



***Leaving no Stone  
Unturned***

**Grants: Finding, Writing,  
and Winning Them!**



**Find**

**Write**

**Win**

## *Grants: Finding, Writing, Winning Them!*

### **What's Important?**

1. Finding funding for your projects
2. Improving efficiency in proposal planning
3. The fundamentals of writing the proposal
4. Peer review, comments and edits
5. Submitting through the city to the grantor

*Grants: Finding, Writing & Winning Them!*

## **Finding Funding Opportunities:**

Where do we get our money from?

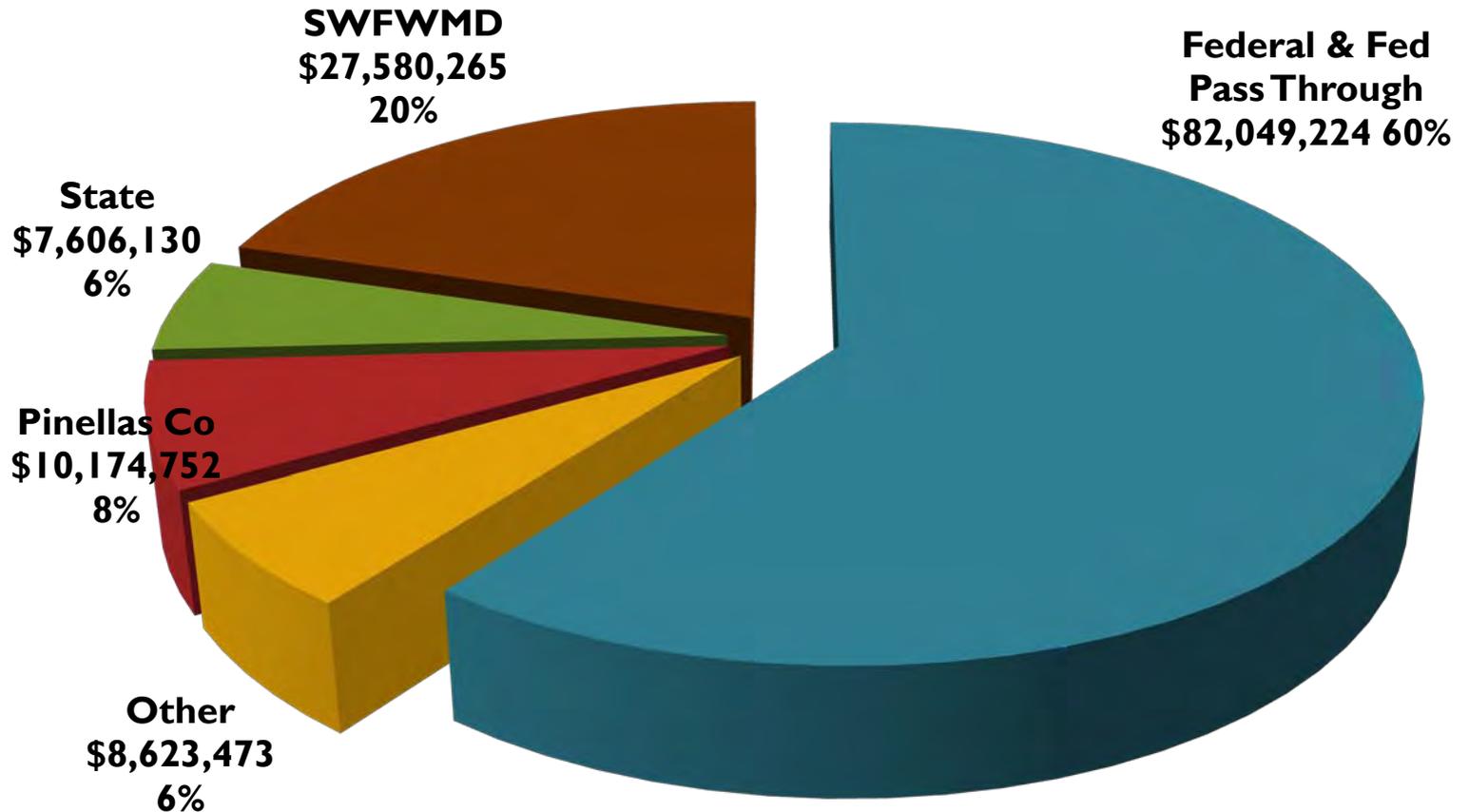
How successful are we?

How can I research grant opportunities?

*Grants: Finding, Writing & Winning Them!*

# Where We Are Now

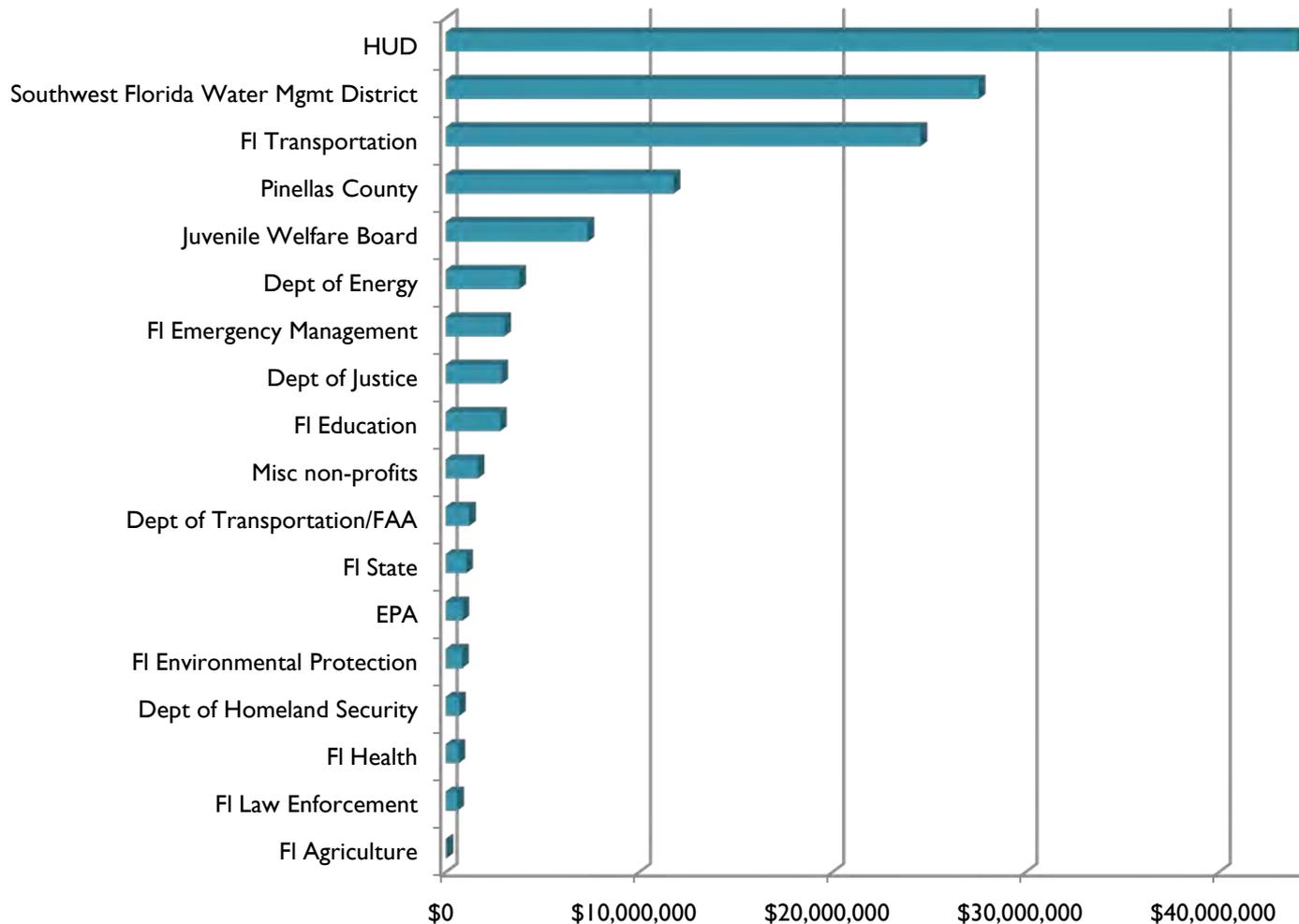
## Awards by Type of Grantor 2010-2006



## Grants: Finding, Writing & Winning Them!

# Who do we get our money from?

### Funding by Grantor Agency 2010 - 2006



## *Grants: Finding, Writing & Winning Them!*

# **Where to Start?**

- 1) Check out your city contracts & grants webpage:  
<http://www.stpete.org/budget/contractsgrants.asp>
- 2) List servs, i.e. <http://www.grants.gov/>
- 3) New front door approach  
<http://ecivis.com/>
- 4) The back door approach  
<http://harvester.census.gov/sac/>

*Grants: Finding, Writing & Winning Them!*

## **Where to Start?**

- 1) City contracts & grants webpage:  
<http://www.stpete.org/budget/contractsgrants.asp>

*Grants: Finding, Writing & Winning Them!*

## **Where to Start?**

- 1) List servs, i.e. <http://www.grants.gov/>

# Grants: Finding, Writing & Winning Them!

## Where to Start?

- 1) List servs, i.e. <http://www.grants.gov/>

The screenshot shows the Grants.gov website interface for a Grant Application Package. At the top, the Grants.gov logo is on the left, and the title "Grant Application Package" is on the right. Below the logo is a form with fields for: Opportunity Title, Offering Agency, CFDA Number, CFDA Description, Opportunity Number, Competition ID, Opportunity Open Date, Opportunity Close Date, and Agency Contact. To the right of this form is a blue box with instructions: "This electronic grants application is intended to be used to apply for the specific Federal funding opportunity referenced here. If the Federal funding opportunity listed is not the opportunity for which you want to apply, close this application package by clicking on the 'Cancel' button at the top of this screen. You will then need to locate the correct Federal funding opportunity, download its application and then apply." Below the form is a section for "Application Filing Name" with a text input field. Underneath are four boxes for document management: "Mandatory Documents" and "Optional Documents" on the left, and "Mandatory Documents for Submission" and "Optional Documents for Submission" on the right. Each box has "Move Form to Complete" and "Move Form to Delete" buttons. Below these is an "Instructions" section with three numbered steps: 1. Enter a name for the application in the Application Filing Name field. 2. Open and complete all of the documents listed in the "Mandatory Documents" box. 3. Click the "Save & Submit" button to submit your application to Grants.gov.

*Grants: Finding, Writing & Winning Them!*

## **Front door approach**

<http://ecivis.com/>

Form located on contracts & grants webpage, and goes out monthly

## City of St. Petersburg Grant Search Request

Upon completing this form, save to your computer and send form to:

[Wayne.finley@stpete.org](mailto:Wayne.finley@stpete.org)

Keywords: Identify keywords or CFDA numbers to investigate:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Categories: Check search categories that best fit your search:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Agriculture                 | <input type="checkbox"/> Health                | <input type="checkbox"/> Parks & Recreation  |
| <input type="checkbox"/> Arts & Culture              | <input type="checkbox"/> Housing               | <input type="checkbox"/> Recycling/Reuse     |
| <input type="checkbox"/> Community Development       | <input type="checkbox"/> Human Services        | <input type="checkbox"/> Senior Citizens     |
| <input type="checkbox"/> Disaster Preparedness       | <input type="checkbox"/> IT/Telecommunications | <input type="checkbox"/> Solid Waste         |
| <input type="checkbox"/> Domestic Security           | <input type="checkbox"/> Justice/Prevention    | <input type="checkbox"/> Tourism/Hospitality |
| <input type="checkbox"/> Economic Development        | <input type="checkbox"/> Justice/Victims       | <input type="checkbox"/> Training            |
| <input type="checkbox"/> Education                   | <input type="checkbox"/> Justice/Youth         | <input type="checkbox"/> Transportation      |
| <input type="checkbox"/> Energy                      | <input type="checkbox"/> Law Enforcement       | <input type="checkbox"/> Wastewater          |
| <input type="checkbox"/> Fire/EMS                    | <input type="checkbox"/> Libraries             | <input type="checkbox"/> Water Resources     |
| <input type="checkbox"/> Hazardous Waste/Brownfields | <input type="checkbox"/> Natural Resources     |  |

Other: Describe what you would like to accomplish with grant funding:

<http://www.stpete.org/budget/contractsgrants.asp>

*Grants: Finding, Writing & Winning Them!*

## **Back door approach**

<http://harvester.census.gov/sac/>

Procedure located on contracts & grants  
webpage

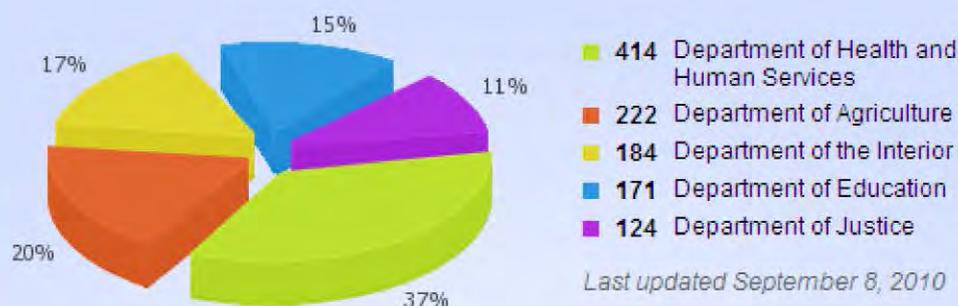


# CATALOG of FEDERAL DOMESTIC ASSISTANCE


[Home](#)
[Programs](#)
[Agencies](#)
[Regional Agency Offices](#)
[General Info](#)
[Privacy](#)

## CFDA Statistics: Programs at a Glance

CFDA contains detailed program descriptions for 2,038 Federal assistance programs. The following chart shows the program distribution for the top five issuing agencies.



### About CFDA

Catalog of Federal Domestic Assistance (CFDA) provides a full listing of all Federal programs available to State and local governments (including the District of Columbia); federally-recognized Indian tribal governments; Territories (and possessions) of the United States; domestic public, quasi-public, and private profit and nonprofit organizations and institutions; specialized groups; and individuals.

## Find Programs



Search now! You do not need an account to search the catalog and view Federal assistance programs.

Keyword or Program Number

Select Assistance Type...

- ▶ [Advanced Search Form](#)
- ▶ [Find Programs by Number](#)
- ▶ [Find Programs by Agency](#)
- ▶ [Added Programs \(since last publication date\)](#)

[Download CFDA 2009 Print Edition](#)



## RECOVERY

[SEARCH RECOVERY PROGRAMS](#)

[CFDA User Guide](#)



# CATALOG of FEDERAL DOMESTIC ASSISTANCE



- [Home](#)
- [Programs](#)**
- [Agencies](#)
- [Regional Agency Offices](#)
- [General Info](#)
- [Privacy](#)

[Accessibility](#)
[User Guide](#)

## Programs

[RETURN TO PROGRAMS](#)

- Programs**
- [Advanced Search](#)
- [Historical Index](#)

**Search Tip:** Use the [Advanced Search Form](#) for a wide array of search fields. To view programs by agency, go to the [Agencies](#) section. A quick search can be conducted using the fields below.

**Note :** Once you have found the Federal assistance program you want, please contact the office that administers the program for application instructions.

Keywords: 
[+ More Search Fields](#)

Items 1-1 of 1 (1 items selected)

<input type="checkbox"/>	<input type="checkbox"/>	# ▼	Program Title ▼	Agency/Office ▼	Types of Assistance
<input checked="" type="checkbox"/>		16.595	Community Capacity Development Office	Department of Justice Executive Office for Weed and Seed	B - PROJECT GRANTS, J - PROVISION OF SPECIALIZED SERVICES

Items 1-1 of 1 (1 item selected)

## Types of Assistance (060):

PROJECT GRANTS; PROVISION OF SPECIALIZED SERVICES

## Uses and Use Restrictions (070):

Weed and Seed funding is for grants, cooperative agreements, and contracts, with non-profit entities, State and local agencies engaged in the investigation and prosecution, and prevention of violent crimes and drug offenses in "Weed and Seed" designated communities, and for either reimbursements or transfers to appropriation accounts of the Department of Justice and other Federal agencies which shall be specified by the Attorney General to execute the "Weed and Seed" program strategy.

## Eligibility Requirements (080)

### Applicant Eligibility (081):

The eligible applicant is a coalition of community residents, local, county, and State agencies, Federal agencies, and the private sector.

### Beneficiary Eligibility (082):

Eligibility criteria for selecting and funding Weed and Seed sites are as follows: High incidence of violent crime; existing, workable community infrastructure; cooperative governmental partnerships; good cooperation between governmental and private civic and social service organizations; cooperative business community; strong U.S. Attorney Office; and history of innovative programming at the local level. If a large city is being considered, the project site should be a clearly, easily identifiable section of the metropolitan area. The strategy also seeks to encompass available funding from reprogrammable Federal program dollars and existing private/local leveraged funds.

### Credentials/Documentation (083):

An interested community should establish contact with the United States Attorney, who convenes a formal steering committee. The steering committee, through the guidance and facilitation of the

15-Local (includes State-designated Indian Tribes, excludes institutions of higher education and hospitals/ 50-Law, Justice, and Legal Services 38-Private nonprofit institution/organization (includes institutions of higher education and hospitals/ 50-Law, Justice, and Legal Services

### Beneficiary Eligibility:

50 - Industrialist/ Business person

## HISTORY

-: Executive Office for Weed and Seed

1995 (B): Number changed from 16.725

2005: Community Capacity Development Office

2008: Community Capacity Development Office

*Grants: Finding, Writing & Winning Them!*

## **Finding Grants: Wrap up**

- 1) Check out your city contracts & grants webpage:  
<http://www.stpete.org/budget/contractsgrants.asp>
- 2) List servs, i.e. <http://www.grants.gov/>
- 3) New front door approach  
<http://ecivis.com/>
- 4) The back door approach  
<http://harvester.census.gov/sac/>



*Grants: Finding, Writing & Winning Them!*

**Getting to the Proposal:**

**Advance Planning & Writing**

## *Grants: Finding, Writing & Winning Them!*

- **Planning/Managing the Proposal Process:**
  - Creating a Pre-RFP Schedule
    - Grants Committee Review
    - Council Approval Needed?
  - Do You Need a Proposal Team?
- Defining the Style and Content Standards
- Identifying and Tailoring Past Performance
  - Develop Your Staffing Plan
  - Considerations for Your Initial Budget
- Do Your Homework - Research the Funder's grant-making philosophy, program interests, criteria, etc.

*Grants: Finding, Writing & Winning Them!*

# **The RFP is OUT and the countdown has begun**

[http://www.dot.gov/docs/TIGER\\_II\\_Discretionary\\_Grant\\_Program\\_Final\\_Notice\\_I\\_June\\_2010.pdf](http://www.dot.gov/docs/TIGER_II_Discretionary_Grant_Program_Final_Notice_I_June_2010.pdf)

[http://firegrantsupport.com/docs/2010\\_AFGguidance.pdf](http://firegrantsupport.com/docs/2010_AFGguidance.pdf)

[http://www.myfwc.com/docs/RecreationActivities/FBIP\\_Program\\_Guidelines2010\\_Draft.pdf](http://www.myfwc.com/docs/RecreationActivities/FBIP_Program_Guidelines2010_Draft.pdf)

## **PROJECT NARRATIVE FILE**

NOT MORE THAN 20 PAGES, INCLUDING CHARTS, GRAPHS, MAPS, PHOTOS, ETC.

# **Grants: Finding, Writing & Winning Them!**

## **Program Structure**

Questions to answer:

### **Geographic focus:**

- *How will our program enable large-scale energy efficiency retrofits on residential and commercial, industrial and public buildings in geographically focused areas?*
- *How does our program result in high-quality retrofits resulting in significant efficiency improvements to a large fraction of buildings within targeted neighborhoods, technology corridors or communities (whole-neighborhood retrofits)?*

### **Revenue and sustainability models:**

- *Describe why federal funds are needed to implement the retrofit program.*
- *Multiple viable approaches to develop revenue streams from building efficiency improvements that can be used to ensure program sustainability. Can include revolving loan funds, utility on-bill payment, sale of carbon offsets, sale of white tags, and sale of efficiencies into forward capacity markets.*
- *Program design creates a comprehensive framework for building retrofits, including processes for financing, marketing and education, delivery, monitoring and verification measurement that can serve as templates for other communities across the country.*

### **Leveraging:**

- *How will we secure 5 additional dollars for each dollar awarded?*

### **Partners:**

- *Describe how the program will leverage the participation of multiple local jurisdictions, regional planning agencies, and state energy offices.*
- *Describe our innovative and creative team leveraging the participation and support of multiple partners, including utilities, regional planning agencies, businesses, financial institutions, universities, non-profits, and state energy office.*

### **Evaluation:**

- *How will we the savings from retrofits be measurable, how will we evaluate the effectiveness of different approaches to marketing, delivery, installation, monitoring and*

## **Merit Review Criteria**

### **Grants: Finding Writing & Winning Them!**

#### **Criterion 1: Leveraging and Sustainability**

- Extent to which the proposed activity leverages EECBG dollars, especially through innovative financial and fiscal tools and strategies.
- Extent to which project will create meaningful and sustainable market transformation.

#### **Criterion 2: Project Impact**

- Extent to which the project achieves the goal of benefiting from economies of scale and critical mass resulting from a focused building retrofit program.
- Extent to which retrofit financing mitigates possible risks of increased mortgage defaults/foreclosure through PACE policy measures.
- Quantitative impact of proposed project in terms of energy saved and consequent green house gas emissions decreased.
- Reasonableness of projections of # of buildings retrofitted in the project period and in out years past 3 year project funding window relative to requested budget.
- Extent to which program can be replicated. DEVELOP PROGRAM MANUAL?

#### **Criterion 3: Project Approach**

- Soundness of project's management strategy, including specifics of:
  - marketing and education strategy
  - funding structure
  - implementation plan
  - delivery
  - monitoring and verification
  - strategy for feedback and continuous improvement
- Extent to which proposal contains:
  - clear goals
  - well-defined tasks and methods
  - objective deliverables
  - realistic milestones

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Title**

**Something as simple as a title sets  
the tone for your proposal.  
Make it clear, descriptive and  
interesting**

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Title**

***E.G. EmPowering the Future –  
Transforming the Energy Market in  
the Tampa Bay Region Through  
Efficiency and Conservation***

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Title**

**E.G. Retrofitting St. Petersburg Fleet  
Vehicles and Increasing Biodiesel  
Usage to Reduce Diesel Emissions  
Pollution in Region 4**

*Grants: Finding, Writing & Winning Them!*

**Proposal Anatomy:  
Abstract/Proposal Summary**

**Read first – Written Last**

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Abstract/Proposal Summary**

**Should communicate:**

- **Who you are**
- **What you are concerned about**
  - **What you propose to do**
  - **How you propose to do it**

## **PROJECT SUMMARY**

**Lead Applicant:** City of St. Petersburg

**Lead Project Director:** Michael Connors, Internal Services Administrator, St. Petersburg

**Project Title:** EmPowering the Future – Transforming the Energy Market in the Tampa Bay Region Through Efficiency and Conservation

**Who We Are:** Led by the City of St. Petersburg, the Tampa Bay Energy Efficiency & Conservation Coalition is a regional group of local governments, utility providers, community non-profits, neighborhood and business associations, and local educational institutions.

**What Are We Doing:** Implementing a comprehensive, long-term model for the Tampa Bay region that will establish the infrastructure capable of achieving sustainable energy savings by retrofitting residential and commercial buildings. As well, through a sustained public information campaign, an energy education curriculum for secondary schools, and related training and academic classes at local colleges, this program will achieve effective changes in energy consumption mindset. This retrofit model will be institutionalized through the publication of a retrofit project manual, and a step-by-step guide for other organizations to implement a wide-scale retrofit program.

**How Are We Going To Do It?:** Leverage the success of the ENERGY STAR® program to achieve sustainable and obtainable energy savings; achieve changes in consumption mindset of citizens and visitors through a sustained public information campaign, and energy education curriculum for secondary schools, and college training for industry workforce that induces high participation rates; utilize an RFP/RFQ process to engage Energy Service Companies to provide turnkey services to make it easy; engage financial institutions, including creation of a revolving loan program for program sustainability and provide matching grants and subsidies, and inform and educate home buyers and owners and commercial enterprise of funding options to make it affordable; permanently institutionalize the program throughout the coalition; invigorate local economies and create new jobs in our local economy by creating jobs in the energy service companies and energy product suppliers, local governments, colleges and university, and non-

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Narrative/Description**

- **Guideline driven**
- **Who are the people or agencies with whom you are concerned?**
  - **Clearly defines the problem**
- **Supports existence of the problem with evidence**

## **Proposal Anatomy: Narrative/Description**

- **Is the problem something that can be *changed for the better* over the period of the grant?**
- **In what direction does the problem statement seem to lead?**
- **Does the problem statement appear to be concerned with the needs of clients or with your needs?**

## Grants: Finding, Writing & Winning Them!

Florida statute, these agencies must provide care for their clients during emergency hazards. However, the majority of these structures are more than 50 years old and do not have generators or protection from wind or storm surge. They are simply not safe. The building in which PARC would shelter its residents is such a structure. PARC has already obtained an emergency generator. The PARC Center Apartment (PCA) Building requires retrofitting in order to be safe during an emergency. Additionally, PARC must acquire all of the food, medicine and supplies necessary to support 64 residents and their caregivers, and the families of the caregivers, for at least seven days.

Describe the problems this activity will address.

Persons with severe developmental disabilities are not allowed in public shelters – not even in public special needs shelters, and not even if PARC were to shelter them – anywhere in the State of Florida. The reason is that public shelters are not staffed and equipped to handle the often severe behaviors of these persons, especially when they confront the terrifying sights and sounds of a major hurricane. Yet intermediate care facilities for persons with severe developmental disabilities are required by Florida law to provide safe shelters during hurricanes and other hazard emergencies for their residents, all of whom have disabilities that are often profound. This applies to the 64 residents of the ICF/DD facilities operated by PARC in St. Petersburg, FL. There is no place in Florida that PARC can shelter its residents when a hurricane or other hazards emergency threatens. Therefore, PARC is seeking \$750,000 in funding from FEMA to significantly harden its existing buildings, PARC Center Apartments (PCA), to protect the 64 residents in its two ICF/DD–licensed facilities. The total cost of hardening is over \$1 million. This project will include a non-Federal match, as required by FEMA.

Describe the methodology for implementing this activity.

Because this project is clearly defined, PARC will use the traditional methodology of hiring an architect and engineer to determine the requirements and

“Bayfront Medical Center intends in the proposed project to harden the walls and window and roof assemblies of its Building C North which contains the Surgery Pre-Operative area... **Given the critical and essential nature of the facility, its operational continuity and survivability is imperative to the greater community at large.** At present, the existing walls and window & roof assemblies are not in compliance with current Florida building code. These are vulnerable to failure ... The proposed mitigation project will improve the Building C North’s external envelope and thus safeguard critical infrastructure **and serve as a mitigation model for other essential support operations centers around the state & nation. By proactively addressing its responsibility to the greater community, Bayfront Medical Center plans to emerge more able to serve the region.** Ensuring that the hospital is operational and minimally damaged post hurricane, affords the **delivery of critical care services to the community.** Strengthening the facility in advance of potential storm related damage, eliminates the need for corrective and reactive action in the future and will prove to be a more efficient and cost effective approach in the long run...

*Grants: Finding, Writing & Winning Them!*

**Proposal Anatomy:  
Narrative/Description**

“By the end of the 3 year grant, the program will:  
Implement...(describe methods)  
Employ...(how will we do it?)  
Create...

Leads to developing your project objectives

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Objectives**

**Objectives are outcome driven and  
CHANGE THE SITUATION!**

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Objectives**

**Should be specific regarding the benefits to  
be expected**

**i.e. “decrease drug use among adults in the  
XYZ community by 10% within a certain  
time period.”**

*Grants: Finding, Writing & Winning Them!*

## **SMART Objectives**

**Specific – outcome based**

**Measurable – process driven**

**Attainable**

**Results Oriented**

**Time Sensitive**

*Grants: Finding, Writing & Winning Them!*

## **Buzz Words:**

**Specific – outcome based**

**Results**

**Aims**

**Deliverables**

**Increase**

**Decrease**

*Grants: Finding, Writing & Winning Them!*

**Buzz Words:**

**Measurable – process driven**

**Hire**

**Train**

**Employ**

**Serve**

**Build**

**Purchase**

**Refurbish**

**Mentor**

**Implement**

**Assess**

**Publish**

**Develop**

## **Project Objectives** *Grants: Finding, Writing & Winning Them!*

- **Achieve 10% to 30% energy savings per participating customer.** This program will leverage the success of the ENERGY STAR® program, utilizing the Home Energy Rating System (HERS) from pre- and post- energy audits, to achieve significant, sustainable, and obtainable energy savings.
- **Realize a 30% to 50% penetration of our markets.** Achieve significant changes in consumption mindset of regional citizens and visitors, through a sustained public information campaign, energy education curriculum for secondary schools, and college training for industry workforce that induces high participation rates.
- **Make it easy.** Utilize an RFP/RFQ process to engage Energy Service Companies to provide turnkey services in the energy auditing, engineering, implementation and financing of energy conservation measures (ECMs) and alternative energy technologies.

*Grants: Finding, Writing & Winning Them!*

## **Methods, Process or Objectives?**

**Many proposals state the purpose of the program is to establish a program or provide a service**

**i.e. “The objective of this project is to provide counseling services to delinquent youth between the ages of 8 and 14 in the community.”**

*Grants: Finding, Writing & Winning Them!*

## **Methods, Process or Objectives?**

**“The objective of this project is to provide twice-weekly counseling sessions for a period of 18 weeks to no less than 50 parents who have been reported for child abuse.”**

*Grants: Finding, Writing & Winning Them!*

**Methods, Process or Objectives?**

**20 6<sup>th</sup> graders will complete a 5 week tutoring program by the end of the 2012 academic year, measured by program attendance records.**

**VS.**

**20 6<sup>th</sup> graders will increase their reading skills by one grade level, by the end of the 2012 academic year, as measured by pre and post program test scores.**

## **Outcome-based Objectives**

- **Trend in government grants**
- **Outcome-based objectives tell how the “world” will improve. The verb in an outcome-based objective is often “increase” or “decrease.”**

## What Are The Outcomes?:

### *Grants: Finding, Writing & Winning Them!*

- Brand energy efficiency and renewable energy as the options that will provide about the highest reduction of energy consumption, the most cost savings, and the easiest and most affordable utilization of technology to 2.4 million people.
- Decrease monthly energy enough to generate savings that will pay for EC.
- Achieve participation of 500,000 residential and business customers.
- Change the energy consumption behavior of citizens.
- Institutionalize mindset focused on energy conservation.
- Create the EmPowering the Future Revolving Loan Program, capitalized and sustained through initial grant funds and numerous rebates, credits, and fees.
- Make program affordable and cost-effective to greatest amount of people.
- Partner with lending institutions to provide attractive financing by helping to reduce risk through the revolving loan fund.
- Create approximately 1,252 new jobs for our region.
- Increase regional economic activity for participating coalition members.
- Increase employment opportunities for Tampa Bay residents.

*Grants: Finding, Writing & Winning Them!*

## **Outcome-based Objectives**

**E.G. You are buying 20 bullet-resistant vests**

**Outcome-based objectives will point out how you'll measurably improve safety among police officers, that you'll buy the vests, and that you'll do periodic inspections to be sure the vests are being worn.**

# Outcomes VS. Outputs

## ***Anticipated Project Outputs:***

- Sixty-three retrofitted vehicles, documented in progress reports.
- Increased biodiesel usage in city vehicles and equipment, documented in progress reports.
- Dissemination of increased program/project knowledge via direct marketing, website, television programming and outreach events. Documentation of numbers of brochures distributed, hours of programming, and number of event participants will be identified in progress reports.

## ***Anticipated Project Outcomes:***

- Short-term outcomes: increased understanding of the problem of diesel emission and effectiveness of implemented technologies, and an annual reduction of 0.70 tons/yr PM, 1.58 tons/yr HC, 5.93 tons/yr CO, and 39.28 tons/yr CO<sub>2</sub>.
- Medium-term outcomes: continued adoption of reduction technologies; expansion of the use of biodiesel in the Tampa Bay area; quantitative measures will be provided through the observations and analyses performed by the St. Petersburg Marketing Department. The project will induce behavioral and programmatic changes both in our constituency at-large and within the city organization through the proposed public information campaign.
- Long-term outcomes: documented improved ambient air quality by a reduction of 7.44 tons/yr PM, 19.45 tons/yr HC, 72.74 tons/yr CO, and 565.47 tons/yr CO<sub>2</sub> over the life of vehicles and equipment.

## **Proposal Anatomy: Methodology**

**The actions you will take to achieve the desired results - the “project at a glance”**

- **Tell the reader what you will do**
- **Why you believe your chosen approach is valid (background)**
  - **Who will perform the tasks and what they are responsible for**
  - **When will the project be implemented**
    - **Avoid might, if, could, should, would**

Specifically, work will include, but not be limited to, the following activities:

- The new roof assembly project will begin by removing the existing non-compliant material and installing a temporary modified bitumen membrane, torch grade roof and temporary emergency walkways to accommodate the continued operations of the trauma helipad.

- Next the roof's flashings, parapet walls and caps, drains, scuppers and other miscellaneous requirements will be replaced.

- Finally, roof top conditions including mechanical, electrical and all other roof mounted equipment will be strengthened and hardened.

- The installation of the new window system will begin with the

**Objective 1: Design a biomass gasification and energy facility at the city's Southwest Wastewater Reclamation facility.**

*Grants: Finding, Writing & Winning Them!*

Task 1: Contract with Waste-to-Renewable Energy company MaxWest. Estimated time: 6-9 months

Task 2: Design gasification system to specific needs of St. Petersburg location and waste material. Estimated time: 12-18 months

- Subtask 2.1: Perform tests on sludge and wood waste materials to determine energy values
- Subtask 2.2: Pursue wastewater treatment modification permits from state agency
- Subtask 2.3: Preliminary engineering to size facility

**Objective 2: Finance, install, startup, permit and operate a biomass gasification and energy facility at the city's Southwest Wastewater Reclamation facility.**

Task 1: Install gasification system to specific needs of St. Petersburg location and waste material. Estimated time: 24-36 months

- Subtask 1.1: Arrange construction financing
- Subtask 1.2: Provide necessary improvements to transmission facilities.
- Subtask 1.3: Construct paved service road
- Subtask 1.4: Electrical improvements for interconnection to treatment plant
- Subtask 1.5: Facility Installation
- Subtask 1.6: Facility Permitting and Startup
- Subtask 1.7: Operation

*Grants: Finding, Writing & Winning Them!*

## **IDENTIFY YOUR AUDIENCE**

**Ask - What Are The Reviewers Looking For?**

## **IDENTIFY YOUR AUDIENCE**

### **Reviewers: Talk to them**

- **Calling tips – be braver than you think you should be**
  - **Prepare a list of questions**
  - **Inform them that you have done your homework, i.e. “I’ve read your guidelines...”**
- **“I want to make sure we’re on the right track...”**



*Grants: Finding, Writing & Winning Them!*

## **Evaluating Your Project**

**Projects always face problems!**

**Grantors want to know how you will deal with them.**

## ***Barriers to Use and Installation of Solar Power Technology***

The US Department of Energy has identified a number of common barriers to widespread use or installation of solar power technologies. The following barriers will each be addressed in the implementation of this project:

- **Insufficient Public Funds to Install PV Systems on Public Buildings:** Most of the city's budget is generated through fees and taxes, and in Florida property taxes have become a significant issue to the electorate and cities are having to cut municipal budgets.
  - *Solution: Coming up with public funds to install solar systems will require long-term planning so that these units are included in future budgets. Through the creation of a long-term implementation plan, we will be able to assess future needs and prepare for these costs to be in future budgets. Also, a long-term plan will allow the city to determine where rebates can be gained as revenue streams for solar installation.*
- **Cost of Solar Energy:** Although costs are on a downward trend over the past thirty years, PV systems still remain costly and out of reach for many homeowners; a small 5 kW PV system can cost upwards of \$40,000.
  - *Solution: Encouraging increased installation of renewable solar power systems will increase competition among marketers which can lead to decreased costs for homeowners and businesses, as well as increased incentives offered by manufacturers and installers. Via a public information campaign, citizens will be made aware of current substantial rebates available to recoup costs of solar installations.*

*Grants: Finding, Writing & Winning Them!*

## **The Budget**

**Show them how you're going to spend their money, then tell them, usually on their forms**

*Grants: Finding, Writing & Winning Them!*

## **Typical Budget Components**

- **Personnel Salaries**
  - **Fringe Benefits**
  - **Equipment**
- **Materials & Supplies**
  - **Contractual**
- **Provide verbal quotes**
- **Include service contracts & shipping**
  - **Travel**

**CUMULATIVE Budget Detail - Retrofitting St. Petersburg Fleet Vehicles and Increasing Biodiesel Usage to Reduce Diesel Emissions Pollution in Region 4**  
*Grants: Finding, Writing & Winning Them!*

**a. Personnel**

<u>Position/Title</u>	<u>Annual Salary</u>	<u>Percent of Time Assigned to Project</u>	<u>Grant Amount</u>	<u>Cost Share</u>	<u>Total</u>
Fleet Operations Manager	\$89,161	25.21%	\$22,476	\$0	\$22,476
Chief Equipment Mechanic	\$54,695	37.08%	\$19,111	\$1,170	\$20,281
Equipment Serviceman II	\$25,816	43.11%	\$10,020	\$1,110	\$11,130
Equipment Serviceman II	\$25,816	43.11%	\$10,020	\$1,110	\$11,130
Information Specialist	\$52,000	23.08%	\$12,000	\$0	\$12,000
Video Production Specialist	\$59,001	1.95%	\$0	\$1,151	\$1,151
<b>a. Personnel Total</b>			<b>\$73,627</b>	<b>\$4,541</b>	<b>\$78,168</b>

**b. Fringe Benefits\***

~ 42% of basic salary \*Includes Retirement, Health Benefits, Annual Leave, Workers Comp, and Life Insurance; Excludes Information Specialist

<b>Base</b>	\$61,627	\$4,541	
<b>Rate</b>	42%	42%	
<b>b. Fringe Benefits Total</b>	<b>\$25,883</b>	<b>\$1,907</b>	<b>\$27,790</b>

**c. Travel**

N/A

**d. Equipment**

<u>Description</u>	<u>Quantity</u>		<u>Amount p/each</u>		<u>Total</u>
DPF Mufflers	63	X	\$7,500	=	\$472,500
DPF Filter Cleaning System, this system will be used to clean mufflers and particulate filter.	1	X	\$18,000	=	\$18,000
<b>d. Total Equipment</b>					<b>\$490,500</b>

## h. Other

<u>Task/Cost Description</u>	<u>Grant Amount</u>	<u>Cost Share</u>	<u>Total</u>
<b>* Maintenance of DPF Mufflers</b>			
~ Misc. mounting hardware, as needed for removal, cleaning, re-install	\$1,000		
~ spare filter cores to eliminate down time during cleaning	\$4,000		
~ estimated cost for DPF maintenance = parts @ \$79.36			
includes removal, cleaning, re-install	labor @ \$512		
	total @ ~\$591.36 per unit		
<b>Subtotal Maintenance of DPF Mufflers</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$5,000</b>
<b>* Increase biodiesel fuel from B5 to B20 - increase in fuel filter replacement due to higher biofuel usage</b>			
	\$0	\$5,042	\$5,042
<b>Subtotal Increase biodiesel fuel from B5 to B20</b>	<b>\$0</b>	<b>\$5,042</b>	<b>\$5,042</b>
<b>* Public Information/Marketing</b>			
~ Adapt city's Green Web site with information on program (and general green initiatives)	\$150	\$0	\$150
~ Develop informational article about program and distribute to appropriate trade magazines	\$350	\$0	\$350
~ Host informational workshop for other local governments and agencies with fleets/Host media event as part of workshop	\$11,500	\$0	\$11,500
~ Outreach effort at events such as Green Thumb Festival, Living Green Expo and Saturday Morning Market	\$5,000	\$0	\$5,000
~ Update Green city video with program information (and general Green updates)	\$500	\$0	\$500
~ Develop a Green city Brochure and distribute where appropriate	\$5,000	\$0	\$5,000
~ General press release	\$0	\$0	\$0
~ Sanitation truck decals with program message	\$5,000	\$0	\$5,000
~ Outdoor billboard advertising with program message	\$31,000	\$0	\$31,000
~ Develop Program Promotional items (for giveaway at events, etc.)	\$4,000	\$0	\$4,000
Program Measures:			
~ Measure publicity and calculate equivalent value in paid advertising			
~ Voluntary online survey on Green Web site			
~ Measure amount of product distributed			
~ Measure mileage along thoroughfares where fleet vehicles travel and correlate to visibility of program			
<b>Subtotal Public Information/Marketing</b>	<b>\$62,500</b>	<b>\$0</b>	<b>\$62,500</b>
<b>h. Total Other Costs</b>	<b>\$67,500</b>	<b>\$5,042</b>	<b>\$72,542</b>

*Grants: Finding, Writing & Winning Them!*

**6. Equipment.** List all equipment items in excess of \$5000. Items worth less than \$5000 or that have a useful life of less than two years must be listed in Supplies and Materials - Category 5.

Item	Cost	Federal Grant Funds	Match / Cost Share (if any)	Total
N/A	\$	\$	\$	\$
<b>Subtotal</b>		\$0	\$0	\$0

**7. Other (specify).**

Item	Cost	Federal Grant Funds	Match / Cost Share (if any)	Total
N/A	\$	\$	\$	\$
<b>Subtotal</b>		\$0	\$0	\$0

**BUDGET SUMMARY**

Enter category totals here

Category	Federal Grant Funds	Match/Cost Share	Total
<b>1. Personnel</b>	\$0	\$0	\$0
<b>2. Fringe Benefits</b>	\$0	\$0	\$0
<b>3. Consultant Fees</b>	\$25,000	\$25,000*	\$50,000
<b>4. Travel and Per Diem</b>	\$0	\$0	\$0
<b>5. Supplies and Materials</b>	\$0	\$0	\$0
<b>6. Equipment</b>	\$0	\$0	\$0
<b>7. Other</b>	\$0	\$0	\$0
<b>TOTAL PROJECT COSTS</b>	\$25,000	\$25,000*	\$50,000

- The City anticipates receiving a \$25,000 grant from the Frank E. Duckwall Foundation that will be used for

**A. SENIOR PERSONNEL: PI, Co-PIs, Other Senior Personnel, etc.**

Project Duration (in Years)>>> **3** YEAR

# Grants: Finding, Writing & Winning Them!

Identify Months Funded  
i.e. ACAD or SUM>>>

First Name	Last Name	Title	Base Salary	Months App'c	Monthly Rate
Mike	Connors	Administrat	\$141,789	12	\$11,816
Tom	Gibson	Director	\$127,629	12	\$10,636
Steve	Leavitt	Asst.Dir.	\$112,420	12	\$9,368
Ben	Abellada	Eng	\$92,326	12	\$7,694
Steve	Marshall	Eng	\$81,187	12	\$6,766
Marketing	specialist	Co-PI	\$50,000	12	\$4,167

Identify # of Months Funded>>>

Identify # of Months Funded>>>

1	Funds	2	Funds	3	Funds
	Develop Comp. Solar Plan		Install PV Systems in City Facilities		Marketin Public In Campaign
1.0	\$11,812	1.0	\$11,812		\$0
1.0	\$10,633	1.0	\$10,633		\$0
4.0	\$37,473	4.0	\$37,473		\$0
6.0	\$46,163	12.0	\$94,634		\$0
6.0	\$40,592	12.0	\$83,217		\$0
	\$0		\$0	9.0	\$37,500
	\$146,673		\$237,769		\$37,500

TOTAL SALARIES AND WAGES (A+B)

**C. FRINGE BENEFITS**

49.00%

TOTAL SALARIES, WAGES AND FRINGE BENEFITS (A+B+C)

	\$71,870		\$116,507		\$0
\$71,870	\$218,543	\$116,507	\$354,276	\$0	\$37,500

**D. PERMANENT EQUIPMENT (LIST ITEM AND DOLLAR AMOUNT FOR EACH ITEM \$1,000 OR GREATER)**

PV Systems  
 PV Systems - Parks  
 MSC  
 City Hall  
 CH Annex  
 Leisure Svcs Bldg

TOTAL EQUIPMENT

			\$300,000		
			\$500,000		
			\$300,000		
			\$150,000		
			\$150,000		
	\$0		\$1,400,000		\$0

**E. TRAVEL** 1. DOMESTIC (INCL. CANADA, MEXICO AND U.S. POSSESSIONS)

2. INTERNATIONAL

	\$0		\$0		\$0
	\$0		\$0		\$0

**G. OTHER DIRECT COSTS**

- DESIGN RELATED MATERIALS AND SUPPLIES
- CONSTRUCTION RELATED MATERIALS AND SUPPLIES
- MARKETING RELATED MATERIALS AND SUPPLIES
- 
- SUBAWARDS - (identify)
- SUBAWARDS - (identify)
- OTHER

TOTAL OTHER DIRECT COSTS

	\$0		\$0		\$0
	\$0		\$0		\$0
	\$0		\$0		\$75,000
	\$0		\$0		\$75,000

**H. TOTAL DIRECT COSTS (A THROUGH G)**

**I. F&A (INDIRECT) COSTS - SPECIFY RATE**

	\$218,543		\$1,754,276		\$112,500
--	-----------	--	-------------	--	-----------

	Base	Rate	F&A Costs
yr1 Modified TDC	\$218,543	0%	\$0
yr2	\$354,276	0%	\$0
yr3	\$112,500	0%	\$0
yr4	\$0	0%	\$0
yr5	\$0	0%	\$0

Summarize the project budget by Funding Category and Project Task using the format in the following two tables. Project Tasks should correspond to the "Project Description" section.

### *Grants: Finding, Writing & Winning Them!*

Funding Category	Grant Funds Requested	Cost Share: Matching Funds and Other In-Kind Contributions	
		Funding	Source of Funds
Salaries:	0	188,456	Operating budget
Fringe Benefits:	0	92,343	Operating budget
Equipment:	2,450,000	0	
Travel:	0	0	
Contractual:	0	0	
Supplies/Other Expenses:	50,000	200,000	CIP budget
Indirect:	0	435,472	Unrecovered overhead
Totals:	2,500,000	916,272	
Total Project Cost:	3,416,272	= Grants Funds Requested + Cost Share	
Cost Share Percentage:	26.82%	= Cost Share / Total Project Cost	

Project Task*		Grant Funds Requested	Cost Share: Matching Funds and Other In-Kind Contributions	
			Matching Funds	Source
1	Design gasification system	0	321,433	Operating budget
2	Construct/install, startup and operate gasification system	2,450,000	585,526	Operating & CIP budget
3	Public info campaign	50,000	9,313	Operating budget
4				
5				
Totals:		2,500,000	916,727	

<b>Personnel</b>						
Salaries (Name/Title/Position)		Hourly Cost (\$)		Hours		Totals (\$)
Mike Grant, Administration Services			*	368.75	=	25,138
Thomas Gibson, Director, Engineering		\$61.36	*	299.43	=	18,373
Steve Leavitt, Asst. Director, Engineering		\$54.05	*	597.54	=	32,297
Ben Abellada,		\$44.39	*	545.10	=	24,197
Steven Marshall, Facilities Project Coordinator		\$39.03	*	3419.30	=	82,200
Marketing Specialist, TBD		\$24.04	*	259.98	=	6,250
<b>Total Salaries</b>						= 188,456
Fringe Benefits (Rate% * Total salaries applicable)		Rate (%)		Salaries		Total (\$)
		49		* 188,456		= 92,343
<b>Total Personnel Expenses</b>						= 280,799
<b>Equipment</b>						
Description		Unit Cost (\$)		Quantity		Totals (\$)
Gasification system		2,450,000		* 1		= 2,450,000
<b>Total Equipment</b>						= 2,450,000
<b>Travel</b>						
Purpose/Destination		Days	Per Diem	Fare/Rate (\$)	Mileage	Totals (\$)
N/A		( )	* ( )	+ ( )	* ( )	=
<b>Total Travel</b>						= 0
<b>Contractual</b>						
Name or Services		Fee/Rate (\$)		Hours		Totals (\$)
MaxWest Environmental Services (cost in equipment)						=
<b>Total Contractual</b>						= 0
<b>Supplies and Other Expenses</b>						
Description		Unit Cost (\$)		Quantity		Totals (\$)
Construction related materials/supplies		\$200,000				= 200,000
Marketing/public information campaign supplies		\$50,000				= 50,000
<b>Total Supplies and Other Expenses</b>						= 250,000
<b>Overhead/Indirect</b>						
Base of Calculations		Rate (%)		Base (\$)		Total (\$)
Unrecovered overhead (excludes fringe benefits)		2.88		* 188,456		

*Grants, Finding, Writing & Winning Them!*

## **The line item budget and budget narrative:**

- **Line item gives grantor line by line dollar budget**
- **Budget narrative informs grantor why you need what you say you need**

## BUDGET NARRATIVE

### *Grants: Finding, Writing & Winning Them!*

**A. Personnel:** The project will require a city project manager and award manager. The project manager will be responsible for directing the city's plan of action for the installation of the closed circuit camera system. The award manager will handle the fiscal requirements in the city's financial system and ensure prompt payment of vendors. These costs will be borne by the city and are not charged to the award.

**B. Fringe Benefits:** The fringe benefits for the city project and award managers will be paid from the city's operating budget.

**C. Travel:** N/A

**D. Equipment:** Equipment requests includes high resolution cameras with auto focus lenses, an LCD flat panel color monitor, digital video recorder with backup system, video power surge protector, system software, a laptop controller and controller keyboard, and a full service maintenance agreement. The following costs are included in the total contractual pricing.

<u>Item</u>	<u>Computation</u>	<u>Cost</u>
High res day/night color IP cameras 2.0 megapixel – vandal proof fixed domes	\$1050 X 7	\$7350
High res day/night color IP cameras 2.0 megapixel – smart dome PTZ	\$850 X 6	\$5100
2.8MM-11MM vari-focal auto iris lenses megapixel	\$93 X 8	\$744
4MM-16MM vari-focal auto iris lenses	\$110 X 5	\$550
19" LCD flat panel monitor	\$550 X 1	\$550

## BUDGET NARRATIVE

**Personnel:** The project will require a city project manager, installation engineers and a marketing specialist. The project manager and installation engineers will be responsible for developing the vendor contract and city's plan of action for the installation of the gasification system. Working closely with vendor MaxWest, city personnel will oversee necessary modifications to the transmission facility, construction of a new access road and electrical improvements for interconnection to treatment plant. They will also oversee the construction and installation process, assisting in obtaining city permits. In conjunction with the city's Marketing Department, the marketing specialist will be responsible for developing and implementing the public information campaign throughout the project period. Costs for these personnel include fringe benefits. All labor costs will be included as cost share.

**Equipment:** Equipment funds are for the construction/install of the gasification facility at the city's Southwest Wastewater Reclamation facility. Equipment necessary for facility construction include a waste handling feeder system, drying system, gasifier, thermal oxidizer, and the energy recovery and power generation system.

**Travel:** N/A

**Related Materials & Supplies:** Costs are requested for marketing related materials and supplies. The public information campaign costs include printing costs, public billboard advertising, signage, etc. Construction related material will be included as cost share.

**Subawards:** N/A

**Indirect Costs:** St. Petersburg will not charge indirect costs on this proposal, but is including unrecovered overhead as a cost share.

**Cost Share:** Cost share will be covered through city labor costs from department operating budgets, capital improvement budgets for improvements made to the transmission facility and installation of a new paved access road, and through unrecovered overhead. The city has an approved indirect cost rate with the U.S. Department of Housing and Urban Development that

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Bio sketch**

- **No more than 1 page**
- **Stress skills related to proposed work**

## **SECTION VII: Biographical Sketches**

### **Biographical Sketch - Michael J. Connors, P.E.** *Grants, Finding, Writing & Winning Them!*

Internal Services Administration  
P. O. Box 2842, St. Petersburg, FL 33731-2842  
727-893-7294

#### **Education**

- Master of Business Administration, Baldwin Wallace University, 1981
- Bachelor of Science, Civil Engineering, Fenn College of Engineering, Cleveland State University, 1977

#### **Registration**

- Professional Engineer – Florida & Ohio

#### **Employment Record**

- City of St. Petersburg (2005 - Present): Administrator of Internal Services. Provide leadership and direction for seven city departments: Billing & Collections, Budget & Management, Engineering, Finance, Stormwater, Pavement & Traffic Operations, Purchasing, and Water Resources.
- City of St. Petersburg (1987-2005): Engineering & Stormwater Director, Engineering Department. Provide engineering services for city departments with a staff of 72 professional and support staff, implementation of the city-wide Capital Improvement Program, Major Maintenance Programs, Streets and Bridges, Permitting Program for rights-of-way and easements, and Records Management.
- Chief Engineer, Ohio Department of Natural Resources (1985-1987)
- City Engineer, Lakewood, Ohio (1981-1985)
- Project Manager, Havens & Emerson (1977-1981)

#### **Representative Project Experience: Capital Improvements**

- Accelerated Area Improvement Program
- Master Storm Drainage Projects
- Road and Bridge Projects
- Water and Wastewater Projects
- City Facilities
- Port and Airport Projects

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Attachments**

- **Letters of Support (unless prohibited)**
  - **Cost-Benefit Analysis**
    - **Models**



*Grants: Finding, Writing & Winning Them!*

# **Proposal Anatomy: Current and Pending Support**

- **U Drive – Grants Folder  
Award History**

City of St. Petersburg Grants Awarded  
Fiscal Year 2010

Date	Resolution	Award#	Agency Type	Funding Agency	Program	Award
10/1/2009	ORD960-G	80650	federal	US Housing and Urban Development	SOBS	2,221,021
10/1/2009	ORD960-G	80651	federal	US Housing and Urban Development	HOME	1,398,298
10/1/2009	ORD960-G	80652	federal	US Housing and Urban Development	ESG	98,091
10/1/2009	ORD960-G	80673	fed pass through	City of Gulfport	49th St. S ROW Improvements incl. Pinellas Trail Crossings	250,000
10/1/2009	09-583	80663	other	JWB	So. County Truancy Interdiction Ctr FY10	351,880
10/1/2009	09-510	80654	other	Coordinated Child Care of Pinellas	TASCO Programs	1,010,612
10/1/2009	09-523	80667	fed pass through	FL Dept of Agriculture & Consumer Svcs	Clam Bayou Preserve Tree Reforestation	10,000
10/15/2009	09-549	80666	federal	US Dept of Homeland Security	<b>ARRA Port Security Grant (TWIC System)</b>	25,500
10/15/2009	09-547	80662	federal	US Dept of Justice	Weed and Seed Program Yr5	142,000
11/5/2009	09-577	80672	SWFWMD	SWFWMD	Implementation of BMPs Golf Creek, 13th Av N & Vicinity	1,300,000
11/5/2009	09-578	80669	SWFWMD	SWFWMD	Implementation of BMPs at Jungle Lake NE Basin	2,100,000
12/3/2009	09-618	80677	fed pass through	National Fish & Wildlife Foundation	Boyd Hill Nature Preserve Exotic Upland Habitat Restoration	20,001
12/3/2009	09-618	80684	SWFWMD	SWFWMD	Boyd Hill Nature Preserve Exotic Upland Habitat Restoration	20,001
12/3/2009	09-621	80664	fed pass through	FL Dept of Law Enforcement	<b>ARRA JAG State Based Stimulus Funding</b>	189,820
12/17/2009	09-637	80457	fed pass through	FL Dept of Transportation	Clam Bayou Phase II Project/LAP	1,264,200
12/17/2009	09-638	80686	fed pass through	FL Dept of Transportation	<b>ARRA North Bay Trail Economic Stimulus Project/LAP</b>	1,900,000
12/17/2009	09-638	80687	fed pass through	FL Dept of Transportation	North Bay Trail Economic Stimulus Project-non ARRA/LAP	790,184
12/17/2009	09-659	80668	fed pass through	FL Dept of Law Enforcement	JAG SPPD Equipment	71,726
1/7/2010	10-003	80675	federal	US Dept of Energy	<b>ARRA Energy Efficiency &amp; Conservation Block Grant</b>	2,380,400
1/7/2010	10-004	80676	federal	US Dept of Transportation	<b>ARRA Air Traffic Control Tower Construction</b>	897,275
1/7/2010	10-011	80549	state	Pinellas County Educational Fndtn	Mayor's Mentors & More Program	27,950
1/21/2010	10-035	80678	federal	US Dept of Energy	CSP Solar Parks Pilot Project	1,427,250
1/21/2010	10-038	80705	fed pass through	US Dept of Homeland Security	MMRS FY10-12	321,221
1/21/2010	10-043	80682	fed pass through	Pinellas County	FY10 JAG Direct Allocation (regular award)	315,607
3/2/2010	09-563	80543	SWFWMD	SWFWMD	Shore Acres Stormwater Vaults (AMENDMENT 2)	525,000
3/2/2010	09-563	80685	state	FDEP Water Mgmt Lands Trust Fund	Shore Acres Stormwater Vaults (AMENDMENT 2)	175,000
3/18/2010	10-121	n/a	state	FL Dept of Transportation	Highway Maintenance	221,136
3/18/2010	10-125		federal	US Housing and Urban Development	EDI Special Projects Grant for Jordan School Renovations	190,000
3/18/2010	10-128	80695	state	FL Dept of Transportation	Seat Belt Use Enforcement/Police Overtime	20,000
5/6/2009	ORD966-G	80694	state	FL Dept of Transportation	Airfield Infrastructure Improvements	60,000
5/6/2010	10-196	80687	fed pass through	FL Dept of Transportation	Recission -North Bay Trail LAP (\$1,663,361)	0
5/6/2010	10-216	80697	SWFWMD	SWFWMD	Sensible Sprinkling Program Phase 4	50,000
5/6/2010	10-217	80698	SWFWMD	SWFWMD	Toilet Replacement Program Phase 11	75,000
5/6/2010	ORD960-G	80699	SWFWMD	SWFWMD	2010 LEEDS Community Education Grant	5,000
5/6/2010	10-223		federal	US Dept of Labor	Summer Youth Intern Program - Advance Funding	80,000
5/20/2010	10-239		fed pass through	FL Dept of Transportation	SUPP1-Pinellas Trail Traffic Control/LAP	21,600
6/3/2010	10-258		federal	US Dept of Interior/National Park Svc	Sunken Gardens Master Plan	25,000
6/3/2010	10-261		fed pass through	FL Dept of Education	Summer Food Program 2010	426,163
6/3/2010	10-262		fed pass through	FL Dept of Agriculture & Consumer Svcs	<b>ARRA Midtown Tree Reforestation &amp; Remediation</b>	18,234
6/17/2010	10-300		fed pass through	FL Dept of Transportation	Pedestrian Safety Enforcement Campaign	50,000
6/17/2010	10-304		fed pass through	FL Dept of Agriculture & Consumer Svcs	Local Tree Inventory System Development	20,000
6/17/2010	09-214	80656	fed pass through	Pinellas County	<b>ARRA JAG Direct Allocation Funding</b>	1,303,348
7/15/2010	10-333		federal	US Dept of Labor	Summer Youth Intern Program - Full Funding	220,000
7/15/2010	10-363		state pass through	Pinellas County/Take Stock in Children	Mentoring Program	55,000
8/5/2010	10-389		fed pass through	FL Dept of Transportation	North Bay Trail (Phase II B) 54th Av N to 78th Av N/LAP	873,000

**Grants: Finding, Winning & Winning Them!**

## *Programmatic Capability*

St. Petersburg maintains an external awards portfolio valued over \$80 million, 54% of which are awards funded directly from federal sources, or passed through state agencies. Our Fleet Management Department has a history cost effective maintenance and repair of a large and diverse fleet of highway and non-road vehicles and miscellaneous equipment. The department employs 27 mechanics with experience levels of eight to 30 years. It has been an ASE Certified Blue Seal Maintenance Facility for over six years, which signifies that over 75% of the staff is ASE certified. The Fleet facility maintains a fleet availability rate of over 90% and experiences a repeat repair frequency rate of less than 2%. Repair costs are not subsidized and remain lower than private operators and work is completed at or below standard repair manual times (book times).

## *Grants: Finding, Writing & Winning Them!*

### *Current Support & Past Performance*

- **Project:** Bartlett Park Improvements  
**Source of Support:** Fl. Dept. of Environmental Protection via U.S. Environmental Protection Department  
**Total Award Amount:** \$200,000  
**Period of Performance:** 12/2004 to 12/2008  
Project successfully managed and completed; all required reports submitted in a timely manner per agreement requirements.
- **Project:** Brownfields Petroleum Assessment  
**Source of Support:** U.S. Environmental Protection Department  
**Total Award Amount:** \$200,000  
**Period of Performance:** 10/2003 to 12/2008  
Current project; all required reports submitted in a timely manner per agreement requirements.
- **Project:** Sensible Sprinkling Public Information Program (3 awards)  
**Source of Support:** Southwest Florida Water Management District  
**Total Award Amount:** \$164,110

*Grants: Finding, Writing & Winning Them!*

## **Proposal Anatomy: Certs & Reps**

**Assurances, representations, and certifications re: compliance with laws and regulations governing such areas as equal opportunity and affirmative action, clean air and water, labor surplus areas, and defaults on loans.**

*Grants: Finding, Writing & Winning Them!*

## **Submitting the Grant:**

### **Review & Comment**

**Who can do what for you**

*Grants: Finding, Writing & Winning Them!*

## **Submitting the Grant:**

**The Authorized Organization  
Representative (AOR)**

**Give this process 3 days on your  
submittal timeline**

*Grants: Finding, Writing & Winning Them!*

## **Submitting the Grant:**

**Submittal – electronic or hard copy?**

**Copy sent to C&G Officer in Budget  
& Management Department**

## *Grants: Finding, Writing & Winning Them!*

### **Delivery Systems**

- **Grants.gov**
- **FEMA ePortal -**  
<https://portal.fema.gov/famsVuWeb/home>
- **State Agencies**
- **Other Various Sites – foundations, non-profits, corporate**
- **Commercial carrier**

**City of St. Petersburg  
Grant Application Cover Letter**

**Grants: Finding, Writing & Winning Them!**  
*For Electronic Proposal Submittals*

<b>PROPOSAL INFORMATION</b>					
Proposal Title:					
Project Location:					
Applicant Organization:			City of St Petersburg		
Applicant FEID No:			59-6000424		
<b>TECHNICAL CONTACT INFORMATION</b>					
Technical Contact Name:					
Organization Department:			City of St Petersburg		
Address Line 1:					
Address Line 2:					
City:	St. Petersburg	State:	FL	Zip:	
Email:					
Phone:	727.	Fax:	727.		
<b>PREPARER CONTACT INFORMATION</b>					
Preparer Contact:					
Organization Department:			City of St Petersburg		
Address Line 1:					
Address Line 2:					
City:	St. Petersburg	State:	FL	Zip:	
Email:					
Phone:	727.	Fax:	727.		
<b>FUNDING REQUEST AND COST SHARE</b>					
1. Total Amount of Grant Funds Requested:					
2. Total Cost Share (Provided by applicant and project partners, if applicable):					
3. Total Project Cost (Add amounts in 1 and 2):					
4. Cost Share Percentage (Divide amount in 2 by amount in 3):					
<b>CERTIFYING OFFICIAL</b>					
Certifying Official's Signature					
Certifying Official's Name (printed):			Patricia (Tish) Elston		
Title:			City Administrator		

*Grants: Finding, Writing & Winning Them!*

**Forms, Templates and Examples:**

- **Contracts and Grants website:**  
<http://www.stpete.org/budget/contractsgrants.asp>
- **U Drive – Grants Folder**
- **Real-Time Award Library with Proposals**
  - **Key Components of Proposals**

# Grants: Finding, Writing & Winning Them!

## Forms, Templates and Examples:

  
**GRANT FUNDING CHECKLIST**

PROJECT	NOVA	AMOUNT	DATE	STATUS	DATE	REMARKS	DATE
2010-2011	5000	5000	2010-07	PROJ	2011		
2011-2012							
2012-2013							

**Project Manager:** \_\_\_\_\_ **Project Manager Title:** \_\_\_\_\_  
**Director:** \_\_\_\_\_ **Director Title:** \_\_\_\_\_  
**Project Title:** \_\_\_\_\_ **Project Description:** \_\_\_\_\_  
**Charter Agency:** \_\_\_\_\_ **Charter Agency Address:** \_\_\_\_\_ **Charter Agency Phone:** \_\_\_\_\_ **Charter Agency Fax:** \_\_\_\_\_  
**Project Start Date:** \_\_\_\_\_ **Project End Date:** \_\_\_\_\_ **Project Status:** \_\_\_\_\_

**Director Name:** \_\_\_\_\_ **Director Title:** \_\_\_\_\_ **Director Address:** \_\_\_\_\_ **Director Phone:** \_\_\_\_\_ **Director Fax:** \_\_\_\_\_

DATE	DESCRIPTION	AMOUNT	TOTAL NEW COST SHARE	TOTAL PREVIOUS COST SHARE	TOTAL NEW COST SHARE
	TOTAL NEW AWARD	5000			5000
	TOTAL PREVIOUS AWARD				
	TOTAL NEW COST SHARE	5000			5000
	TOTAL PREVIOUS COST SHARE				
	TOTAL NEW COST SHARE	5000			5000

## *Grants: Finding, Writing & Winning Them!*

# Wrap Up

- **Finding - Learned several new ways to search for funding opportunities**
- **Writing – Learned the fundamentals of proposals, and specific ways to ensure you're delivering what they want**
- **Winning – Learned how advance planning can create a significant advantage when writing the proposal and valuable writing tips**
- **Tools and Resources – Learned where they are and how to use them**