

# **Financing Sustainability Webinar Series: Accessing State Funding, Resources and Tools**

**October 18, 2011  
10:00 a.m. to 11:15 a.m.**

Please note:

- Questions and comments may be submitted using the on-screen webinar tools.
- For live assistance during the webinar, please call 916-682-8208.

# Using GoToWebinar

## Instructions

- How to Choose a Listening Mode
  - How to Submit Questions
1. If you do not see the **Control Panel (A)**, click the arrows on the **Grab Tab (B)** to expand the viewing area.
  2. Next, choose your preferred listening mode using the options in the **Audio Pane (C)**.
  3. To submit questions or comments to the panelists, type text into the box provided in the **Questions Pane (D)** and click the **Send (E)** button.

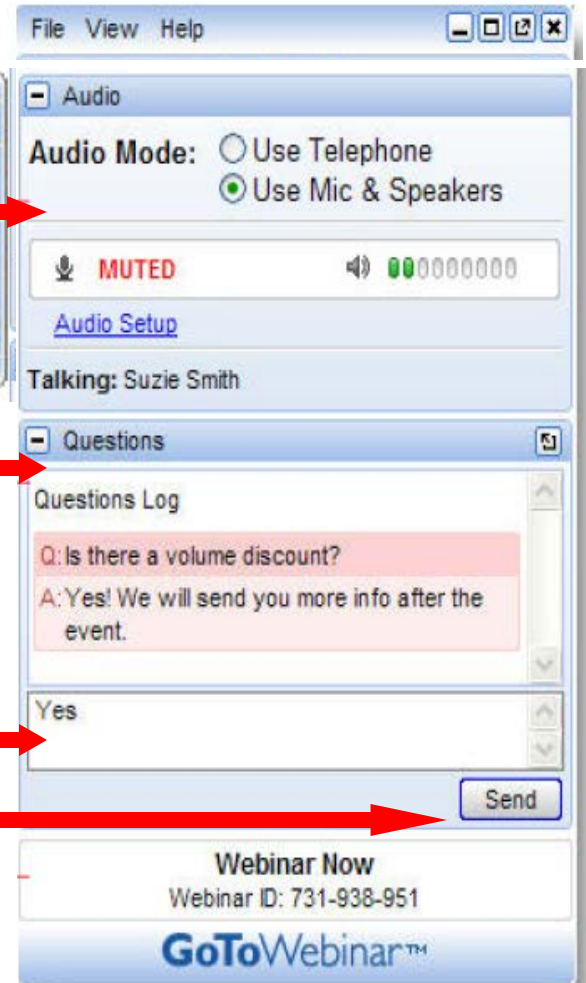
(A) Control Panel →

(B) Grab Tab →

(C) Audio Pane →

(D) Questions Pane →

(E) Type Text here and  
click the Send button to  
Submit Questions here →



[www.ca-ilg.org/webinarbasics](http://www.ca-ilg.org/webinarbasics)



# Today's Agenda

- Steve Sanders, Program Director, Land Use & Environment, Institute for Local Government
  - Welcome and Introductions
- Dana Papke Waters, Climate Action and Research Planning, California Air Resources Board
  - Demonstration of CoolCalifornia.org Funding Wizard
- Heather Fargo, Executive Policy Officer, Strategic Growth Council
  - Sustainable Communities Planning Grant Solicitation
- Wendy Hartman, Planning Director, Yuba County Community Development & Services Agency
  - Unified Development Code and Climate Action Plan
- Questions and Discussion

# About the Institute

## Who:

- **Founded 1955**
- **501(c)(3) Research and Education Arm of:**
  - League of California Cities
  - California State Association of Counties

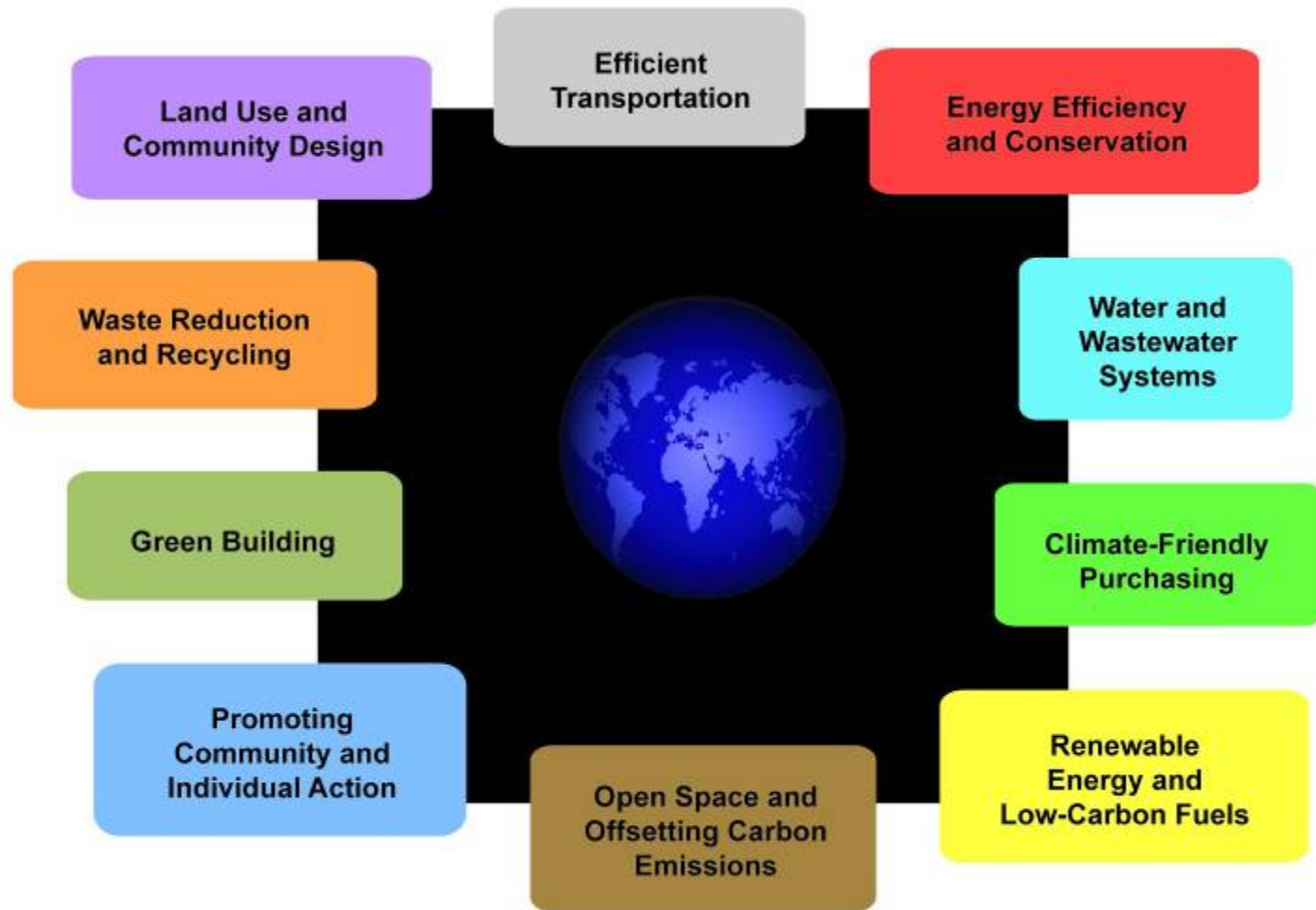
## Mission:

- Promoting good government at the local level

# ILG Program Areas



# Climate Action Best Practice Areas



# Statewide Energy Efficiency Collaborative

AN ALLIANCE TO SUPPORT LOCAL GOVERNMENT

- \* The Statewide Energy Efficiency Collaborative (SEEC) is a new alliance to help cities and counties reduce greenhouse gas emissions and save energy. SEEC is a collaboration between three statewide non-profit organizations and California's four Investor Owned Utilities.



# The Beacon Award

- Recognizes cities and counties that:
  - Reduce greenhouse gas emissions
  - Save energy
  - Adopt policies and programs that promote sustainability
- Silver, Gold and Platinum Beacon Awards to recognize and celebrate local agency achievements



Local Leadership Toward  
Solving Climate Change





# *Announcing the* **Sustainable Communities Learning Network (SCLN)**

- Help local officials, staff, and others share information and resources to support the development of communities that are economically, socially, and environmentally sustainable.
- Provide tools and support to local officials who are working to incorporate sustainability into their day-to-day operations.

California  
Strategic Growth Council



# **Next SCLN Webinar -- Save the Date and Be Sure to Register!**

**Financing Energy at the Local Level  
December 6, 2011- 10:00 a.m. to 11:15 a.m.**

**Registration available at:**

<http://www.ca-ilg.org/FinancingSustainabilityWebinars>

# **Funding Wizard Demonstration**

**Institute for Local Government Webinar  
Financing Sustainability: State Funding,  
Resources and Tool**

**October 18, 2011**

**Presented By:**

Dana Papke Waters  
Climate Action and Research Planning  
California Air Resources Board  
[dpapke@arb.ca.gov](mailto:dpapke@arb.ca.gov)  
(916) 324-9615

# Funding Wizard

## Project Partners

- Natural Resources Agency  
CERES Program
- UC Davis
- The Strategic Growth  
Council
- CPUC and Engage 360
- California Workforce  
Investment Board Green  
Collar Jobs Council
- Office of Planning and  
Research



*THE  
Strategic Growth Council*



# Funding Wizard

## Public Clearinghouse of Financial Incentives

- Searchable database to locate funding
  - Reduce the impacts of climate change
  - Support sustainable communities
- Prototype released in June 2011
- Initial focus on state and federal grants

The screenshot shows the CoolCalifornia.org website. The header includes the site name, navigation links (Sign In, Sign up, Calculator, All Communities), and a search bar. A blue navigation bar contains categories: HOME, INDIVIDUALS, SMALL BUSINESS, LOCAL GOVERNMENT, YOUTH, COMMUNITY CHALLENGE, SCHOOLS, and ABOUT US. The main content area is titled 'Funding Wizard' and 'LOCATE GRANTS AND INCENTIVES'. It features a search bar, a 'Sign up for updates' form with 'Subscribe' and 'Unsubscribe' options, and a 'What's Popular' section listing items like 'Small Business Award Program'. A 'Welcome to the CoolCalifornia Funding Wizard!!' message is displayed, along with a description of the tool's purpose and two buttons: 'Advanced Search' and 'See All'. A footer banner for 'CoolCalifornia.org calculate your carbon footprint' is also visible.

# Funding Wizard Online Demonstration

**CoolCalifornia.org** Sign In | Sign up | Calculator | All Communities Keyword Search:  **GO**  
Advanced Search

HOME DASHBOARD INDIVIDUALS SMALL BUSINESS LOCAL GOVERNMENT COMMUNITY CHALLENGE SCHOOLS ABOUT US

Home > **Funding Wizard Home**

## LOCATE GRANTS AND INCENTIVES

SHARE THIS

**Welcome to the CoolCalifornia Funding Wizard!!**

**Locate Grants and Incentives for Sustainable Projects**  
Search this tool for grants, rebates, tax credits, and other financial assistance to assist you with clean air vehicle purchases/retrofits, recycling and waste prevention, water recycling, and many other environmental projects.

Start exploring these funding incentives today!

Here's two ways to get started.

**Advanced Search** **See All**

**Funding Wizard**  
» Search

**Sign up for updates**  
Enter your email - we won't share it!  
  
 Subscribe  
 Unsubscribe

**What's Popular**

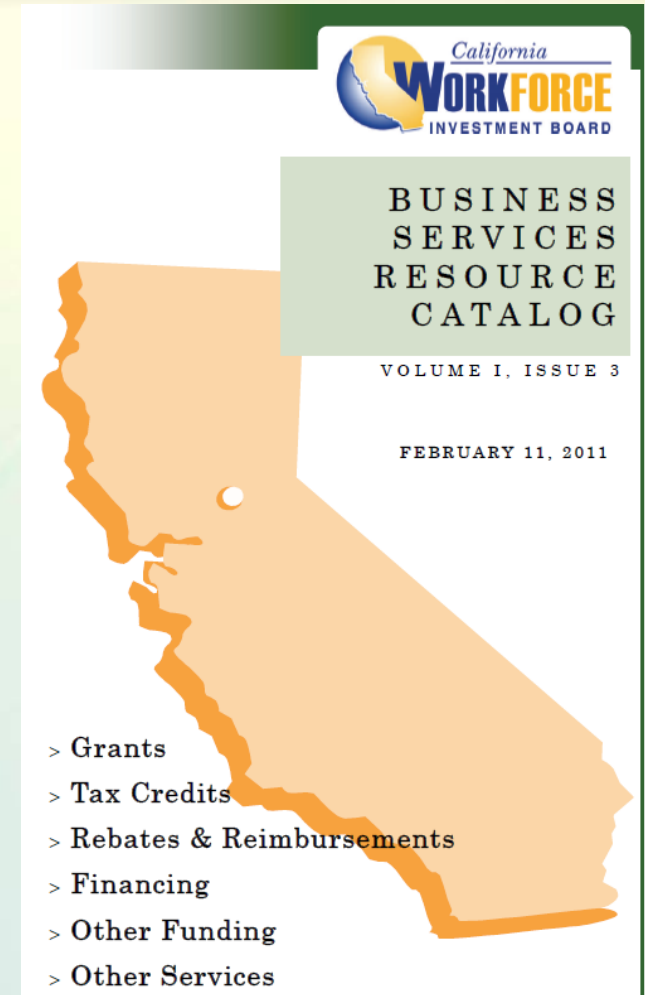
- Save Water Schools
- Build Green
- Doing Their Part
- Funding Wizard
- Small Biz Actions

CoolCalifornia.org  
calculate your carbon footprint  
**LEARN HOW»**

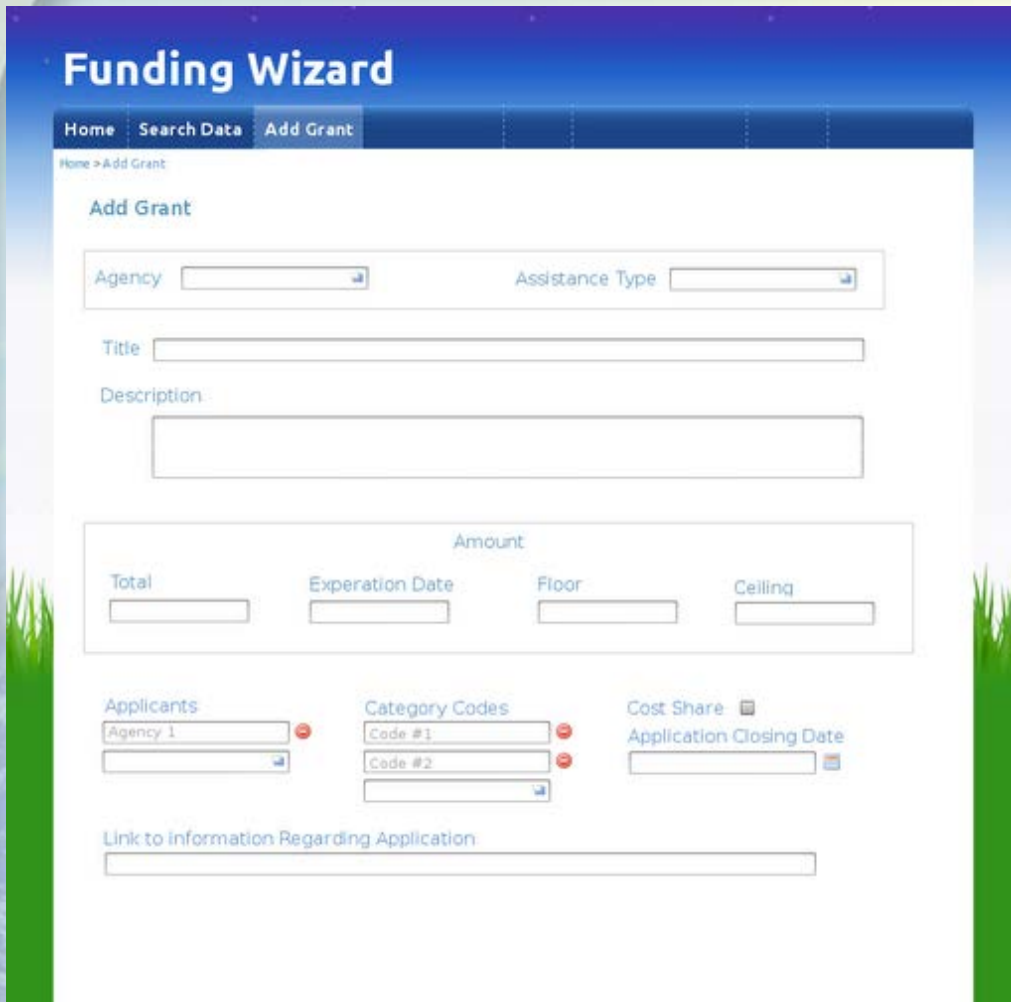
# Funding Wizard

## Importing Data

- Real Simple Syndication (RSS) Feeds
- California Workforce Investment Board (CWIB) Business Resource Catalog
- Spreadsheet Entries
  - SGC State Agencies
- Online Grant Entry Form
  - Portal for grant managers
  - Available in December 2011




# 2011-2012 Expansion Grant Entry Form



The screenshot shows the 'Funding Wizard' interface for adding a grant. It features a navigation bar with 'Home', 'Search Data', and 'Add Grant' tabs. The 'Add Grant' section includes several input fields: 'Agency' and 'Assistance Type' (both dropdown menus), 'Title' (text input), 'Description' (text area), and an 'Amount' section with 'Total', 'Expiration Date', 'Floor', and 'Ceiling' (all text inputs). Below these are 'Applicants' (text input), 'Category Codes' (two dropdown menus), 'Cost Share' (checkbox), and 'Application Closing Date' (text input with a calendar icon). A 'Link to information Regarding Application' text input is at the bottom.

- Upload Grant Opportunities
- Add sample applications or templates
- List upcoming workshops



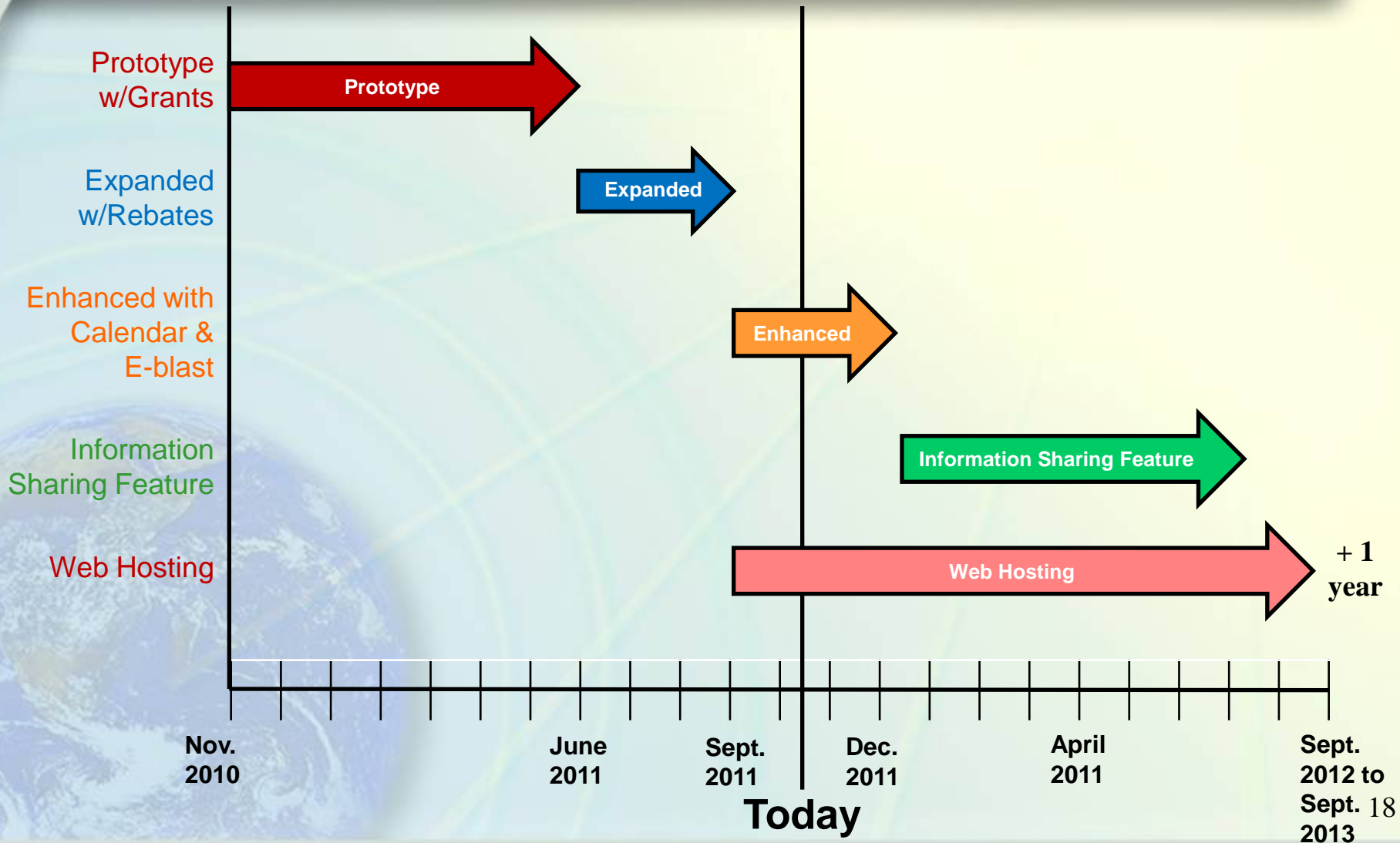


# Funding Wizard

## 2011-2012 Expansion

- Inclusion of additional funding opportunities
  - Partnering with Engage 360 to add in rebates
- Online calendar
  - Features upcoming grant deadlines and workshops
- E-Blast sign-up and automated distribution
  - Announcements based on favorite categories
- Information sharing feature
  - Fostering public/private partnerships

# Timeline for Funding Wizard





## Funding Wizard

# Future Plans for Expansion

- Enhanced User Interface
  - Field testing with target audiences
  - Upgrade with suggestions to improve functionality
- Expand Topics to Cover SGC Objectives
- Integrate Funding Wizard into All CoolCalifornia.org Tools
  - Match funding opportunities with customized climate action plans
- Incorporate Air District Financial Incentives
- Continuous Web Hosting through 2015

# Next Steps

## Funding Wizard

- Your comments are essential!
- Please fill-out online feedback form.
  - [www.surveymonkey.com/s/FundingWizard](http://www.surveymonkey.com/s/FundingWizard)
- Let us know what you think.
- For more information:

Dana Papke Waters  
Climate Action and Research Planning  
California Air Resources Board  
[dpapke@arb.ca.gov](mailto:dpapke@arb.ca.gov)  
(916) 324-9615



California

# Strategic Growth Council

*Heather Fargo, Executive Director*

## Sustainable Community Planning Grants and Incentives Program

October 18, 2011

# Planning Grants

- ▶ Approximately \$20M for local and regional governments to conduct **sustainable planning**
- ▶ For example:
  - ▶ Specific Plans / Infill Plans / Zoning Ordinances
  - ▶ Climate Action Plans
  - ▶ Targeted General Plan Updates or Elements
  - ▶ Community Basic Infrastructure Plans
  - ▶ Local Coastal Plan
  - ▶ Blueprint Plans
  - ▶ Multi-Jurisdictional Corridor Plans
  - ▶ Transit Oriented Development Plans
  - ▶ Targeted General Plan Updates
  - ▶ Sustainable Community Strategies
  - ▶ Alternative Planning Strategies
  - ▶ Natural Communities Conservation Plans
  - ▶ Regional Greenprint Plans
  - ▶ County-Wide Climate Action Plans
  - ▶ Regional Cap and Trade Plans
  - ▶ Rural Blueprint Plans
  - ▶ Interregional Plans
- ▶ Focus on **multiple benefits** and **collaboration**



*Apply to one of the following*

- ▶ **Focus Area 1: Local Sustainable Planning**
  - ▶ Cities & Counties
  - ▶ Economically Disadvantaged Communities 20% set aside
- ▶ **Focus Area 2: Regional SB 375+**
  - ▶ Metropolitan Planning Organizations
- ▶ **Focus Area 3: Regional Planning Activities with Multiple Partners**
  - ▶ Cities, Counties, RTPAs, JPAs, and COGs
  - ▶ Requires joint work plan



## **Round 1 (2010) Numbers**

- ▶ 188 applications received
- ▶ 50 applications received funding
- ▶ Approximately \$24 million funded





## Changes from Round 1 (2010)

- ▶ Added a fourth threshold requirement
  - ▶ “Plan for Sea Level Rise, where appropriate, consistent with Ocean Protection Council Resolution on Sea Level Rise and related guidance.”
- ▶ Economically Disadvantaged Community set aside is now a part of Focus Area 1
- ▶ The application process will be online



## Timeline

- ▶ Stay tuned for the Round 2 solicitation (Fall 2011)
- ▶ The application window will be more than 90 days
- ▶ Until then, review the guidelines and successful Round 1 applicants at [http://sgc.ca.gov/selected\\_apps\\_2010.html](http://sgc.ca.gov/selected_apps_2010.html)



## For More Information

- ▶ **Guidelines and past applications:** [http://sgc.ca.gov/planning\\_grants.html](http://sgc.ca.gov/planning_grants.html)
  - ▶ **Listserv:** <http://sgc.ca.gov>
  - ▶ **Contact: Sustainable Communities Planning Grants Program**  
c/o Department of Conservation  
Division of Land Resource Protection  
801 K Street, MS Floor 18-01  
Sacramento, CA 95814  
  
Phone: (916) 322-3439  
Email: [SGCSustainableCommunities@conservation.ca.gov](mailto:SGCSustainableCommunities@conservation.ca.gov)
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**Yuba County**  
**Development Code Update**  
and  
**Resource Efficiency Plan**

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**Strategic Growth Council**  
**Prop 84 Planning Grant**



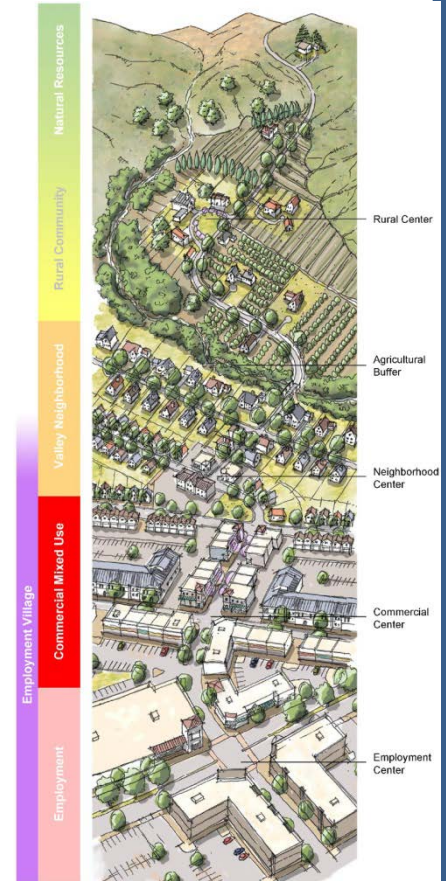
# Overview

- I. Project Summary**
- II. Grant Application Obstacles**
- III. How to prepare a winning grant application**
- IV. SGC Priority Considerations**



# SGC Program Objectives

1. Improve Air and Water Quality;
2. Promote Public Health;
3. Promote Equity;
4. Increase Housing Affordability;
5. Promote Infill and Compact Development;
6. Revitalize Urban and Community Centers;
7. Protect Natural Resources and Agricultural Lands;
8. Reduce Automobile Usage and Fuel Consumption;
9. Improve Infrastructure Systems;
10. Promote Water Conservation;
11. Promote Energy Efficiency and Conservation; and
12. Strengthen the Economy.





# SGC Priority Considerations

The following areas were identified as priorities in awarding grants:

1. Demonstrates collaboration and involvement of the community.
2. Addresses climate change impacts.
3. Demonstrates strategies or outcomes that can serve as best practices.
4. Leverages additional resources.
5. Serves an economically disadvantaged community.





# Yuba County Grant Project

- Comprehensive Update of Zoning Ordinance & Development Codes (DC)
- Creation of a Resource Efficiency Plan (REP) ⇔ Climate Action Plan (CAP)

	Grant	Local Match	Total
DC	214,000	43,500	257,500
REP	164,000	13,500	177,500
<b>Grand Total</b>	<b>\$378,000</b>	<b>\$57,000</b>	<b>\$435,000</b>





# Resource Efficiency Plan

**A Strategy to Reduce Energy Costs, Improve Resource Efficiency, and Create Jobs in Yuba County**



**LOWER ELECTRICITY BILLS**

**MORE TREES**

**INCREASED BUILDING COMFORT**

**LOWER HEATING COSTS**

**CONSERVED WATER**

**IMPROVED PEDESTRIAN ACCESS**

**IMPROVED TRANSIT**

**REDUCED EMISSIONS**

**IMPROVED AIR QUALITY**

**INCREASED ENERGY INDEPENDENCE**

**REDUCED FUEL COSTS**



# Grant Application Obstacles

- Time Constraints: Grants typically have a very short time-frame from announcement to submittal.
- Staff Resources
- Collaboration
- Administration: Once a grant is awarded



# Preparing a Winning Application

- Thoroughly review application requirements
- Create a Submittal Checklist
- Identify key goals of the grant program
  - Utilize “buzz words”
  - Demonstrate how project will further these goals
- **Follow ALL directions**
- Ensure application is Complete
  - Outside Proof Reader
  - Double check submittal checklist



# SGC Priority Considerations

The following areas were identified as priorities in awarding grants:

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2. Serves an economically disadvantaged community.
3. Demonstrates strategies or outcomes that can serve as best practices.
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# Support Letters

- Authorization from Board/Council
- State & Regional Representatives
- **Local Organizations, Business Owners,  
& Residents**



# Leverage

- **Build off of past projects & success stories**
- **Public Input comes in various forms**

<b>Project</b>	<b>Total Cost</b>	<b>Secured Funding</b>	<b>Project Status</b>
2030 General Plan	~\$1.2 million	\$1.2 million	90% complete: anticipated adoption date December 2010
N. Beale Corridor Visioning Plan	\$102,970	\$102,970	Adopted December 2009
Engineering Plans	\$1.2 million	\$1 million	Awarded not yet started
Phase 1 improvements	\$1 million	\$900,000	Awarded not yet started
East Linda Revitalization Plan	\$115,314	103,782	~ 25% complete
Olivehurst (OSCER) Plan	\$~\$217,000	\$217,000	Awarded not yet started
UDC & CAP	\$445,000	\$35,000	0% complete
Mitigated Neg. Declaration for UDC/CAP	\$5,000	\$5,000	Will begin once General Plan EIR is certified
<b>TOTAL</b>	<b>\$44.2 million +</b>	<b>\$3.55 million+</b>	



# QUESTIONS



# Questions?



Visit [www.ca-ilg.org/FinancingSustainabilityWebinars/1](http://www.ca-ilg.org/FinancingSustainabilityWebinars/1) to read responses to questions that we are unable to answer on today's webinar and join the discussion!



# Resources to Learn More

- **Sustainable Communities Learning Network**
  - [www.ca-ilg.org/SCLN](http://www.ca-ilg.org/SCLN)
- **Beacon Award**
  - [www.ca-ilg.org/BeaconAward](http://www.ca-ilg.org/BeaconAward)
- **Sustainability & Climate Action Best Practice Framework**
  - [www.ca-ilg.org/ClimatePractices](http://www.ca-ilg.org/ClimatePractices)
- **Air Resources Board**
  - [www.CoolCalifornia.org](http://www.CoolCalifornia.org)
- **Strategic Growth Council Planning Grants**
  - [www.sgc.ca.gov/planning\\_grants.html](http://www.sgc.ca.gov/planning_grants.html)

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