

FMC-EF2a

(2.04.02)

U.S. DEPARTMENT OF ENERGY
EERE PROJECT MANAGEMENT CENTER
NEPA DETERMINATION



RECIPIENT: The Advertising Council, Inc.

STATE: NY

PROJECT TITLE : Energy Efficiency Public Service Campaign

Funding Opportunity Announcement Number	Procurement Instrument Number	NEPA Control Number	CID Number
NA	DE-FC36-07GO17103	GFO-07GO17103-001	GO17103

Based on my review of the information concerning the proposed action, as NEPA Compliance Officer (authorized under DOE Order 451.1A), I have made the following determination:

CX, EA, EIS APPENDIX AND NUMBER:

Description:

A9 Information gathering, analysis, and dissemination Information gathering (including, but not limited to, literature surveys, inventories, site visits, and audits), data analysis (including, but not limited to, computer modeling), document preparation (including, but not limited to, conceptual design, feasibility studies, and analytical energy supply and demand studies), and information dissemination (including, but not limited to, document publication and distribution, and classroom training and informational programs), but not including site characterization or environmental monitoring. (See also B3.1 of appendix B to this subpart.)

Rational for determination:

The U.S. Department of Energy (DOE) is proposing to provide federal funding to The Advertising Council, Inc. for an energy efficiency public service campaign. DOE funding would be used to create and produce multimedia products supporting existing campaigns, disseminate these products to national media outlets and monitor and report on the results of the dissemination effort.

Based on review of the project information and above analysis, DOE has determined the advertising activities would not have a significant individual or cumulative impact to human health and/or environment. DOE has determined the proposed project is consistent with the actions contained in DOE categorical exclusion A9 "information gathering, analysis, and dissemination," and is categorically excluded from further NEPA review.

NEPA PROVISION

DOE has made a final NEPA determination for this award

Insert the following language in the award:

If you intend to make changes to the scope or objective of your project you are required to contact the Project Officer identified in Block 11 of the Notice of Financial Assistance Award before proceeding. You must receive notification of approval from the DOE Contracting Officer prior to commencing with work beyond that currently approved.

Note to Specialist :

Kelly Daigle 6/6/2013

SIGNATURE OF THIS MEMORANDUM CONSTITUTES A RECORD OF THIS DECISION.

NEPA Compliance Officer Signature: *Kelly Daigle*
NEPA Compliance Officer

Date: 6/14/2013

FIELD OFFICE MANAGER DETERMINATION

Field Office Manager review required