panel will track federal stimulus funding coming into the state and how it is spent. The panel includes Inspector General Joseph Fisch, Medicaid Inspector General James Sheehan, Metropolitan Transportation Authority Inspector General Barry Kluger and Division of Human Rights Commissioner Galen Kirkland.

In **Colorado**, an executive order has been issued outlining state procedures for implementing portions of the Recovery Act and mandates that all stimulus funds be posted on a central Web site. The order also calls for a complaint process and an outreach program to assist small and minority-owned businesses to win contracts.

The Louisville Ballet and the Louisville Orchestra in **Kentucky** will each receive a \$50,000 grant from the National Endowment for the Arts as part of funding from the federal Recovery Act. The grants are part of \$50 million set aside for arts groups. Officials say most of the funding will be for musicians' salaries.

Federal stimulus funds to improve water quality are headed to two **Utah** Indian tribes. The Skull Valley Band of the Goshutes will receive \$193,000 from the U.S. Environmental Protection Agency to upgrade drinking water supplies and the Ute Indian Tribe will receive approximately \$139,000 to help clean water.

Fourteen **New Jersey** arts organizations will benefit from \$600,000 in Recovery Act funds in a grant administered by the National Endowment for the Arts. The winners in New Jersey are mostly visual arts organizations. The New Jersey State Council on the Arts received \$336,900 to award through its own competitive process.

Improved access to water services for the Alabama-Coushatta Tribes of **Texas** will be realized through funds distributed from the American Recovery and Reinvestment Act. Administered by the U.S. Environmental Protection Agency, the funds are part of \$90 million nationwide that is designed to protect both human and environmental health. The project will involve monitoring the loss of drinking water.

More than 16,000 homes in **Minnesota** will undergo weatherization efforts thanks to \$52.7 million in federal stimulus funds headed to the state. The projects generally include installation of new doors and windows and addition of energy-efficient materials. The funds will be distributed over a two-year period by the Minnesota Department of Energy.

Ground was recently broken for a new airport fire and rescue station to be constructed from federal stimulus funds at the St. Louis (**Illinois**) Downtown Airport in Cahokia and Saugeat. The price tag for the project is \$4.6 million. It will include three drive-through equipment bays, administrative offices and a training/conference room on the ground floor with firefighter living quarters on the second floor.

## Other national news

### North Carolina qualifies for loan to build onto expressway

North Carolina has qualified for a \$386 million loan from the U.S. Department of Transportation to build two new sections of the Triangle Expressway in the Raleigh-Durham area. The Expressway will include 18 miles of roadway connecting key interstates and state routes.

The state's turnpike authority will receive the loan under the Department's Transportation Infrastructure Finance and Innovation Act (TIFIA) loan program which allows for the financing of highway projects with flexible repayment terms. The turnpike authority will make the new highway a toll road to pay back the loan and also is expected to sell more than \$600 million in bonds to complete the project's total cost of more than \$1.1 billion.

The Expressway extending the new Triangle Expressway extending 3.4 miles north of NC 540, the continuing NC 540 Wake Freeway extending NC 540 south for 2.8 miles and the new Western Wake Freeway continuing NC 540 south for an additional 12.6 miles. The three sections will improve access to I-40 and downtown Raleigh.

### Assistance to Small Shipyards program garners 17 small shipyards

Grants totaling \$1.1 million have been announced for 17 small shipyards in 10 states as part of the Assistance to Small Shipyards program of the U.S. Department of Transportation. The money will be used to make capital and infrastructure improvements to improve the efficiency, operations and quality in ship construction and repair. All but two of the shipyards awarded the funding have fewer than 600 employees. The others range from 600-1,200. This program will also be used to distribute some \$98 million in Recovery Act funding. Recipients will be announced soon.

### Funds available to prepare for flu virus, flu season

States and territories will be eligible for \$350 million in grants to help them prepare for the 2009 novel H1N1 flu virus and fall flu season. The grants are part of the recent supplemental spending bill in Congress.

A total of \$260 million in Public Health Emergency Response Grants will go to state public health departments while \$90 million in Hospital Preparedness grants will be distributed nationwide. The preparedness grants help hospitals and health care centers prepare for and respond to health emergencies. To view the allocations by state, click [HERE](#) and look under "Recent Reports."

### USDA funds 55 Conservation Innovation Grants projects

The U.S. Department of Agriculture has announced \$18 million in Conservation Innovation Grants that will fund 55 projects nationwide to develop and refine technologies to assist farmers and ranchers in conserving and sustaining natural resources.

The projects funded include issues such as water quality and quantity, grazing lands, soil and forest health and air quality. One recent example was the Cape Cod Cranberry Growers Project that used an irrigation automation process that resulted in cranberry growers accepting irrigated water management techniques that save both water and energy. A California project regarding growing practices studied ways for growers to improve air and water quality to their vineyards.

As USDA continues to offer services to minority and underserved communities, it will fund six proposals valued at \$1 million each to help Native American tribes and limited resource producers address similar issues. To view the projects funded, click [HERE](#).

## Calendar of events

### OMB plans variety of webinars to offer reporting guidance

The federal Office of Management and Budget (OMB) and the Recovery, Accountability and Transparency Board will host a variety of webinars Monday, July 20, through Thursday, July 23, to provide information on implementing the guidance in OMB Memorandum M-09-21, Implementing Guidance for the Reports on Use of Funds Pursuant to the American Recovery and Reinvestment Act of 2009. Each webinar will focus on a major section of the Guidance as well as on the technology solution. The intended audience for these webinars includes federal agency personnel, prime recipients and sub-recipients. To view the webinar schedule and to register, click [HERE](#).

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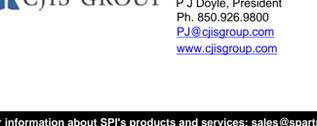
## All 50 states have own recovery Web sites

All 50 of the states and the District of Columbia now have their own "recovery" sites where citizens can track where ARRA dollars are being spent in their respective states. The states are charged with ensuring accountability and transparency in how the funds are spent and their Web sites show the projects being funded and the amount of ARRA funds allocated. For links to each of the state and District of Columbia recovery Web sites, click [HERE](#).

## The American Recovery and Reinvestment Act

The American Recovery and Reinvestment Act is an unprecedented infusion of \$787 billion into a flailing United States economy. The ARRA is designed to create or save millions of jobs and to address pressing needs throughout the country, from education to infrastructure. To view the bill as passed by the U.S. House and Senate and signed by President Barack Obama, [HERE](#).

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## Procurement consulting and advocacy services

Strategic Partnerships, Inc. (SPI) and MultiState Associates Inc., the leading companies in the state and local government procurement and government relations world, have teamed to offer a timely client-customized service that helps companies find and capture state and local government contracts arising from the recently enacted federal stimulus package. [Click here](#) for procurement consulting and advocacy services

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