INSTITUTE FOR LOCAL GOVERNMENT℠

Grant Readiness 101: Preparing to Submit Competitive Applications for State and Federal Funding

WEDNESDAY, JULY 24, 2024 | **10:30 AM - 12:00 PM**

INSTITUTE FOR LOCAL GOVERNMENT℠
Promoting Good Government at the Local Level

RPPG
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A Division of Renne Public Law Group®
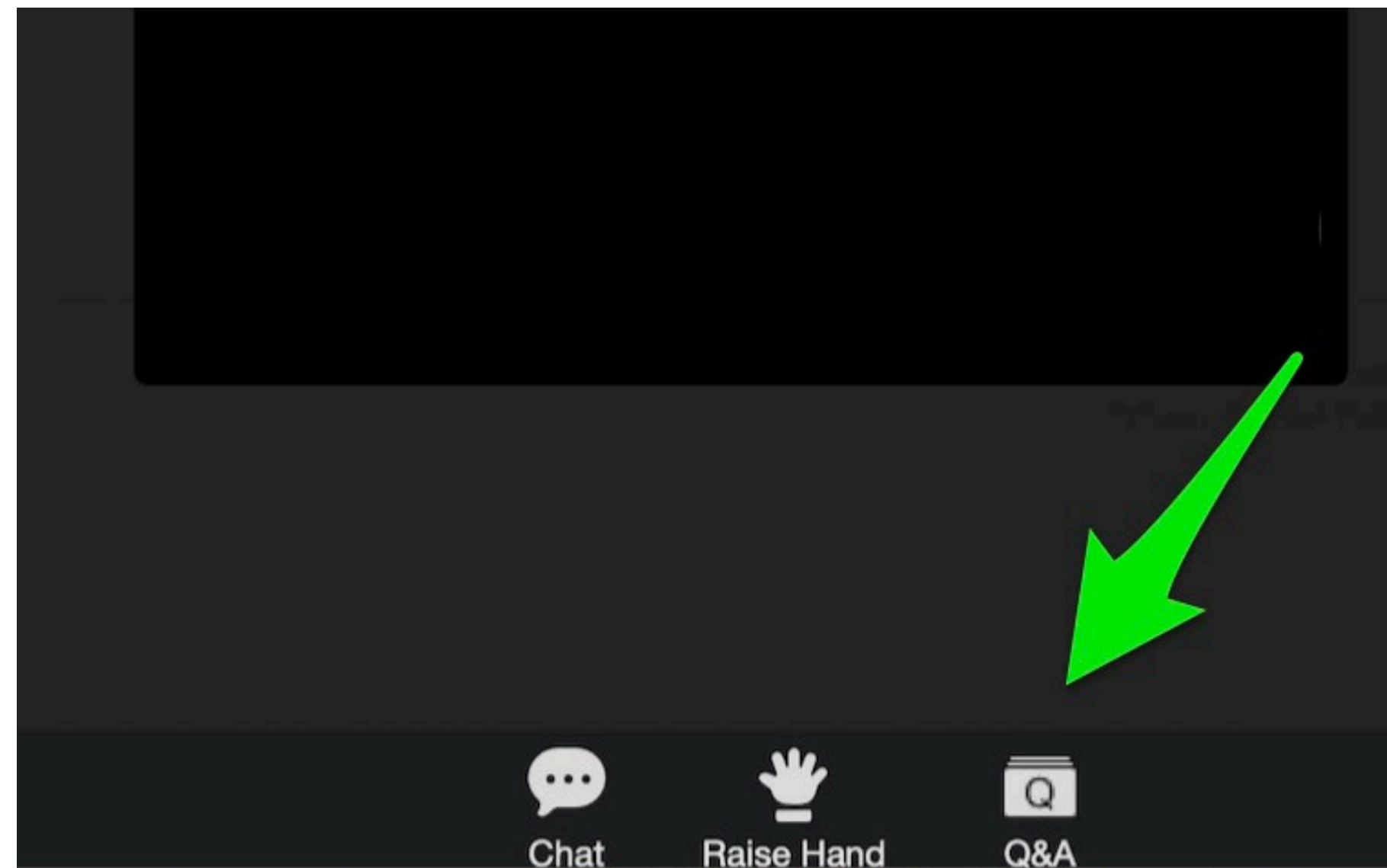
THANK YOU FOR JOINING US!

Host & Moderator

NIKITA SINHA
Program Manager
Institute for Local Government

TECH OVERVIEW & HOUSEKEEPING

- All webinar participants will be on **MUTE** for the duration of the event.

- Please type any questions for into the **Q&A BOX** at any time during the session.

- A recording of the session will be available shortly after the webinar.

WEBINAR OVERVIEW

Welcome & Introductions

Presentations on Grant Writing Best Practices

-Jake Whitaker

-Karalee Browne

-Christine Viterelli

Audience Q&A

Wrap Up & Adjourn

We welcome your written questions and comments in the Q&A throughout the webinar

ILG

ABOUT ILG

NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations

- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts

- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground

LEAGUE OF **CALIFORNIA CITIES**

CSAC

California Special Districts Association
CSDA
Districts Stronger Together

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ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities

Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity**, **increase capacity** & **build trust** in their communities

POLL – WHAT TYPES OF GRANTS ARE YOU APPLYING FOR?

- State
- Federal
- Foundation/Philanthropic
- Other

TODAY'S PRESENTERS

JAKE WHITAKER
Director of Grant Services
Renne Public Policy Group

KARALEE BROWNE
Assistant Executive Director
Institute for Local Government

CHRISTINE VITERELLI
Grants Manager
City of Arvin

Meet Your Presenter

- **Over $100 million in funding secured.**
- **7 years of Grant Writing experience.**
- **9 years of experience working in/with local government.**
- **4 years of experience as a local government elected official.**

Jake Whitaker

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Overview

Grant applications are the process through which discretionary government funding is allocated.

At the end of this session, participants will have a strong understanding of common competitive factors for discretionary spending programs at the state and federal level. Participants will be able to assess the competitive viability and readiness of projects on behalf of the agency that they work for.

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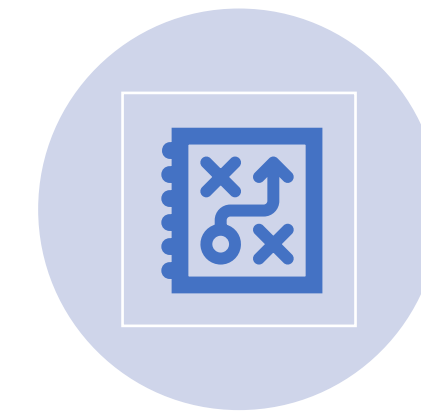
The Key Elements of Success

Successful grant applications require:

Collaboration between all relevant departments internally

A clear definition of the problem(s) that you will address

A work plan that addresses the identified problem(s)

Adequate personnel/resources to implement if awarded

The ability to address all requirements of the solicitation

Clear, realistic goals tied to milestones and deliverables

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Trust the Process!

PHASE 1: PREPARATION

- **Thorough review** of the proposal solicitation document (RFP, NOFA, RFA, etc.)
- Prepare a comprehensive **to-do list and timeline**.
- Organize your **project narrative outline**.
- Hold a **"project kickoff" meeting** with relevant staff to review to-do list and timeline for deliverables.

PHASE 2: DEVELOPMENT

- **Monitoring** of timelines for deliverables (i.e. refining budget figures, getting information from staff, etc.)
- **Drafting** and ongoing staff review/collaborative editing of the **proposal narrative**.
- Filling out **supplemental forms**.
- Developing your **budget**.
- Drafting and collecting **letters of support** for proposals.

PHASE 3: SUBMISSION

- **Finalizing** a full draft of the **proposal narrative**, then undergoing additional review with subsequent revisions as necessary.
- Conducting a **quality control check** to ensure compliance with submission requirements.
- **Submitting the application** to the funding agency.

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Understanding the Scoring Criteria

- Selection criteria are used by:
  - The applicant to shape or design their project or activities to be carried out;
  - Peer reviewers to score and evaluate the quality of applications.

- These are usually found towards the back of the RFA document.

|	Rating Factors	Point Range	Percent of Total Value	Maximum Points	Weighted Score*
1	Project Need	1-5	5%	5	10
2	Project Description, Goals, and Objectives	1-5	25%	25	50
3	Collaboration	1-5	20%	20	40
4	Evidence-Based, Innovation, and/or Promising Strategies	1-5	15%	15	30
5	Evaluation	1-5	10%	10	20
6	Capability and Qualifications to Provide Services	1-5	15%	15	30
7	Proposal Budget: Cost Effectiveness and Budget Review	1-5	10%	10	20
	Total		100%	100	200

Once Maximum Points are calculated for each rating factor, the score will be multiplied by two. This will allow for a larger point spread between applicants.

Scoring Rubric for 1-5 Rating Scale

Poor 1	Fair 2	Satisfactory 3	Good 4	Excellent 5
The response addresses the rating factor in a very inadequate way.	The response addresses the rating factor in a non-specific or unsatisfactory way.	The response addresses the rating factor in an adequate way.	The response addresses the rating factor in a substantial way.	The response addresses the rating factor in an outstanding way.

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Disadvantaged Community Prioritization

- State and federal agencies are developing new mapping tools and classification systems to provide geolocational identification of communities that they consider to be "disadvantaged."

- Increasingly, there is more emphasis on prioritizing investment in projects that show a positive impact for residents in disadvantaged communities.
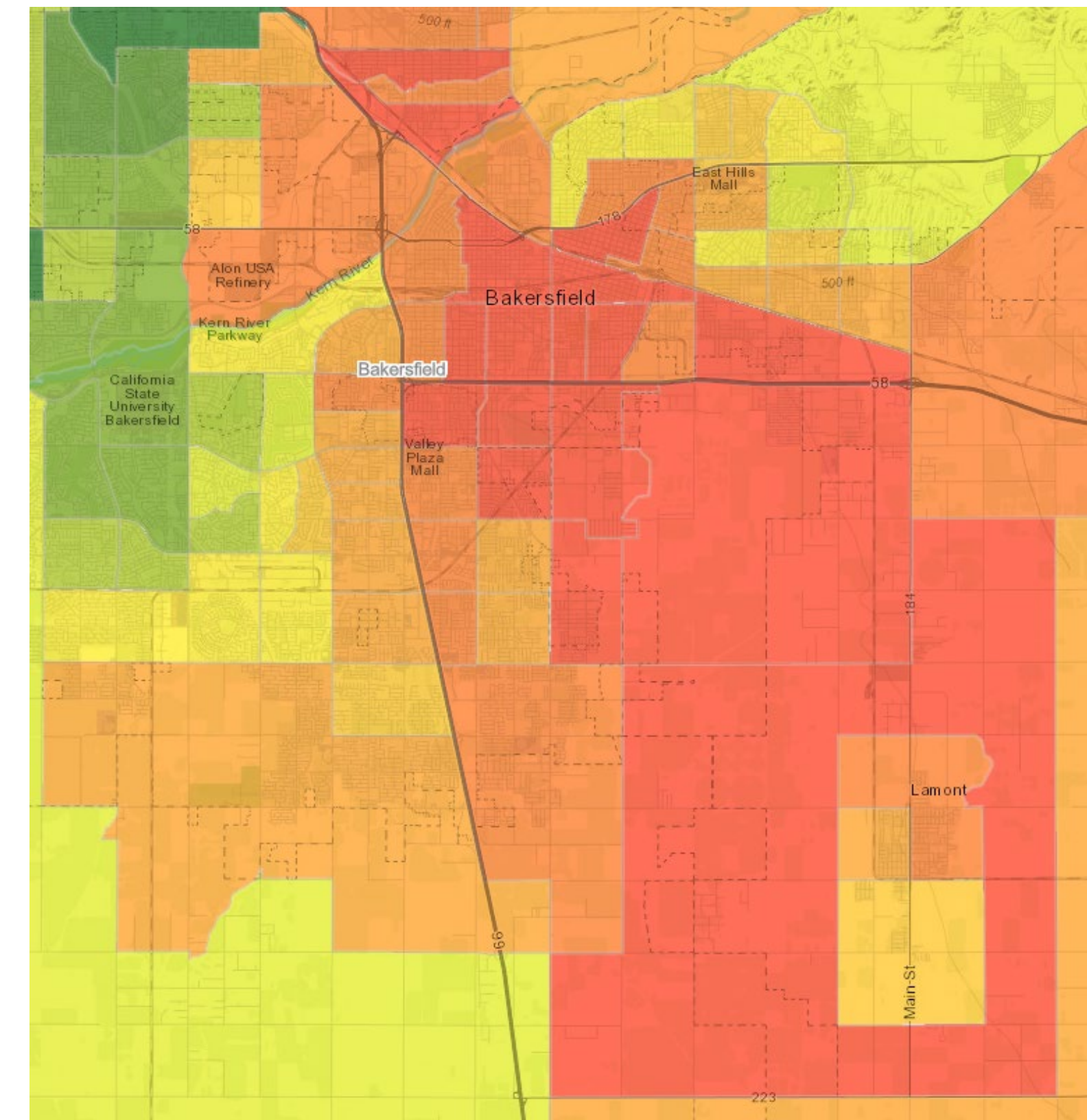
Examples of Mapping Tools

- CalEnviroScreen 4.0
- Park Access Tool
- Water Resources DAC Mapping
- California Climate Investments Priority Communities
- Hazard and Social Vulnerability Index
- California Healthy Places Index

- U.S. EPA EJScreen
- U.S. DOT Transportation Disadvantaged Census Tracts
- U.S. EDA Census Tract High Poverty Viewer
- USDA Food Access Research Atlas
- Fire Hazard Severity Zone Viewer
- Cal-Adapt Local Climate Snapshot

Infrastructure Projects

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What is a "Readiness Threshold"?

Readiness Threshold:

A key indicator of a project's ability to be completed on budget, according to schedule, to follow discretionary program requirements, and to comply with funding obligation deadlines.

Readiness Thresholds: Infrastructure

Documentation of project need (i.e. nexus to relevant planning documents).

Accurate cost estimate that accounts for cost escalations.

Documentation of sources to meet local match requirements and/or fully fund the project.

Evidence of project benefits (sometimes this will require a formal Benefit-Cost Analysis to be completed).

Demonstration of site control or a plan to secure right-of-way.

Documentation of project-specific community engagement efforts.

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Community Engagement

- Community engagement is increasingly important as a competitive rating factor.
- Funders want to see a direct nexus between a project and the findings of a thorough, recent community engagement process.
- Maximum five year "shelf life."
- Engagement should be **project-specific**.
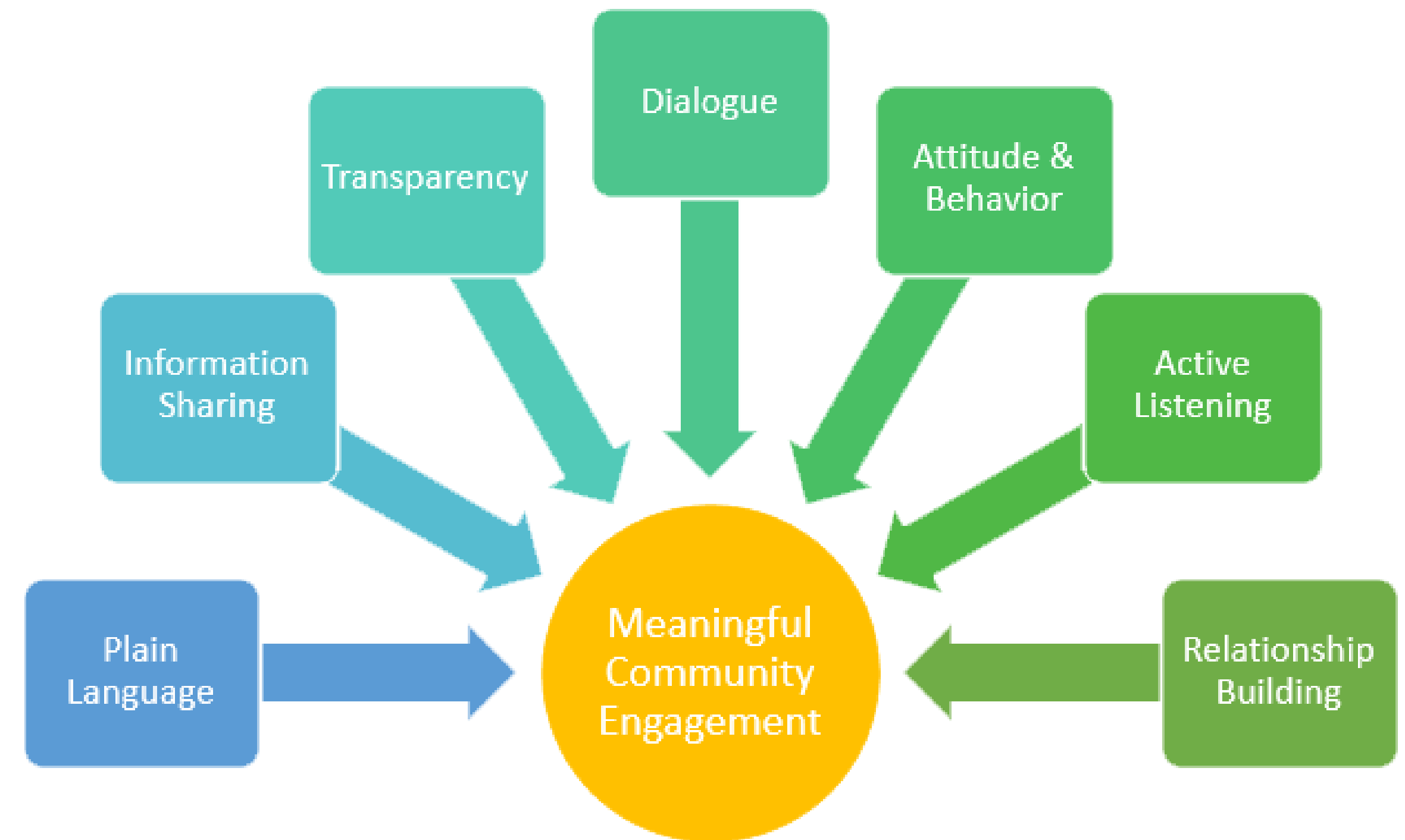
Identifying Stakeholders

- When planning community engagement efforts, ask yourself this question: "who will be impacted by the proposed project?" Solicit their input as part of the engagement process.

- Stakeholders include:
  - Residents
  - Nonprofit entities
  - Local businesses
  - Community groups
  - Other government agencies
  - Native American Tribes

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Planning Document Alignment

- Examples of potentially relevant local planning documents include:
  - Active Transportation Plan
  - Climate Action Plan
  - Parks Master Plan
  - Storm Drainage Master Plan
  - Corridor Enhancement Plan
  - Comprehensive Economic Development Strategy
  - Area Specific Plans

- For transportation projects, is this project programmed in STIP/FTIP?

Pre-Construction Tasks

- Pre-Construction tasks include:
  - Planning/Conceptual Design
  - Project Specifications & Estimates (PS&E)
  - Project Approvals/Planning
  - Environmental Review (CEQA/NEPA)
  - Design
  - Right of Way Acquisition/Encroachment Permits

- Depending on where you are at in the lifecycle of a project, it may or may not make sense to apply for construction funding.

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Climate Action

- Quantifiable impacts that demonstrate a climate and environmental benefit include:
  - Greenhouse gas emission reductions.
  - Carbon sequestration.
  - Vehicle miles traveled reductions.
  - Water conservation.
  - Energy efficiency.
  - Renewable energy sources.

- When possible, highlight a nexus to local/regional Climate Action/Adaptation Plans.

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Construction Project Milestones

- **Conceptual Design (0-10%):** Project is identified and scoped. This stage involves feasibility studies, initial cost estimates, environmental impact assessments, and broad planning.

- **Preliminary Engineering (10-30%):** Concept is developed further. Engineers create preliminary designs, outline basic specifications, and establish a rough budget.

- **Design Development (30-60%):** Engineers create detailed drawings and plans.

Planning Projects

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When Should I Apply for a Planning Grant?

Your Project

0-30% → **Planning Grant**

30-90% → **Construction Grant + Final Design**

90+% → **Construction Grant**

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Readiness Thresholds: Planning

Documentation of project need (i.e. nexus to relevant existing planning documents).

Clearly defined scope of work and resulting outputs.

Cost estimate that accounts for all elements of the scope.

Documentation of sources to meet local match requirements and/or fully fund the project.

Identify stakeholders and define the stakeholder engagement process.

Articulate the anticipated benefit of completing this planning process.

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Non-Infrastructure/ Programmatic Projects

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Readiness Thresholds: Non-Infrastructure

Work Plan that outlines program implementation, services to be provided, milestones, and activities.

Budget that accounts for all anticipated necessary expenditures/personnel.

Clearly defined goals and objectives.

Plan to assess program outcomes and collect necessary qualitative and quantitative data

Clearly defined target population and estimate of the number of people to be served.

Memorandums of Understanding with project partners.

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Define Your Problem Statement

Include gaps in services in your discussion of need.

Strong emphasis of the problem, without devolving into hyperbolic statements. Make sure that the need is grounded in facts and logic.

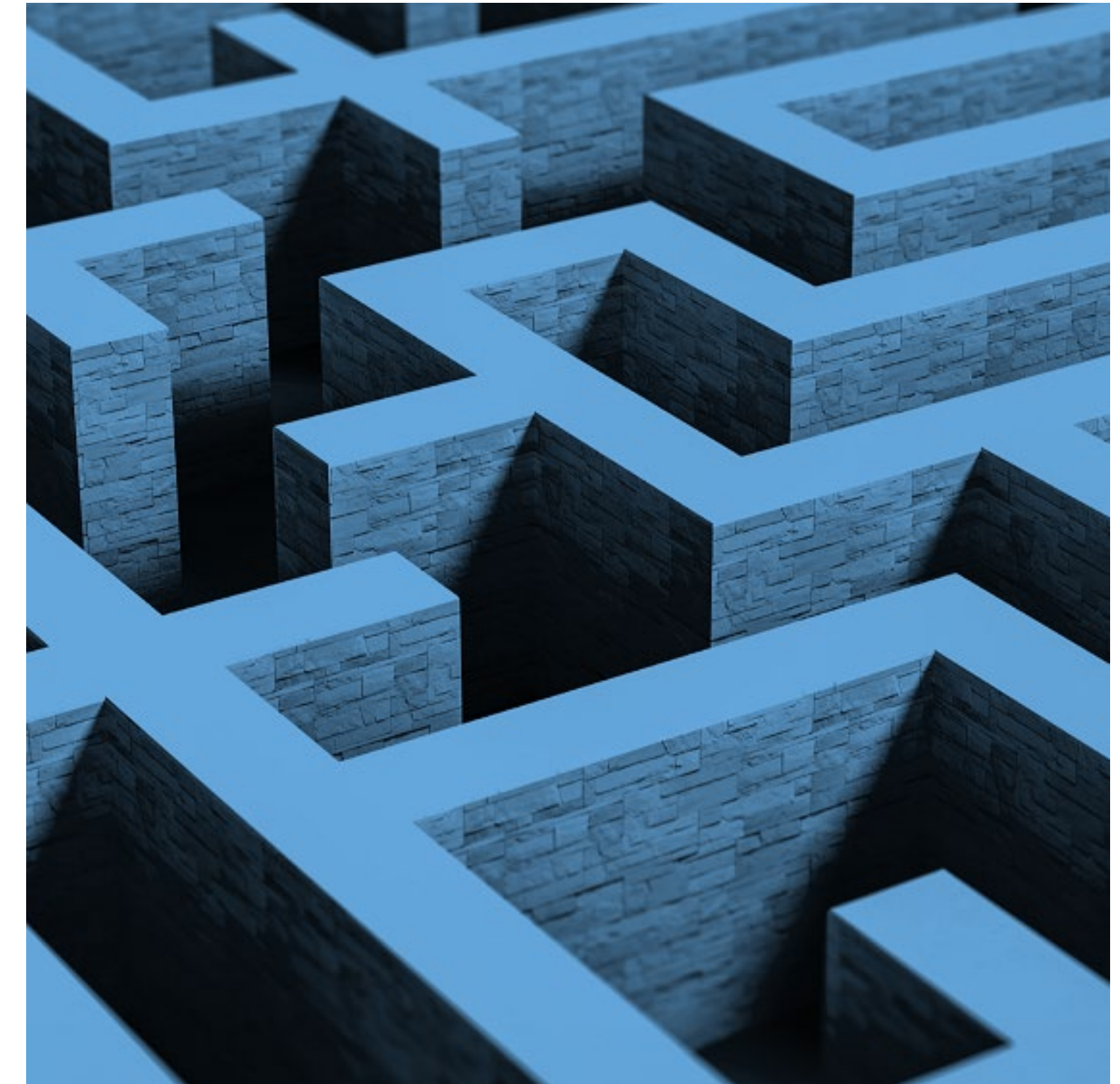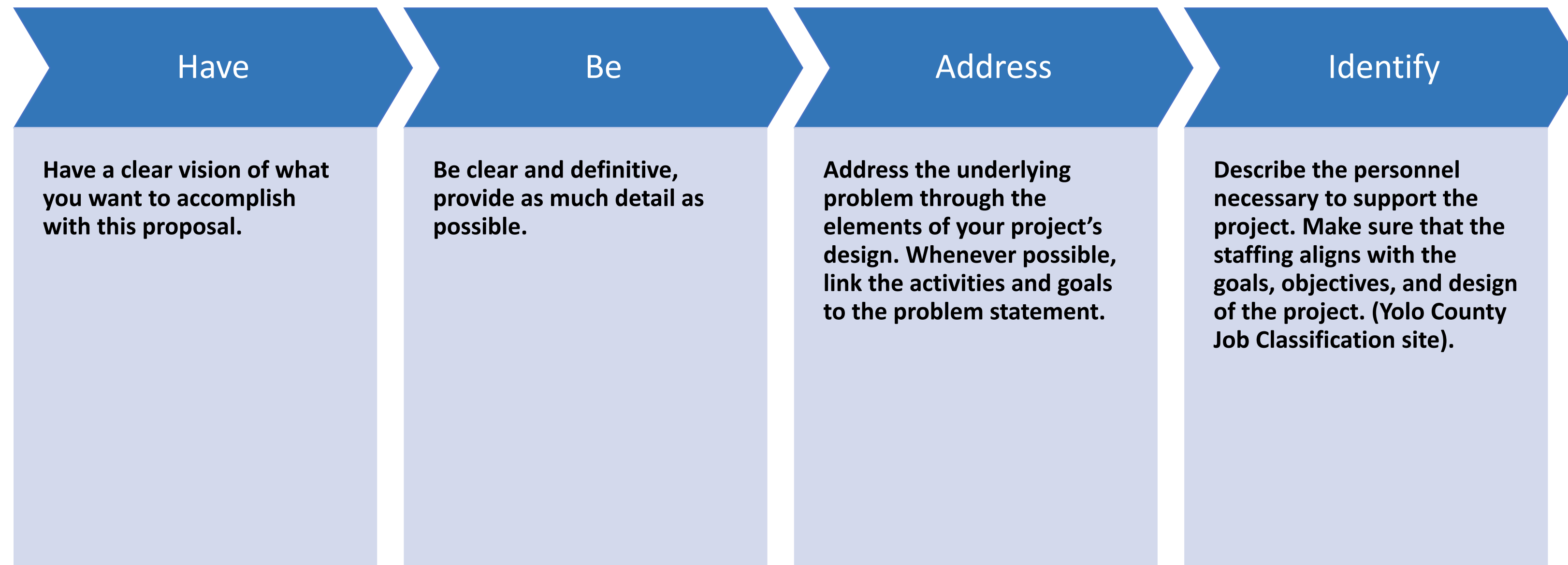**Do not mention a "need" that will not be addressed in the project plan.**

Explain the process you used to identify and prioritize needs.

Use data to support the need.

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Program Design

Have

Have a clear vision of what you want to accomplish with this proposal.

Be

Be clear and definitive, provide as much detail as possible.

Address

Address the underlying problem through the elements of your project's design. Whenever possible, link the activities and goals to the problem statement.

Identify

Describe the personnel necessary to support the project. Make sure that the staffing aligns with the goals, objectives, and design of the project. (Yolo County Job Classification site).

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Defining Project Activities

Activities → **Fulfill** → Objectives → **Accomplish** → Goals

- **Activity**: Defines a specific task that will be performed by the project's personnel.
  - Activities should be clearly defined in relation to the objectives they will help fulfill.
  - Delegation of responsibility for performing the project activities should be explained in the scope of work.

Collecting Outcome Data

- **Qualitative Data**: Approximates and characterizes information. Non-numerical in nature. Collected through methods of observations, one-on-one interviews, focus groups, etc.

- **Quantitative Data**: Measures of values or counts that are expressed as numbers.

- What systems are used to track quantitative data? It can be as complex as an internal "case management" or database software, or as simple as an Excel spreadsheet.

- Make sure that your data collection/evaluation plan measures outcomes and objectives using data that your organization has the capacity, or will develop the capacity, to capture!

The Grant Readiness Mindset

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Steps to Success
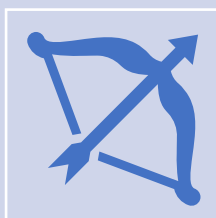
Identify and clearly define your priorities.

Identify grant opportunities that are relevant to your priorities.

Understand the grant program's readiness thresholds.

Start thinking about it <u>NOW</u>. Don't wait around until the NOFA gets released.
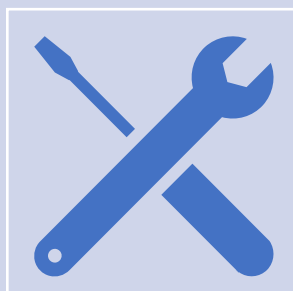
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Assessing Grant Readiness

Thoroughly review the funding solicitation to identify readiness thresholds.

Conduct an honest assessment of where the project is in relation to those thresholds.

If deficiencies can be addressed in a timely manner, develop a plan to address them prior to the funding opportunity deadline.

Thank You!

Contact information:
jwhitaker@publicpolicygroup.com

Visit us at:
www.publicpolicygroup.com

A LITTLE ABOUT ME

- Five years of Grant Writing experience and another five in grant making.
- Lead for several state technical assistance programs.
- Over $72 Million secured through ILG's BOOST Program.

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SIGN UP FOR ALL GRANT NOTIFICATION WEBSITES
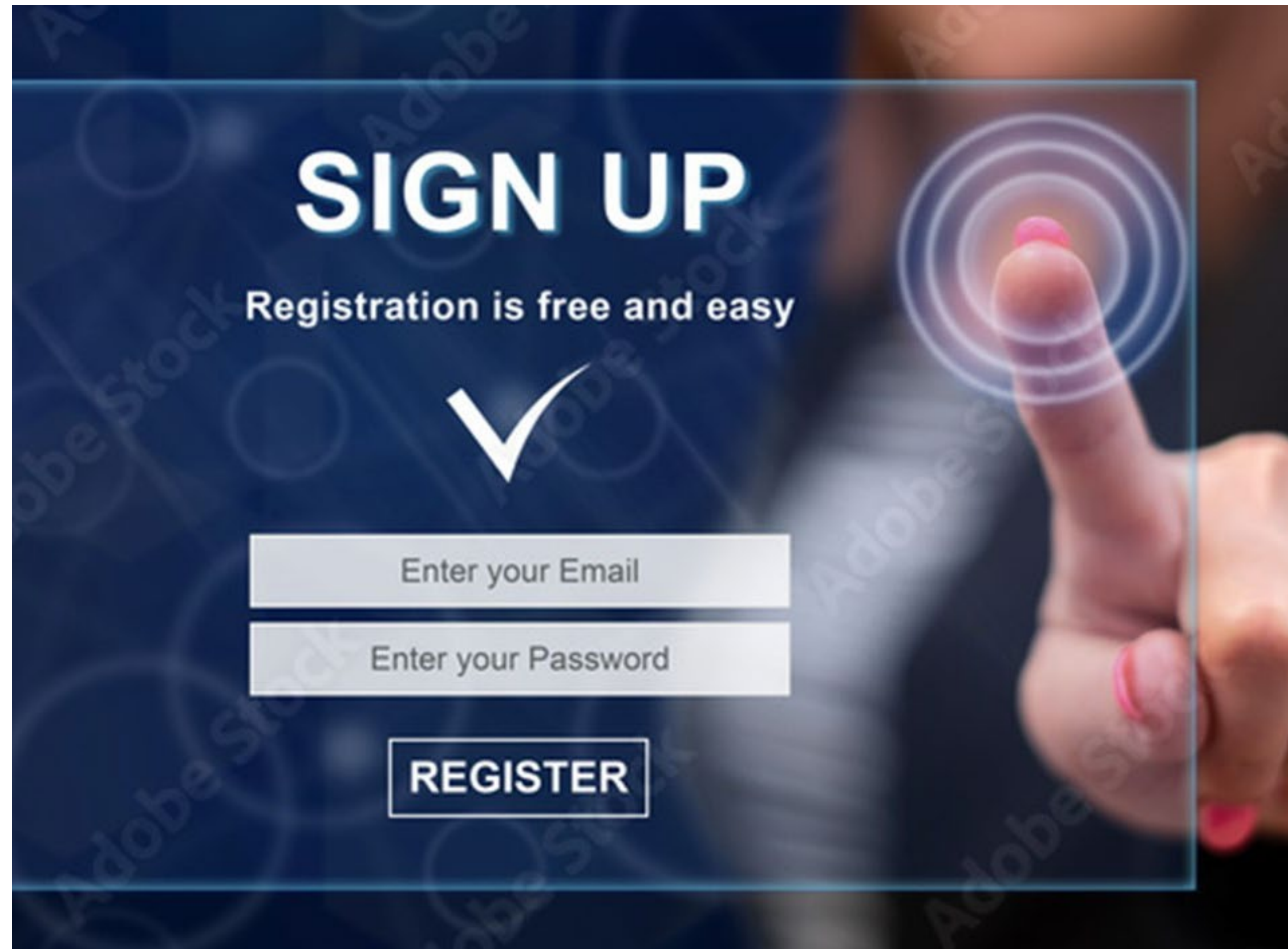
✓California Grants Portal
✓OPR Federal Grant Update Newsletter
✓California Climate Investments Resource Portal
✓…and more to come.

TAKE ADVANTAGE OF ALL INFORMATION OUTSIDE OF THE RFP

✓Grant Webinars
✓Technical Assistance Programs
✓Q&A Documents
✓Phone Calls
✓Past Grantees

START WITH THE SCORING RUBRIC

✓ Project Need
✓ Funding Priorities
✓ Project Readiness
✓ Organizational Capacity & Collaboration
✓ Additional Project Characteristics

START EARLY ON ELEMENTS YOU NEED FROM OTHERS

✓Budget

✓Letters of Support

✓Authorizing Signatures

✓Site Plans & Maps

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FOLLOW DIRECTIONS

- ✓ Length
- ✓ Formatting
- ✓ Required Responses
- ✓ Supporting Documentation
- ✓ Deadline & Submission Requirements

TELL A COMPELLING STORY!

✓ What is unique about your community?

✓ How does this project support the overall vision of the community?

✓ Who will benefit from this?

✓ How is this driven or supported by the community?

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BE CREATIVE WITH YOUR COMMUNITY ENGAGEMENT

- ✓ The typical surveys and meetings are not inspiring.
- ✓ Try a variety of activities to encourage broad engagement.
- ✓ Youth engagement-child drawings, videos, ect.
- ✓ Community led engagement- hands on design.

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SUCCESSFUL PUBLIC ENGAGEMENT FOR GRANTWRITING

Public engagement goals should align to your overall project goals and agency values

Understanding the diversity of your impacted community helps ensure equity in your engagement

Ongoing relationships with community-based organizations and community leaders are essential

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ENGAGE YOUR COMMUNITY EARLY AND OFTEN

KNOW WHO IS IN YOUR COMMUNITY

Advocacy Organizations and Coalitions

Government Agencies, Boards, Commissions, Councils

Community Foundations

Community-Based Nonprofit Service Providers

Clergy and Inter-Faith Groups

Neighborhood-Based Organizations
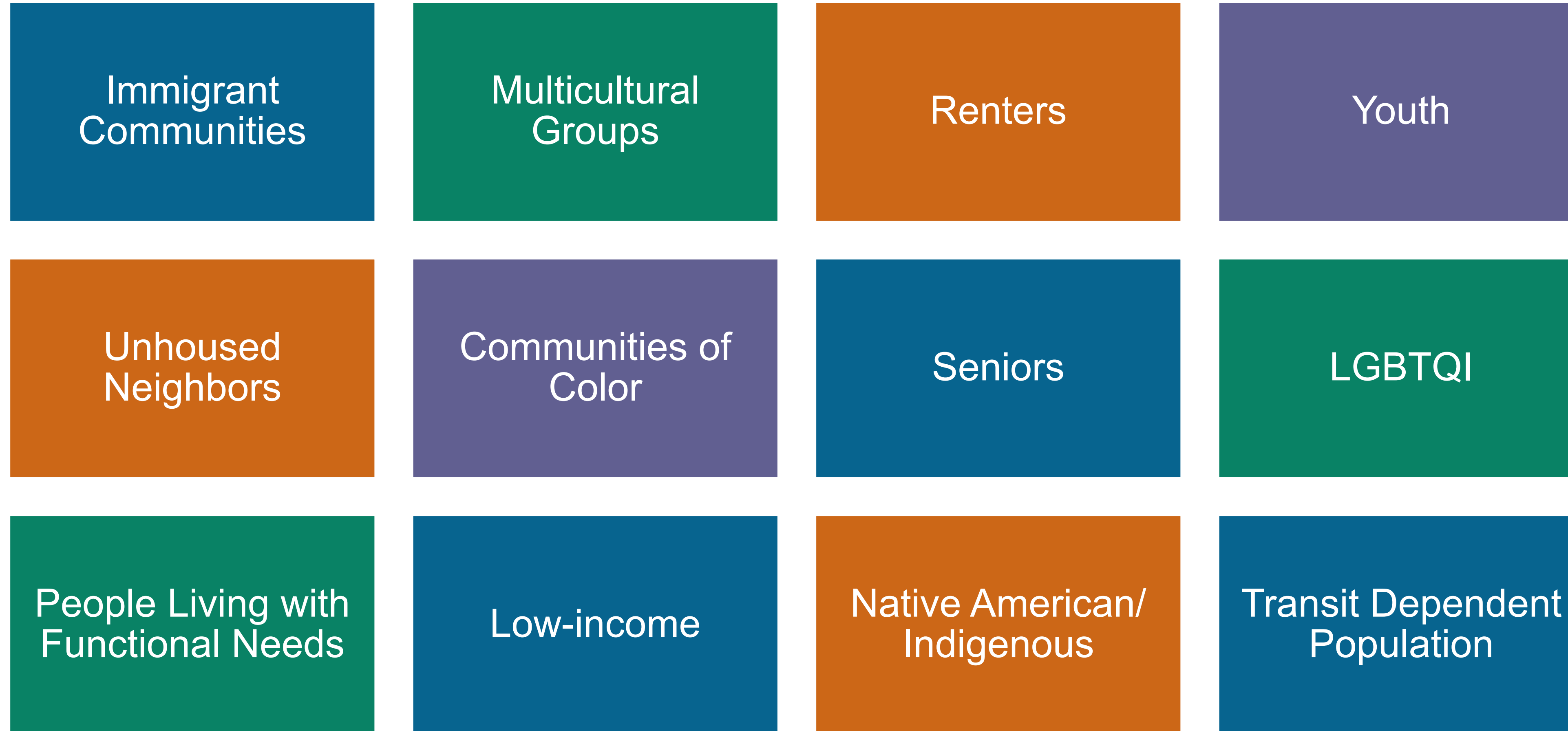
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PARTNER TO BUILD TRUST AND CAPACITY

Assess the Barriers

Identify Allies

Go to Them

FOCUS ON EQUTY FOR MARGINALIZED COMMUNITIES

Immigrant Communities	Multicultural Groups	Renters	Youth
Unhoused Neighbors	Communities of Color	Seniors	LGBTQI
People Living with Functional Needs	Low-income	Native American/ Indigenous	Transit Dependent Population

And… Anyone who is busy: work, kids, etc.

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BE AUTHENTIC AND INCLUSIVE

| Collaborate with your communities early and often | Establish open, honest, and transparent process and communication | Approach communities with a vision and draft scope |

Engagement is a tool for advancing equity and meeting the diverse needs of your communities, not just a quick conversation to complete a grant!

NOAA CHECKLIST FOR GRANT WRITING
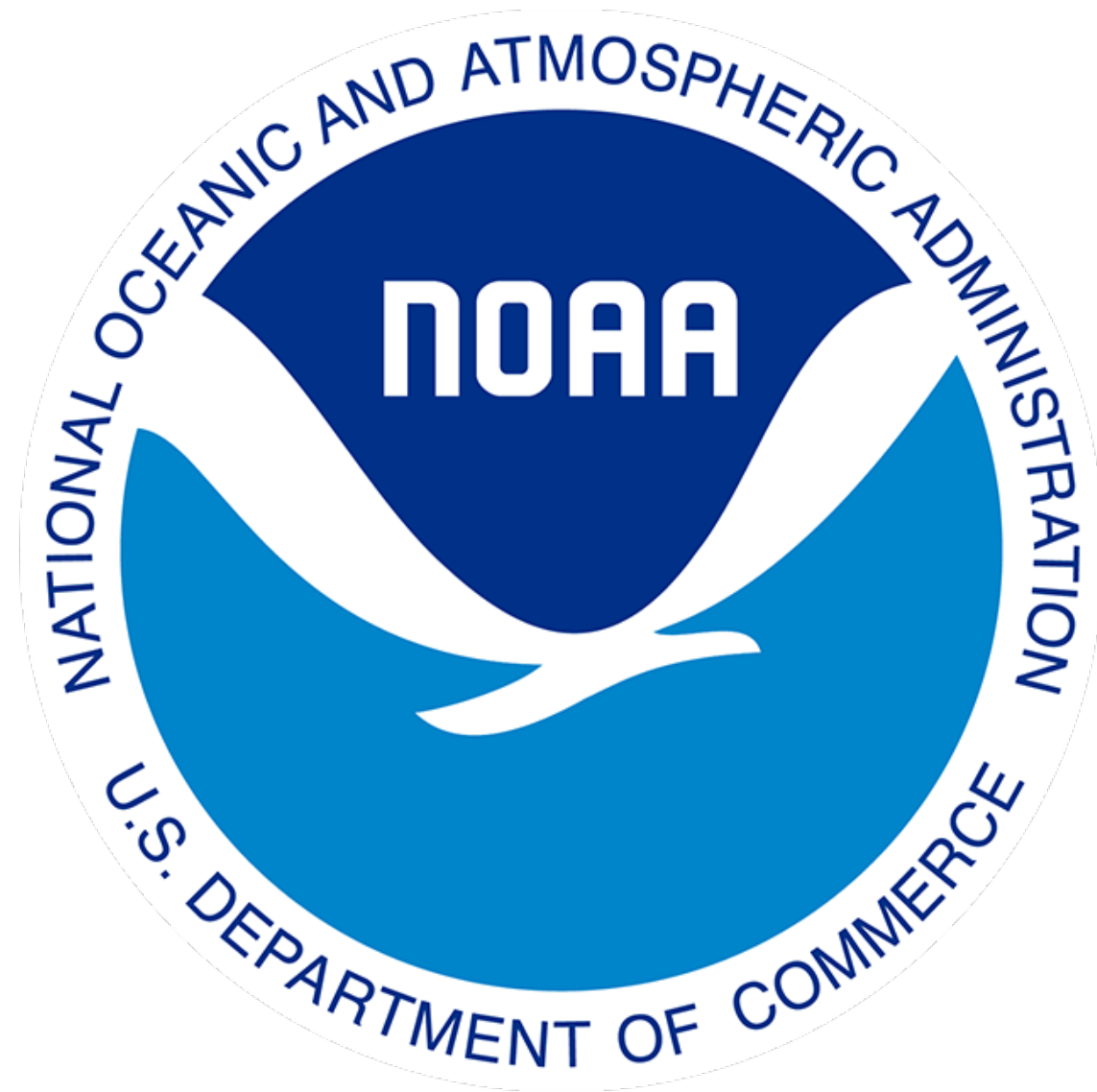
Ensures that community engagement is central to project design and implementation of grants.
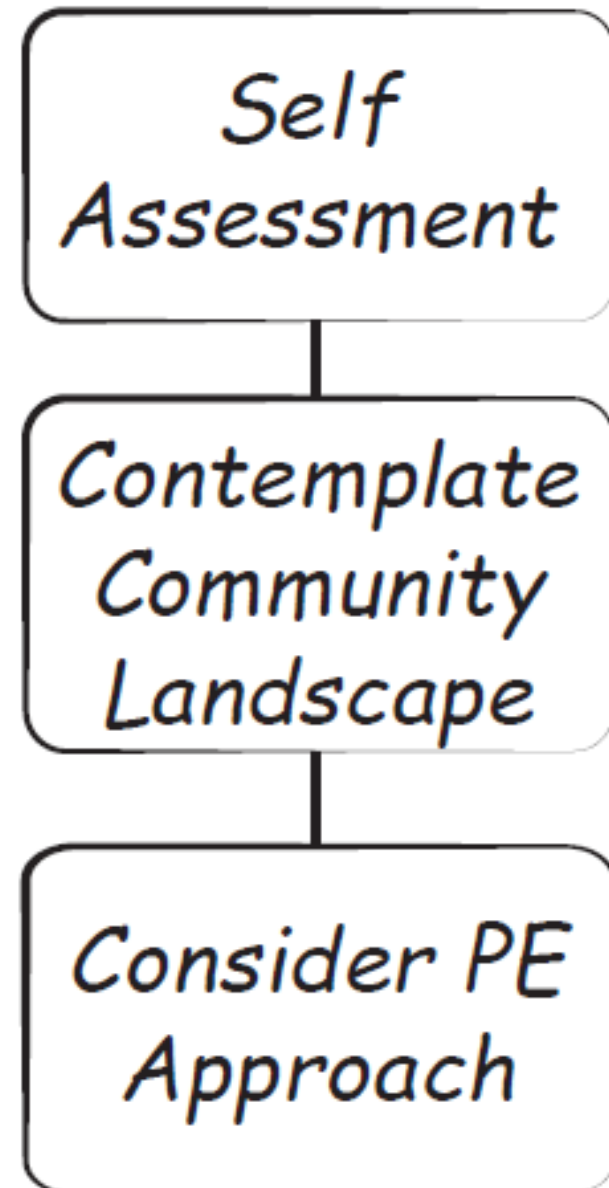
https://coast.noaa.gov/data/digitalcoast/pdf/grant-proposal-checklist-community-engagement.pdf
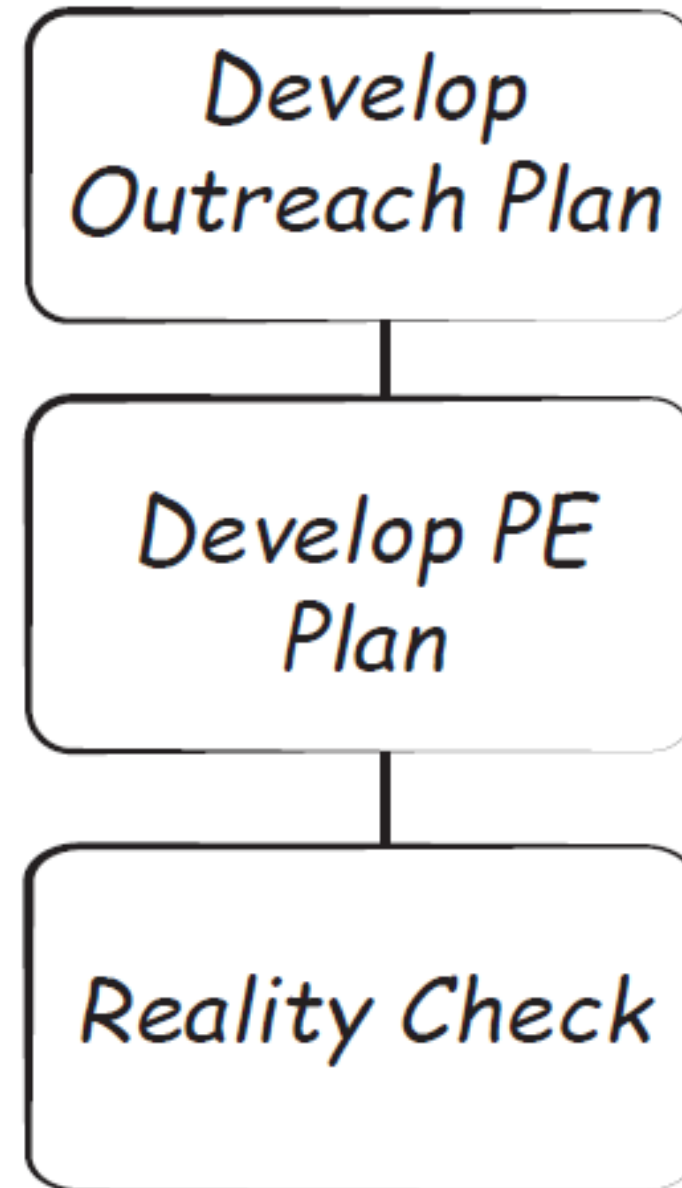
TIERS FRAMEWORK

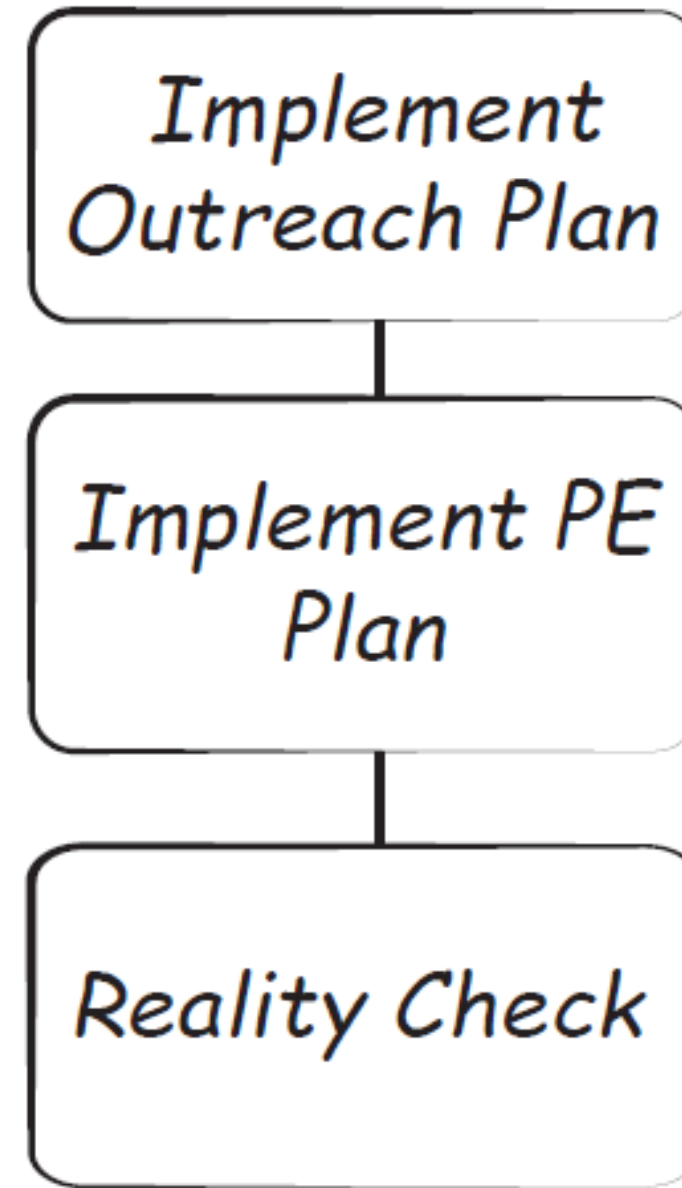## A Practical Guide To Public Engagement for Local Government
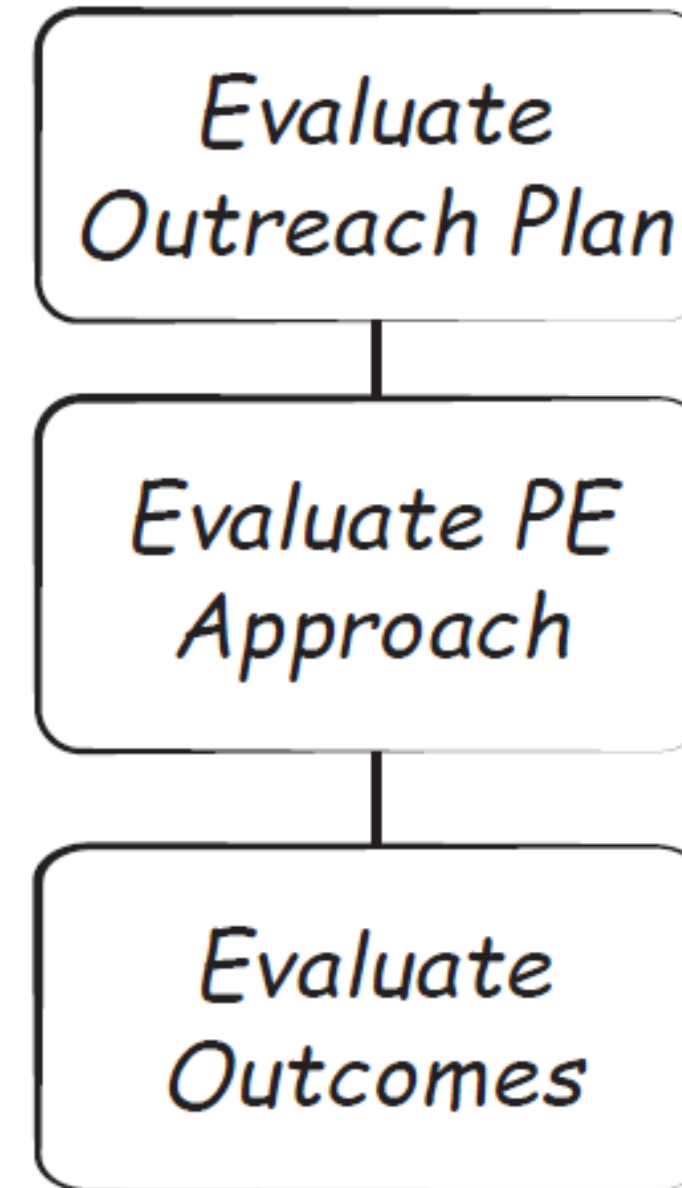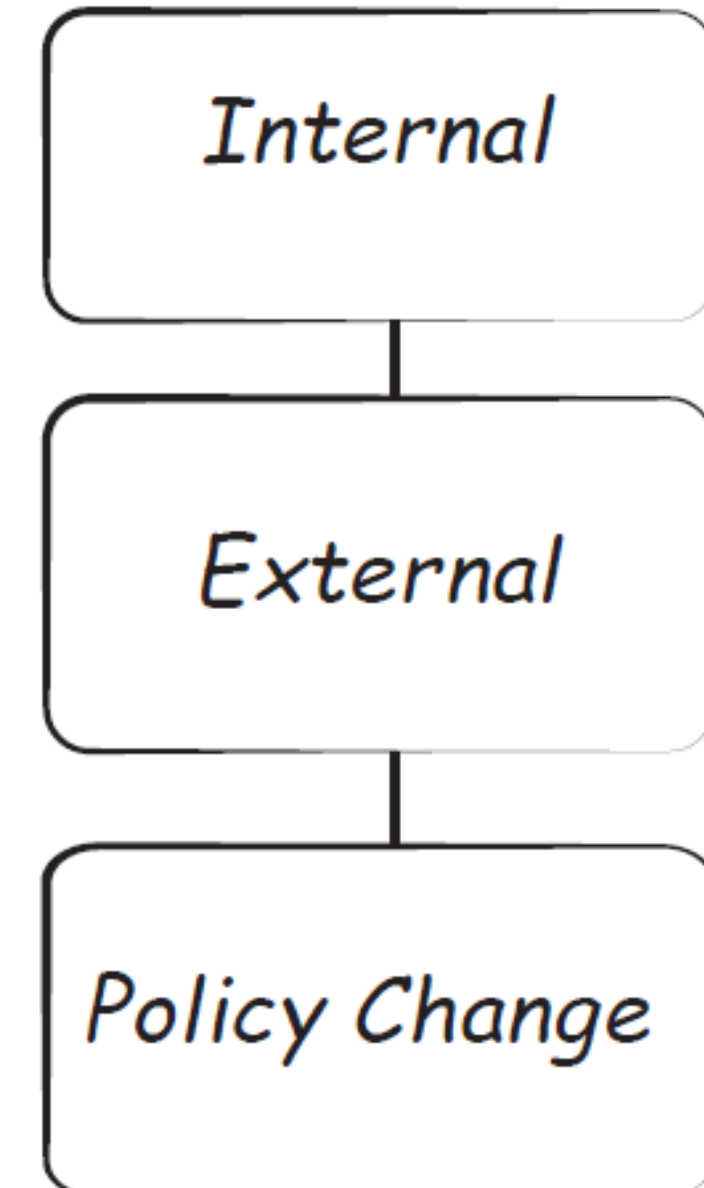
THINK	INITIATE	ENGAGE	REVIEW	SHIFT
Self Assessment	Develop Outreach Plan	Implement Outreach Plan	Evaluate Outreach Plan	Internal
Contemplate Community Landscape	Develop PE Plan	Implement PE Plan	Evaluate PE Approach	External
Consider PE Approach	Reality Check	Reality Check	Evaluate Outcomes	Policy Change

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City of Arvin

Christine Viterelli, Grants Manager

City of Arvin- A Rural DAC

- **Population: 19,495**

- **Size: 4.9 Square Miles**

- **94% Hispanic**

- **Median Income: $ 47,997**

- **32% Living in Poverty**

- **Environmental Challenges:** Air Pollution, Lack of Clean Drinking Water, Pesticides

- **City Challenges:** Lack of Sufficient Tax-Based Revenue for projects, Limited Staff Capacity

City of Arvin- A Rural DAC

Resident Challenges:

- Linguistic Isolation

- Low Paying Jobs (Farmworkers)

- Limited Opportunities for Career Training and Economic Development

Collaborative Solutions:

- Outreach in Spanish and English

- Workforce Development with KCCD and paid training opportunities

- New City College breaking ground for educational opportunities

City of Arvin- A Rural DAC

Resident Challenges

- Food Desert

- Increasing Homelessness

- Lack of Affordable Housing

Collaborative Solutions:

- Collaboration with food bank for food distribution to residents and Homeless Navigation Center

- Collaboration with local nonprofits for establishing a Homeless Navigation Center

- Establish a collaborative steering committee with educational agencies and non-profit to prepare a master plan for retail development, and affordable housing complex

City of Arvin- Collaboration

- Collaborating with another agency to have a fiscal agent

- Creation of the Arvin Accelerating Community Enhancement (ACE) steering committee

- Forming alliances with non-profit groups

City of Arvin- Collaboration

- Developing and promoting youth and adult outreach events with value-added topics and information for the community

- Monthly meetings with stakeholders covering many topics. Group able to prioritize/request topics of discussion

- Train the trainer opportunities

City of Arvin X The Central California Environmental Justice Network

City of Arvin Youth Group Meeting

When: Tuesday July 2nd 4:00pm-5:00pm

Where: Arvin City Council Chambers 200 Campus Dr, Arvin CA

Become an environmental justice advocate for your community!

Come learn about the ebike voucher program!

Collaborative Stakeholders Meeting For Arvin Accelerating Community Enhancements (ACE)

We Need Your Opinions and Ideas!

When: Monday July 29 6:00pm-7:00pm

Where: Arvin City Council Chambers 200 Campus Dr, Arvin CA 93203

Let's Discuss Projects
Workforce Development
Economic Development
Urban Greening
Solar Installation
Affordable Housing
Active Transportation
Transit

GRID ALTERNATIVES

DOLORES

KCCD KERN COMMUNITY COLLEGE DISTRICT

CESAR CHAVEZ FOUNDATION
INSPIRING & TRANSFORMING COMMUNITIES

Affordable Housing Sustainable Communities
Community Change Grant
Joe Serna
Transformative Climate Communities
and Other Funding Opportunities

City of Arvin- Budgeting

- Budget enough funding for staff to perform post-grant maintenance

- Add to budget, add money for hiring part-time/full-time positions for project implementation, reporting, and invoicing

- Consider estimating contingency costs that allow for inflation

City of Arvin- Resources

- Know where to research grants

  – Grants.gov, state websites, Grant finder (software), email listservs

- Research past grant winners, read over their application

- Establish relationship with neighboring cities, ask to share their grant applications for specific categories of successful grants

City of Arvin- Tips for Success

- Collaboration is key

- Reach out to community groups, youth groups, Environmental Justice groups, Metropolitan Planning Organizations (MPOs), local school districts and college districts, and school administrators to encourage participation in workshops

- Hold workshops in the majority language

- Offer meals, snacks, drinks, childcare, translators, stipends when possible

City of Arvin- Transitioning from State to Federal Grants

- When considering federal funding be prepared for federal overlays and grant requirements

- Budget for additional staff time needed for procurement, implementation, and reporting

- Current state budget's have been cut, whereas federal funding is extensive

- Make sure you have staff or consultants who are knowledgeable in federal construction and procurement regulations

Arvin Youth COMMUNITY CLEAN UP

COME JOIN

THE GOLDEN TIGER KARATE YOUTH OF ARVIN
Along with community Volunteers to have the first summer

GRAFFITI CLEAN UP

PLANNING COMMISSIONER
ARTURO HINOJOSA

COUNCIL MEMBER
OLIVIA TRUJILLO

TAKE PRIDE AND OWNERSHIP OF YOUR **CITY**

We will meet at
518 Bear Mtn. Blvd
Please Call 661 477-1745

JUNE 15
8-12 NOON

Supplies, Water & Snacks will be Provided
Compliments of Supervisor David Couch and
the City of Arvin

Thank You!

Community Pedestrian & Bicycle Safety Training:

Arvin

Join Us!

(888)788-0099
TOLL FREE

Spanish Interpretation

Food & Refreshments Provided

Tuesday, June 13, 2023
4 PM- 7 PM

For assistance call or email:
Karen Rodriguez, (714) 702-5010
karen@calwalks.org

GROW Academy
901 Nectarine Ct,
Arvin, CA 93203

- Conduct a walking/biking assessment
- Plan for community programs & projects
- Learn about walking and biking safety strategies

In collaboration with:
California Walks | UC Berkeley SafeTREC | The
City of Arvin | Arvin Unified School District |
The Dolores Huerta Foundation | GROW Academy

Funding for this program is provided by a grant from the California Office of
Traffic Safety through the National Highway Traffic Safety Administration.

Taller Virtual para la Seguridad Peatonal & Ciclista:

Arvin

¡ Únase !

(888)788-0099
GRATUITO

Interpretacion al Español

Bocadillos Proporcionados

Martes, 13 de Junio 2023
4pm - 7pm

Por asistencia, contacte a:
Karen Rodriguez, (714) 702-5010
karen@calwalks.org

GROW Academy
901 Nectarine Ct,
Arvin, CA 93203

- Evaluación de la seguridad peatonal y ciclista vecinal
- Planifique programas y proyectos comunitarios
- Aprenda estrategias para aumentar la seguridad peatonal y ciclista

En colaboración con:
California Walks | UC Berkeley SafeTREC | La
Ciudad Arvin | Distrito Escolar Unificado de Arvin |
Fundacion Dolores Huerta | GROW Academy

Fondos para este programa fueron provistos por la Oficina de Seguridad de Tráfico de California
por medio de la Administracion Nacional para la Seguridad de las Carreteras.

AUDIENCE Q&A

What questions or comments do you have for us?

JOIN OUR WIDESPREAD NETWORK OF LOCAL GOV'T LEADERS

58 Counties

482 Cities

2,500+ Special Districts

20,000+ Local Agency Leaders

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RECORDING AVAILABLE SOON

The recorded presentation and materials will be shared electronically with all attendees a few days after the webinar.

INSTITUTE FOR LOCAL GOVERNMENT℠

JAKE WHITAKER
jwhitaker@publicpolicygroup.com

KARALEE BROWNE
kbrowne@ca-ilg.org

CHRISTINE VITERELLI
cviterelli@arvin.org

NIKITA SINHA
nsinha@ca-ilg.org

www.ca-ilg.org