To: List
From: Richard Sause, Co-Director and Chad Kusko, Associate Director
Date: July 27, 2012
Subject: PITA Request for Proposals – Fiscal Year 2013

Following a one year period of without program funding, PITA funding for FY13 has been provided to the ATLSS Engineering Research Center (ATLSS) by the Commonwealth of Pennsylvania. ATLSS is now soliciting proposals for projects that fit within the eight PITA Technology Areas (see attached Mission Statement). Proposals are due by October 1, 2012 and we expect to issue approval memos for selected projects by December 31, 2012.

We invite proposals that satisfy the PITA mission. The mission statement for the PITA program is attached as a separate document. The anticipated start date for selected projects will be January 1st, 2013. The typical award period will run from January 1st, 2013 to June 30, 2014. Typical project awards for PITA funds are expected in the range of $20,000 to $40,000. A list of previously funded PITA projects can be found at http://www.pitapa.org/.

The PITA emphasis for FY13 continues to focus on the “Active Participation of Pennsylvania Companies” (see 1.a. below). For these collaborative projects, PIs are required to supply “support letters” from the participating companies as an attachment to the proposal. The support letter should discuss the impact of the research project on its organization and identify the financial leverage provided by the organization. Note that for leverage funding to be considered as part of the budget proposal, the company support letter must quantify either the direct cash leverage value or in-kind donation value. Non-quantified in-kind leverage will not be considered as leverage funding. Additionally, PIs are required to submit a contact name and full address for a member of the participating company to serve as the company’s PITA point-of-contact for the duration of the project. The point-of-contact will be invited to attend PITA events during the course of the project, and will be asked to periodically provide feedback on the PITA program. Language from the support letter may be included in reports to the program sponsor.

An additional PITA objective for FY2013 remains the goal to seed projects to develop new research initiatives, foster research collaboration among faculty, develop follow-on funding opportunities and incubate collaborations with Pennsylvania companies. In lieu of current Pennsylvania company participation, these seed projects should clearly define the technical objective as well as the strategy for using the outcomes to develop follow-on funding and future Pennsylvania company collaborations. Due to reduced program funding as compared to previous years, the amount of available seed project funding will be considerably less than the level of funding available for collaborative projects.

Attached are the required templates for FY13 technical and associated cost proposals. Proposals are limited to 4 pages, excluding industry support letters and cost proposal. Proposed projects with strong technical content and/or innovation, significant impact on a Pennsylvania organization, AND with the following features have the best chance to be selected for funding (in general order of importance):

1. **a. Collaborative Projects**
   i. **Active Participation of Pennsylvania Companies** with projects benefiting either established Pennsylvania-based companies or start-ups with new technologies. Examples of active participation include cash cost matching and in-kind use of company facilities, equipment, materials, and/or personnel to conduct experiments, demonstrations, or other research tasks directly related to the project. Please review the earlier note that in-kind contributions from organizations must be quantified on company letterhead to be considered as leverage funding. Cash cost matching is particularly encouraged for projects that partner with larger, more established Pennsylvania companies. The support-letters from industry must explicitly list the type and amount of their participation. Any cost match that is provided by the industry participant should be administered through a Lehigh University account.

2. **b. Seed Projects**
   i. **Clearly defined strategy** for using the project’s technical outcomes to generate follow-on funding and future collaborations with Pennsylvania companies, and augmenting the follow-on funding plans described in item #5 below.
   ii. **Clearly defined relationship** of project objectives with the PITA mission.

2. **Active Participation of Graduate and/or Undergraduate Students.** A key element of the mission of PITA is to link students with Pennsylvania companies and agencies to increase the retention of well-educated students in the
Commonwealth. Projects with clear plans for interaction of graduate students and/or undergraduate students with Pennsylvania companies are strongly encouraged.

3. **Interdepartmental Collaboration and Clustering.** Projects with clear plans for collaboration with two or more PI's from different departments are encouraged. Additionally, technical interactions between two or more PITA proposals to promote research clustering may be proposed. However, each PITA proposal should target a unique description and anticipated results that can be achieved independent of other proposals.

4. **Leveraged Funds.** Leveraged funds fall into four broad categories (in general order of importance):
   a. New cost matching from Pennsylvania industrial partners (specific to the current PITA proposal)
   b. Existing cost matching from Pennsylvania industrial partners related to the proposed project goals (exist independent of the current PITA proposal)
   c. New cost matching from non-Pennsylvania sources (e.g. federal government, out-of-state industrial partners) (specific to the current PITA proposal)
   d. Existing funds related to the proposed project goals that do not fall into the categories above and that are not from Pennsylvania State government sources (exist independent of the current PITA proposal).

As a guideline, the overall PITA program goal is $2 of expended leveraged funds for each $1 of expended PITA funds. The leveraged funds identified in a project proposal must be in place before PITA funds are released to the project and must be expended during the period of performance of the project. Also, the relationship of leveraged funds to the project must be stated in the proposal.

5. **Follow-on Funds.** Follow-on funds are generated from future grants or contracts that result from concepts or technologies enabled by PITA funding. The proposal should briefly outline any existing plans to seek follow-on funds based on your project. You are also asked to submit information on follow-on funding enabled by PITA grants received in prior years.

6. **Budget.** PITA funds should not be used to support tenured or tenure-track faculty, although faculty salary from non-PITA sources can be included in the leverage funds for the project. Budgets should place an emphasis on graduate and undergraduate student effort. Leverage sources should be clearly identified. Note that the indirect cost applied to items funded through PITA funding is applied at 10%.

7. **Metric Participation.** The PITA program has been requesting feedback on project performance vs. sponsor identified metrics for the past several years. For PI's that have received prior PITA funding, responsiveness to providing metric information on past projects will be considered.

If your project is funded, the PITA program and its sponsor, the PA Department of Community and Economic Development (DCED), require project PIs to assist in identifying and measuring PITA program effectiveness **twice per year for five years after the completion of the project**, including the following:

- Providing university impact information (e.g., students involved, patents, publications, presentations, leverages funds, follow-on funds)
- Assisting PITA staff in collecting economic impact information (PA companies and agencies involved and economic impact at these companies and agencies) for the project. Impacts will be tracked twice per year for five years after project completion.
- Identifying PITA and DCED as project sponsors in all project presentations, publications, and discussions of the project with the media.

A final project report will be required upon conclusion of the research, in addition to the metric information noted above. Additionally, the PITA program may request project information from PI's for interim reports, newsletters, etc. in order to highlight program activities.

Please submit proposals electronically to Betty MacAdam at es00@lehigh.edu, using the attached ATLSS-PITA proposal form. Questions regarding the proposal content should be addressed to either Chad Kusko at chk205@lehigh.edu or Richard Sause at rs0c@lehigh.edu and those regarding the proposal form and budget preparation to Chad Kusko at chk205@lehigh.edu or at 8-5299.