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**Keep Maine Healthy**  
**2020 Municipal COVID-19 Awareness Campaign**  
**Financial Assistance Available for Maine Municipalities and Tribal Governments to Help Keep Maine Residents and Visitors Safe This Summer and Fall**

**Funding Period: June 8 – October 31, 2020**

**Applications must be Submitted to Maine CDC by Monday, June 22, 2020**

Municipalities and Tribal governments are best positioned to create local education and prevention plans to encourage Maine businesses, residents and summer visitors to follow best practices to prevent the spread of the Coronavirus and COVID-19 infections during the reopening of the State's economy and as we resume many recreational activities quintessential to the Maine experience.

As part of the Keep Maine Healthy initiative, the Department of Health and Human Services (DHHS) has created the 2020 Municipal COVID-19 Awareness Campaign to encourage municipalities and Tribes to implement their own COVID-19 prevention, education and protection plans in partnership with DHHS. Municipalities and Tribal governments that submit plans approved by DHHS will be reimbursed for costs associated with approved public health education and prevention activities during the funding period from June 8 through October 31, 2020. Costs incurred between June 8 – June 30 that are directly attributed to this education and prevention campaign will be considered for plan inclusion and reimbursement; however, reimbursement is not guaranteed until the application is approved by the CDC.

Maine's public health agency within DHHS, the Maine Center for Disease Control & Prevention (CDC) will oversee this initiative. Applications must be submitted to CDC by **Monday June 22, 2020**. You can email the completed Application to [michael.abbott@maine.gov](mailto:michael.abbott@maine.gov). Or, if you wish to send a paper version of this Application, please mail to:

Michael Abbott P.E., C.G., Interim Associate Director  
Division of Environmental & Community Health  
Maine CDC  
286 Water Street  
Augusta, ME 04333

**Who is eligible to apply for funding?** All municipal and Tribal governments in Maine are eligible to apply for available funding using this Application. Municipalities or Tribal governments who wish to partner with community organizations, including visitor centers, public health groups, or chambers of commerce, to implement approved prevention and education activities will be allowed to subcontract.

**How much funding is available for each municipality or Tribe?** The amount of funding available for reimbursement to each municipality or Tribe will be based on the plans and budgets they request, subject to limits. Such limits will be based on whether proposed expenditures are consistent with this initiative as well as

factors such as the year-round population combined with an estimate of the increase in population during the peak of the summer tourist season, as this number will influence the amount of work needed to complete the tasks involved in COVID-19 prevention activities.

***What kinds of prevention activities should be included in the plan?*** Local prevention and education plans should include a point of contact for the municipality or Tribal government and one or more of the following:

- **Public education activities:** This could include printing and posting of existing State or national COVID-19 prevention information and/or developing local educational activities that are consistent with CDC guidelines. Costs eligible for reimbursement would include staff time for planning and education activities and costs for signage, materials, website development, brochures and mailing.
- **Physical distancing and public health support:** This could include fences, tape, and signage for physical distancing in public spaces and closed streets; hiring or reassigning staff to limit crowds in front of restaurants, bars, beaches and other sites; new traffic pattern signage and education; purchases of personal protective equipment and hand sanitizer to be made available for staff, visitors, and for use at public locations; and extra cleaning supplies and additional staff time required for enhanced cleaning and management of public spaces and restroom facilities.
- **Local business assistance:** This includes staff time for a Code Enforcement Officer, Local Health Officer, local law enforcement, or other person designated by the municipality or Tribe to be the local contact for educating of local businesses on best practices. This may include following up on public complaints and, for certain cases, providing information to State officials when there is a potential public health violation that cannot be quickly resolved through educating the business or individual.

***What project expenses are not eligible for reimbursement?*** Work performed outside of the funding period (June 8 – October 31, 2020) is not eligible for reimbursement. However, salaries for staff already hired or redeployed and working on eligible activities can be paid with these funds for the duration of the state contract. Costs incurred between June 8 – June 30 that are directly attributed to this education and prevention campaign will be considered for plan inclusion and reimbursement; however, reimbursement is not guaranteed until the application is approved by the CDC.

Municipal and Tribal governments may not submit allowable expenditures for reimbursement under this program that are, or may, also be eligible for reimbursement from any other available federal or other public funding source for COVID-19 relief that is now, or that becomes available during the term of this Agreement, including, but not limited to the Federal Emergency Management Agency (FEMA), the Centers for Disease Control (CDC), Health and Human Services including Medicaid and Medicare, Treasury or the Small Business Administration until application has been made for such other funding and been disallowed or paid only in part. If an allowable expenditure is denied or covered only in part by such alternate relief funding source, the expenditure or remainder will be allowed under this Agreement during the period of reimbursement in which the denial or partial payment decision is received, subject to the statutes, rules and guidance for the alternate funding source. For example, at this time, FEMA reimbursement is for 75% of allowable costs, but the 25% State or local match cannot be made up from other federal funds.

***How will the CDC determine which municipalities and Tribal governments will be approved?*** Each Application will be reviewed for completeness and a determination that the proposed activities and budgets are consistent with the goals of this program as outlined above.

***When will the approved applications be announced?*** Funding recipients will be informed on or before June 30, 2020. Cost settled contracts will be awarded to all approved municipalities and Tribal governments. Upon

award, the Department will begin working with the awarded entity to establish contracts and to finalize budgets based upon the award amount. Contracts will include reporting requirements and the mechanism for reimbursement of expenses. Contract budgets, which will include subcontractors, will be reviewed for allowable expenses.

***Are there specific requirements in place for the administration of these grants?*** This grant is being issued under the Corona Virus Relief Fund (CRF), CFDA # 21.019; therefore, the Federal Uniform Guidance 2 CFR 200 applies to the administration of these grant funds. Specifically, award recipients (municipal and Tribal governments) and sub-recipients (your community partners) must adhere to all applicable federal requirements, including Office of Management Budget (OMB) guidance: Title 2 C.F.R. subtitle A, Chapter II, Part 200-Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 C.F.R. §200). Due to the nature of these grants, it is almost certain that you will be considered a sub-recipient of the State. Additionally, if you enlist the aid of your local partners, you may be creating additional subrecipient relationships. Please be especially mindful of the “sub-recipient” requirements set forth in 2 CFR 200.330 and 2 CFR 200.331.

Thank you for your interest in 2020 Municipal COVID-19 Awareness Campaign to protect public health. Actions taken by municipal and tribal representatives will greatly aid the State in our efforts to prevent the spread of the Coronavirus and COVID-19 infections in Maine. Please complete the Application below, including a project narrative and a budget detailing anticipated expenses for the activities indicated, as well as anticipated subcontracts and related expenses and a [vendor form](#) (if you are not already an approved vendor). If you need additional information or have questions about this Application, please contact Michael Abbott at 207-287-5684 or 207-592-2174 (mobile). Or, send your questions via email to [michael.abbott@maine.gov](mailto:michael.abbott@maine.gov).

## 2020 Municipal COVID-19 Awareness Campaign APPLICATION

Please complete this form and return to the CDC no later than **June 22, 2020**. Applications received after this date will not be eligible for funding.

### Contact Information for Municipality or Tribe

Name of Municipality or Tribe:

County:

Population (Year-round):

Estimated Summer Peak Population:

Municipal or Tribal Representative, Name:

Title:

Mailing Address (Street or Box #):

City:

State:

Zip Code:

Phone:

Email:

**Municipality or Tribe public health protection plan will include the following activities (check all boxes that apply):**

#### Public Education

- Print and post COVID-19 Educational Signs
- Create and distribute COVID-19 Informational Brochures
- Provide educational campaign on local social media platforms
- Develop training events for local businesses (online or in person)
- Develop educational pages on Municipality or Tribe website
- Other similar items (please describe in one sentence or less):

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### **Physical Distancing and Public Health Support**

- Post signs and install physical barriers to limit congregation, encourage social distancing
- Close streets to expand outdoor dining and pedestrian opportunities
- Provide staff to control congregations in front of restaurants, bars, at beaches and parks
- Provide personal protective equipment (PPE) and hand sanitizer for staff and public use
- Increase sanitization of public spaces, including benches, picnic tables, public restrooms
- Other similar items (please describe in one sentence or less):

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### **Local Business Assistance**

- Provide Local Health Officer, Code Enforcement Officer and/or other designee of Municipality or Tribe to act as contact for educating local businesses and individuals on best practices. Duties to include the following:
  - Provide proactive education and training to areas businesses on compliance with best public health practices and DECD check-list guidance
  - Follow up on complaints received by Municipality, Tribe or State licensing agency. This will include contacting or visiting the business or individual and educating them on COVID-19 guidance
  - Report public health violations to appropriate State licensing agency
  - Refer criminal activity to local law enforcement.

Resource Name and Contact Information (include phone number and email address):

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- Other similar items (please describe in one sentence or less):

**Provide a brief 1-page narrative describing additional public health activities unique to the Municipality or Tribe (e.g., name specific parks, beaches, recreational areas or other public spaces that will be included in plan).**

**Also include, within the narrative, an explanation for each item selected that describes how the costs were determined and will be tracked.**

## **Budget**

**Complete the attached budget detailing anticipated expenses for the activities indicated in the plan. This should include anticipated subcontracts and related expenses.**

**Municipalities are responsible for promptly submitting revised budgets for approval should there be any deviation of planned activities or identified subcontracts. Reimbursement of expenses will not be approved unless they correspond to the submitted, approved budget.**

**NOTE: If a municipality intends to subcontract with an organization, then the organization needs to be identified and the contracting vehicle must be submitted to the Department. If a subcontract is for \$25,000 or more of the requested funding, then the organization receiving the subcontract must also submit a budget for the Department's approval.**