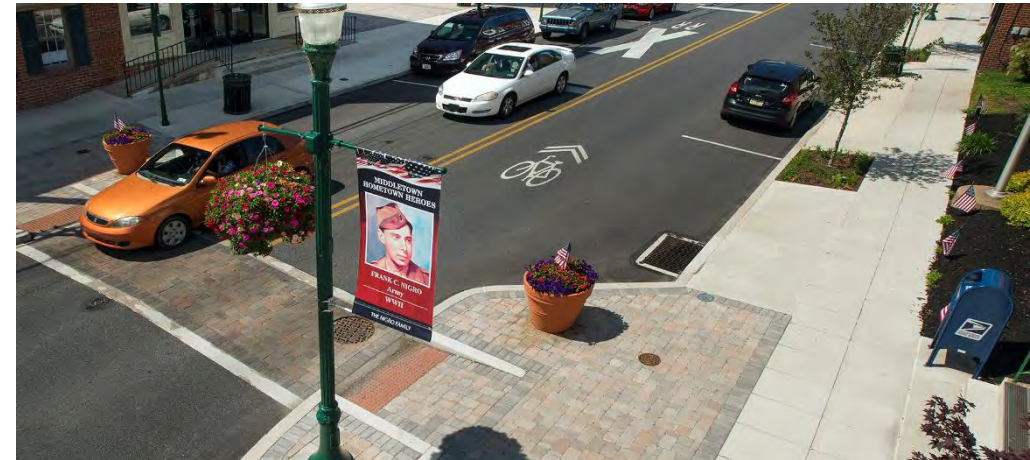


UTILIZING PROPER PLANNING TO PREPARE SUCCESSFUL GRANT APPLICATIONS



Presenter Bio



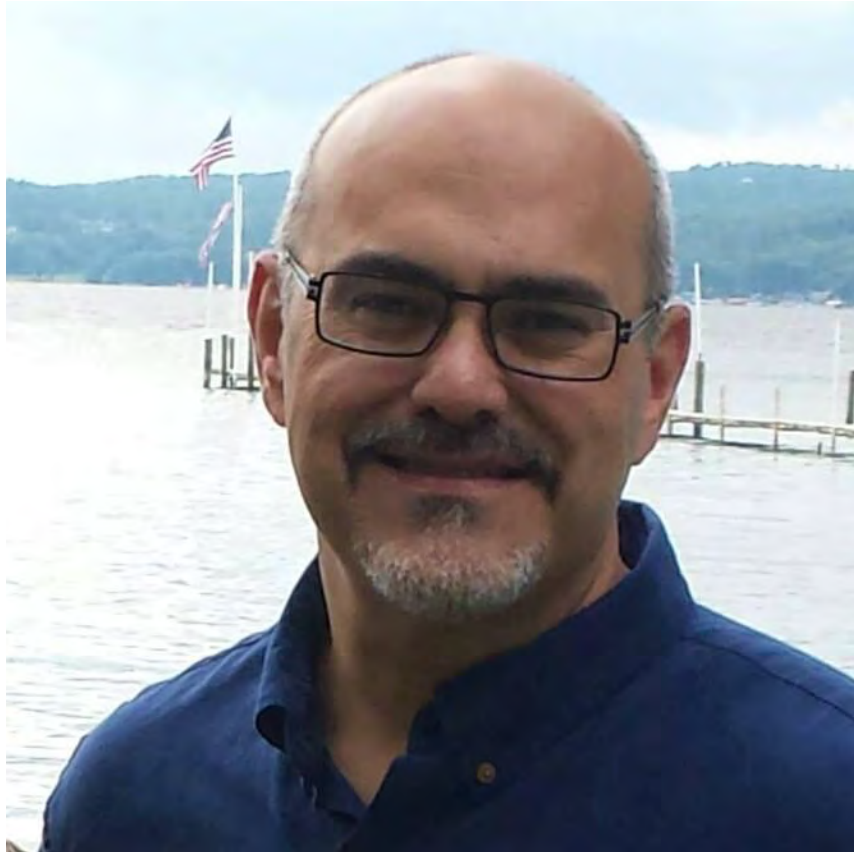
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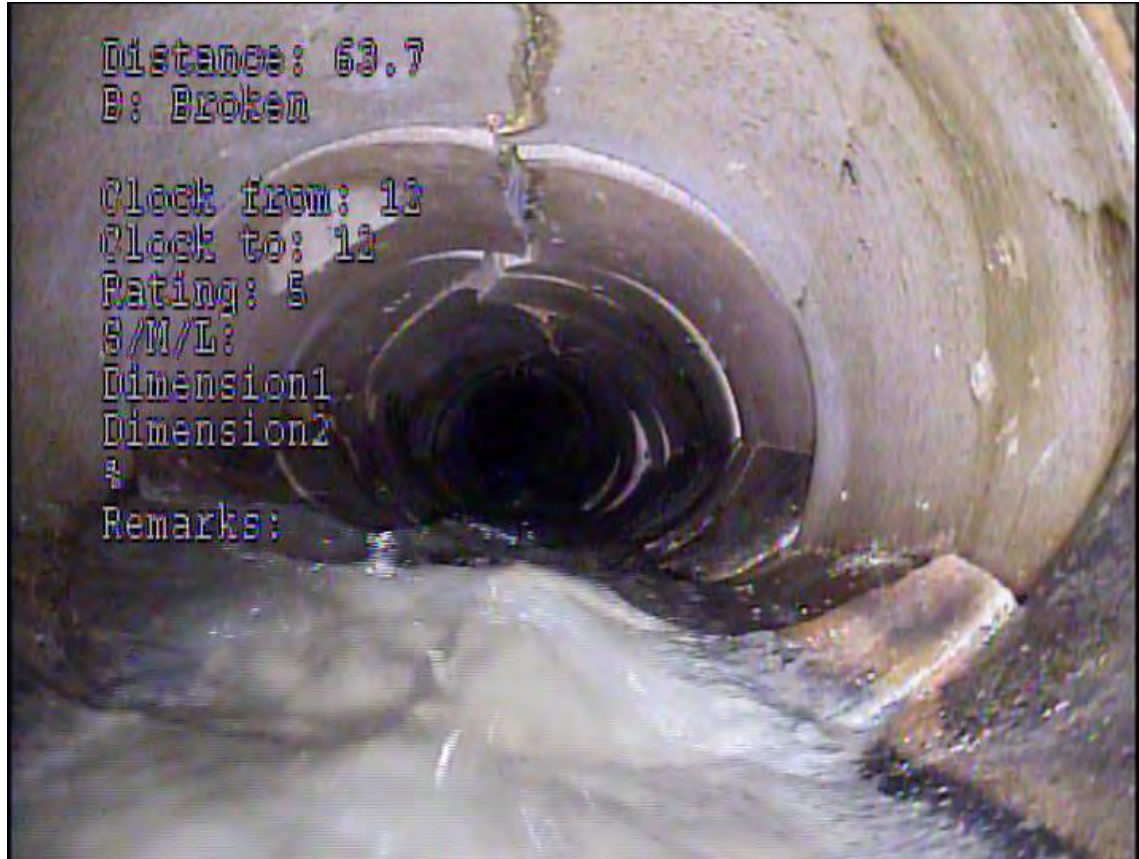
Typical Problems



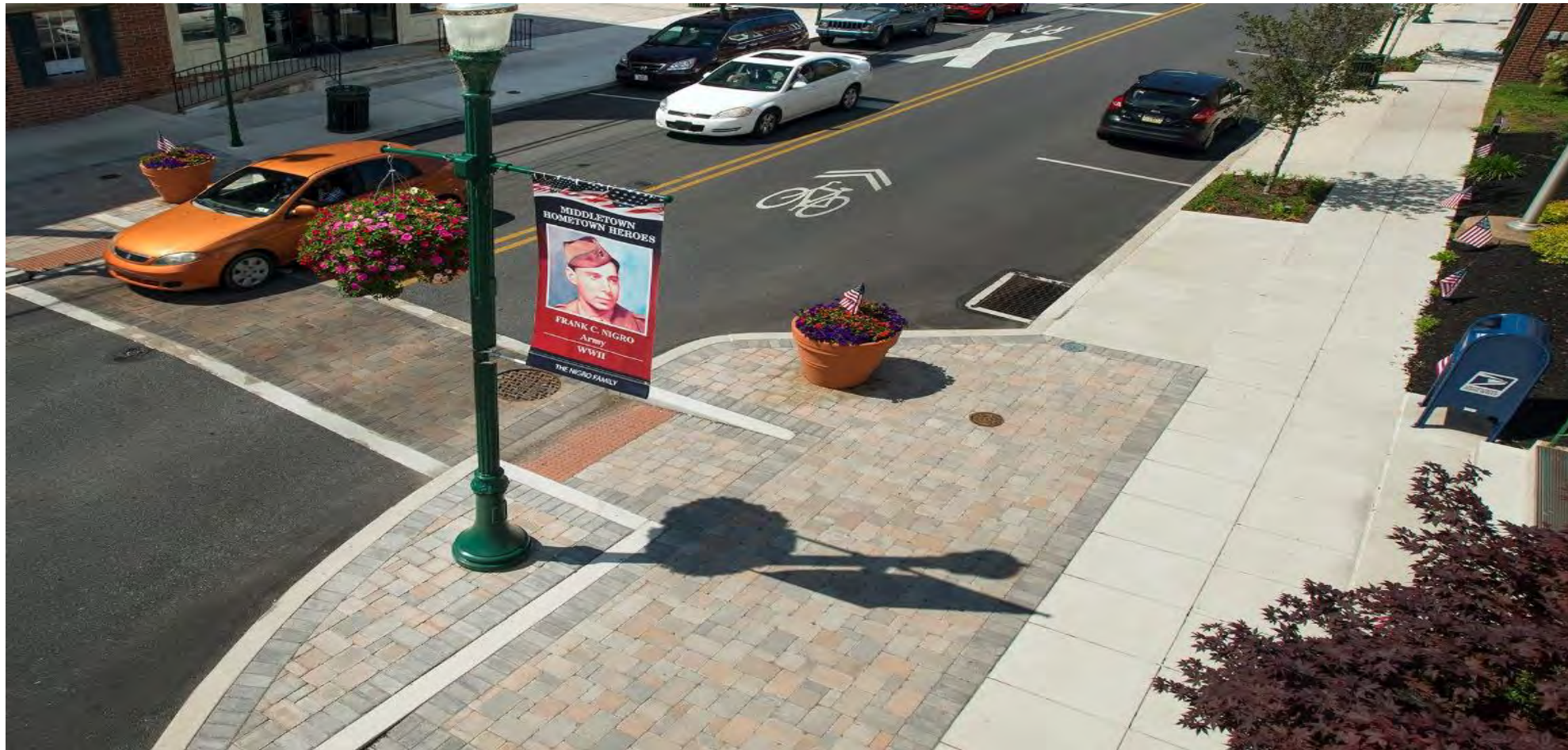
Typical Problems



Typical Problems



Community Opportunity



Why there are needs for grant funding:

- > No shortage of needs
- > “Unfunded mandates”
- > Want to upgrade existing facilities
- > Improve your community
- > Trying to stretch existing funding



What we're going to learn today:

01 Types of Planning Efforts That Support Funding

02 What is Needed for a Quality Grant Application

03 Grant Writing Tips

04 Where to Look For Grants

What we're going to learn today:

01 Types of Planning Efforts That Support Funding

Types of Planning Efforts That Support Funding

- > Have a plan
- > Planning goals
 - > Get public support
 - > Identify project pitfalls
 - > Project cost estimates



“He who fails to plan
is planning to fail.”

Types of Planning Efforts That Support Funding

- > Types of plans
 - > Comprehensive Plans
 - > Capital Improvement Plans
 - > Strategic Plans
 - > Project Feasibility Studies

What are Comprehensive Plans?

- > Process that determines community goals and aspirations in terms of community development
- > Expresses and regulates policy for
 - > Transportation
 - > Utilities
 - > Land use
 - > Recreation
 - > Housing

What are Comprehensive Plans?

- > Plan provides vision for the future
- > Clarifies objectives and long range goals that affect the community
- > Also known as
 - > General Plan
 - > Master Plan
 - > Land-use Plan
- > Plan provides vision for the future
- > Clarifies objectives and long range goals that affect the community



What are Capital Improvement Plans (CIP)?

- > The plan provides a working blueprint for sustaining and improving the community's infrastructure
- > Coordinates strategic planning, financial capacity, and physical development
- > A CIP stands at the center of a government's planning, public works, and finance departments
- > Contains all of the individual capital projects, equipment purchases, and major studies for a local government; in conjunction with construction and completion schedules, and in consort with financing plans.

Parts of Capital Improvement Plans

- > Capital Budget

- > Reflects future spending for capital items

- > Capital Program

- > Plan for capital expenditures that extends five to ten years beyond capital budget



Capital Improvement Plan Features

- > Typically includes the following:
 - > A ranking of projects
 - > A listing of the capital projects, equipment, and major studies
 - > A financing plan
 - > A timetable for the construction or completion of the project
 - > A project justification
 - > A classification, itemization, and explanation for the project expenditures

Benefits of Capital Improvement Plans

- > Synchronizes capital and operating budgets
- > Systematically evaluates competing demands for resources
- > Prioritization that reflects the entity's long-term goals and objectives
- > Identifies, prioritizes, and optimizes the financing of capital projects
 - > Pay as you go
 - > Federal and state grants
 - > Debt financing
- > Links strategic and comprehensive plans with fiscal capacity
- > Informs the public about the government's investment in infrastructure

What are Strategic Plans?

- > The purpose of strategic planning is to set overall goals for your municipality and to develop a plan to achieve them
- > It involves stepping back from your day-to-day operations and asking where your community is headed and what its priorities should be

Major Parts of Strategic Plans

- > Mission, vision, and aspirations...
- > Core values...
- > Strengths, weaknesses, opportunities, and threats (SWOT analysis)...
- > Objectives, strategies, and operational tactics...
- > Measurements and funding streams...

Project Feasibility Studies

- > Study is focused on a particular project
- > More detailed analysis of project
- > Can include preliminary design plans
- > More clearly identifies project milestones
 - > Permit requirements
 - > Municipal approvals
 - > Property impacts

Project Feasibility Studies

- > Shows investment into project
- > Study can be used to gain regulatory/public support
- > Information can be used to further project completion
- > More accurate cost estimates

Other Important Plans to Consider

- > Master Plans
- > Park and Recreational Plans
- > Trail Plans
- > Transportation Plans
- > Land Use Plans

Planning Impacts on Grant Funding

- > It is important to understand that executable plans on all levels are of the highest priority in the process of applying for and receiving grant dollars from funders who want assurance that their money is going to be well spent.
- > Funders typically require these plans to be complete and included in any application process that may be engaged to receive funding from that organization.
- > It also shows the funder that you have “**skin in the game**” and are actively committing some of your own funds into the process.

Questions so far?



What we're going to learn today:

02 What is Needed for a Quality Grant Application

What is needed for a quality grant application:

- > Be organized
- > Community support
- > Letters of support
- > Political support
- > Well thought-out project budget
- > Have financial commitment
- > Good writing skills

**PREPARATION
IS HALF THE
BATTLE**

Be Organized

- > Start early!!!
- > Obtain and have ready required technical requirements
 - > Pennsylvania SAP# (Vendor #)
 - > Sams# (federal grant money)
 - > DUNS# (federal and state grant money)
- > Read the instructions and understand the requirements
- > Circle the due date
- > Make sure you know how to submit

Community Support

- > When grant opportunities surface, be administratively ready to apply in an efficient, organized manner.
- > Ensure the grant application is supported locally
- > Confirm the funding requirements fit your project
- > Utilize prior mentioned planning documents as available
- > If there isn't planning available, complete community survey
- > Engage qualified citizens to assist in applications



Community Support

- > Obtain letters of support from community groups
 - > Elected officials
 - > County commissioners
 - > State elected officials
 - > Business leaders
 - > County planning
 - > Church, recreation, and civic groups
 - > Regional groups that might have positive impact from your project

Political/Regulatory Support

- > Educate and engage political leaders to campaign effort
 - > Offer to visit project site
 - > Set up meetings to discuss needs
- > Regulatory agencies may be able to provide technical support
- > Non profit agencies are another resource worth investigating
- > Can the project have regional impact

Well Thought-out Budget

- > Ensure the budget is adequate for the project
- > Confirm the budget is adequate for the funding requirements
- > Show that local match can be provided
 - > Utilize local staff resources
 - > Commit local match amount in budget or reserves
 - > Utilize other grant funding when available



Provide Backup Information

- > Submit copies/reference previously completed planning documents
- > If project has permit approval – identify in the application
- > Provide pictures or videos of the area if applicable
- > If preliminary engineering/planning was completed provide:
 - > Copies of plans
 - > Renderings
 - > Materials, equipment, and labor quotes

Good Writing Skills

- > Use good grammar
- > Know your audience
- > Write technically when appropriate
- > Make sure information is presented in a clear concise manner
- > Make sure the application is complete and accurate
- > Proof read and review

What we're going to learn today:

03 Grant Writing Tips

Grant Writing Tips



Grant Writing Tips

- > Start with a plan!
- > All projects should stem from or support the municipality's planning efforts
- > Have important general information:
 - > Current population and projected growth
 - > Budget number
- > Create a one-paragraph description of your municipality, the setting, the residents, businesses and industry, etc. to introduce your community to funding organizations

Grant Writing Tips

- > Define your project
- > State why it is necessary, how it will meet a need, the work it will involve, and what it will cost
- > Summarize this info on a single page to share with potential funding partners
- > Stay on the course and do not change project parameters along the way
- > Identify project partners, including the state and other local governments, businesses, and non-profit organizations
- > Identify and approach potential funding sources. Make personal connections

Grant Writing Tips

- > Follow the instructions on **ALL** grant applications, give them what they are asking for as precisely as possible
- > Make sure the checklist is complete
- > If the grant application is rejected, ask why
- > Learn from every application, successful or not, and try again
- > Documentation and proper filing will save hours of work in executing a grant application to the award and finally the close out

What we're going to learn today:

04 Where to Look For Grants

Where to Look for Grants – State Agencies

- > **Governor’s Center for Local Government Services and PA Department of Community and Economic Development**
- > Programs include:
 - > Greenways, Trails and Recreation Program
 - > Keystone Communities Program
 - > Multimodal Transportation Fund
 - > *Many other funding opportunities
- > www.dced.pa.gov/programs-funding
- > Toll-free (888) 223-6837



Where to Look for Grants – State Agencies

- > PA Department of Conservation and Natural Resources (DCNR)
- > Programs include:
 - > TreeVitalize Program
 - > Community Recreation and Conservation Planning Funding
 - > Park Rehabilitation and Development Funding
 - > Land Acquisition and Conservation Funding
 - > State and Regional Partnership Funding

Where to Look for Grants – State Agencies

- > PA Department of Conservation and Natural Resources (DCNR) (cont.)
- > Programs include:
 - > Peer and Circuit Rider Funding
 - > Rivers Conservation Grants and Riparian Forest Buffer Funding
 - > C2P2 Funding – Trails, Park Rehab. and Development, Community Rec. and Conservation Planning
- > www.grants.dcnr.state.pa.us
- > Toll-free (800) 326-7734

Where to Look for Grants – State Agencies

- > **PA Department of Environmental Protection (DEP)**
- > Programs include:
 - > Alternative Fuels Incentive Grants
 - > Growing Greener Plus
 - > Small Business Advantage Grant Program
- > www.dep.pa.gov
- > Choose the “citizens” tab and click on grants, loans and rebates

Where to Look for Grants – State Agencies

- > **PennDOT Bureau of Municipal Services and Local MPO**
- > Programs include:
 - > Transportation Alternatives Program
 - > Automated Redlight Enforcement Program (ARLE)
 - > Green Light-Go
 - > Multimodal Transportation Fund
- > www.penndot.gov
- > Choose the “Doing Business” tab and click on “dotgrants”

Where to Look for Grants – State Agencies

- > **PA Historical and Museum Commission**
- > www.phmc.pa.gov
- > Choose the “Preservation” tab and click on “Grants and Funding”
- > **Center for Rural Pennsylvania**
- > www.rural.palegislature.us/about_guide.html
- > This link is to view the PA Rural Access Guide, a listing of state, federal and non-profit foundation funding

Where to Look for Grants – State Agencies

- > PA Recreation and Parks Society
- > www.prps.org
- > Choose the “resources” tab and click on “funding”

Where to Look for Grants – State Agencies

- > **Commonwealth Financing Authority CFA**
- > Programs include:
 - > Flood Mitigation Program
 - > Greenways, Trails, and Recreation
 - > Sewage Facilities Program
 - > Watershed Restoration and Protection
 - > Multimodal Transportation Fund
 - > PA Small Water and Sewer Program

Where to Look for Grants – State Agencies

- > **Commonwealth Financing Authority CFA (cont.)**
- > Programs include:
 - > Multimodal Transportation Fund
 - > PA Small Water and Sewer Program
- > www./dced.pa.gov/programs-funding/commonwealth-financing-authority-cfa

Where to Look for Grants – Federal Grants

- > **Federal funding**
- > www.grants.gov
- > Toll-free (800) 518-4726
- > **U.S. Dept of Agriculture Rural Development**
- > www.rd.usda.gov/pa

Where to Look for Grants – Foundations

- > **Foundations**
- > www.foundationcenter.org
- > **Libraries also carry the Foundation Directory which include foundation resources by geographic location and organization type**
- > www.pafoundations.net
- > For PA foundations

