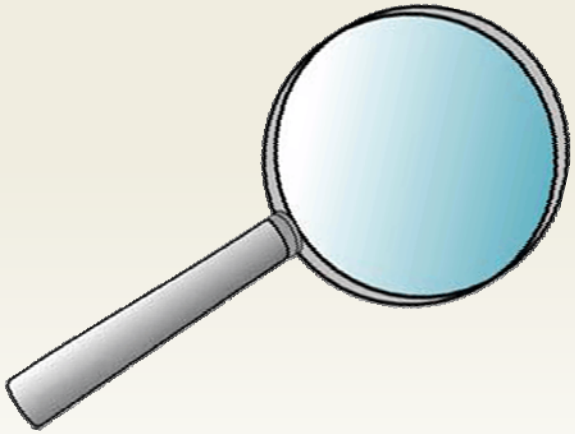
Illinois Municipal League
101st Annual Conference
September 19, 2014
Chicago, IL

Grants for Municipalities: Find, Align, Get 'Em to Sign

Presenters: Roland Garton, Rebecca Motley
TheGrantHelpers.com



finding available grant sources

Find

Top 5 States Receiving Federal Support, 2011

California	$744.1 billion
Texas	$ 90.9 billion
New York	$ 55.7 billion
Florida	$ 32.0 billion
Illinois	$ 31.5 billion

source: www.usgovernmentspending.com
(2011 most recent data)

Federal Granting Agencies

Department of:

- Agriculture
- Commerce
- Energy
- Health and Human Services
- Housing and Urban Development
- Justice
- Transportation
  - ◊ Federal Highway Administration, Illinois Division

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Granting Agencies - Federal

Federal Granting Agencies

Institute of Museum and Library Services

National Endowment for the Arts

Environmental Protection Agency

Natural Resources Conservation Services (USDA)

Rural Development (USDA)

Commission on Volunteerism and Community Service (Serve Illinois)

Small Business Administration

Small Business development Centers

State Granting Departments

- Aging
- Agriculture
- Commerce & Economic Opportunity
- Human Services
- Natural Resources
- Public Health
- Transportation

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Granting Agencies & Programs - State

State Granting Agencies and Councils

- Arts Council
- Board of Higher Education
- Environmental Protection Agency
- Historic Preservation Agency
- Humanities Council
- Office of the Governor
- State Library
- State Museum
- Clean Energy Foundation

Not Just Big Cities. Example: 2013 OSLAD (IDNR)

Illinois Open Space Lands Acquisition and Development

- 45 projects in 2013
- $15.3 million in grants in 2013
- Calumet (pop. ~37,000) Park District: $350,000
  - ◊ to renovate Downey Park
- Decatur (pop. ~75,000) Park District: $400,000
  - ◊ to redevelop Nelson Park
- Village of Batchtown (pop. ~200): $15,000
  - ◊ to renovate playground

Funding Sources – Places to Look

- Grants.gov
- State agency sites
- Subscription databases
- Google
- Foundations

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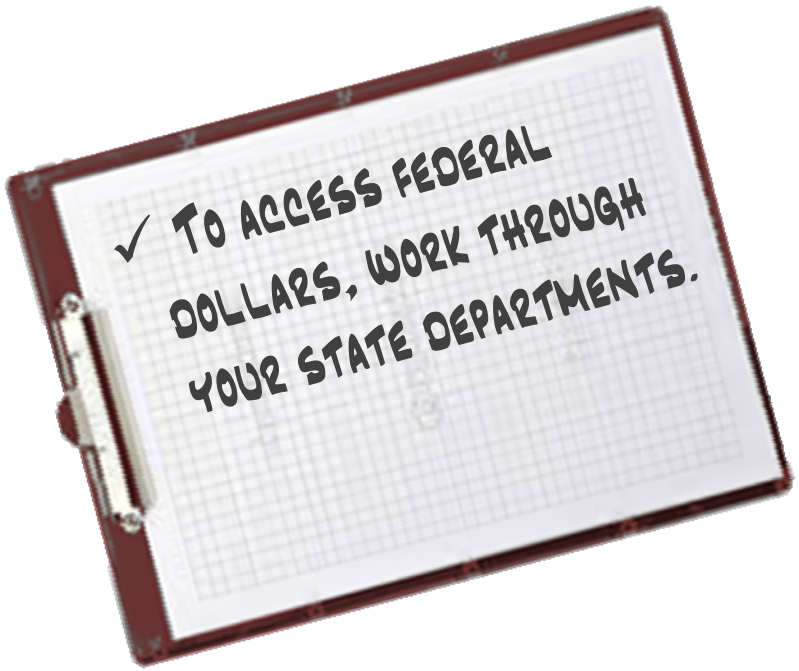
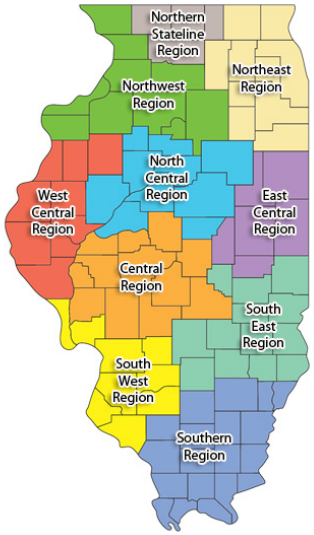
Most Famous Grant Search Web Sites



Funding Sources – Local / Regional Offices

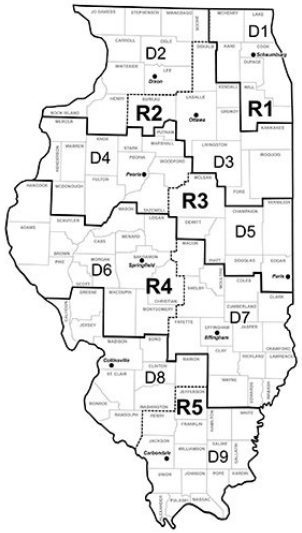
DCEO

http://www.illinois.gov/dceo/SmallBizAssistance/RegionSpecificAssistance/Pages/default.aspx



IDOT

http://www.idot.illinois.gov/about-idot/idot-regions/



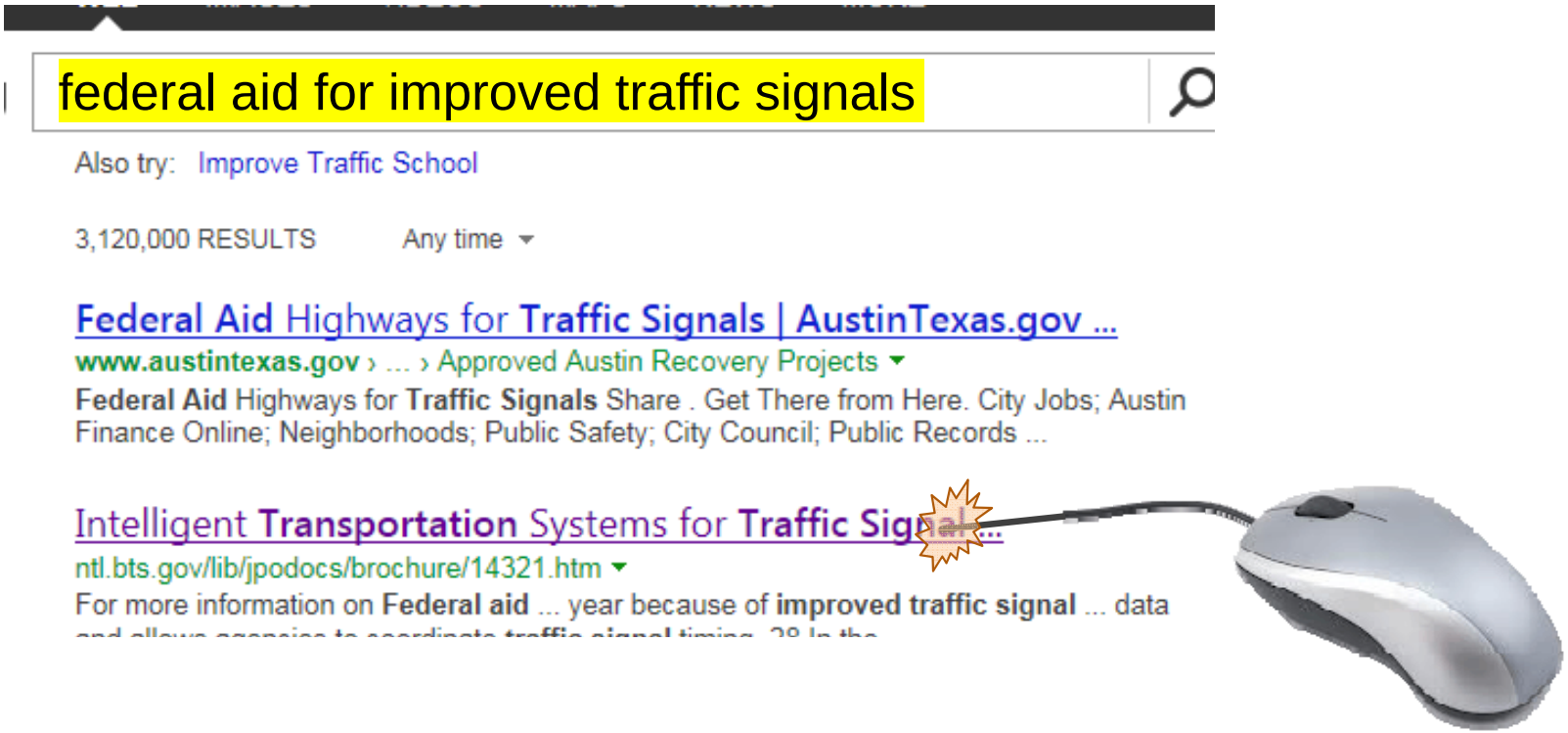
IDNR

http://www.dnr.illinois.gov/about/offices/

USDA Rural Development Field Offices

http://www.rurdev.usda.gov/IL_ContactUs.html

Example Search –Traffic Signals



ITS Intelligent Transportation Systems
U.S. Department of Transportation

Intelligent Transportation Systems for Traffic Signal Control

Deployment Benefits and Lessons Learned

[PDF version 433 KB]
Click here to download Adobe Acrobat Reader

Benefits

Traffic Signal Timing: Moving State-of-the-Practice Closer to State-of-the-Art
L.A.'s Adaptive Traffic Control System Reduces Delays and Stops
ACS-Lite Now Available

Costs

Funding Is Out There – Ask for It!
Sample Signal System Project Costs

Deployment

U.S. Traffic Signals Get a D- on 2005 Report Card
The Benefits of an "A" Grade

Lessons Learned

Traffic Signal Control – Lessons from Experience
Peers, Mentors, and Low-Cost Classes Can Supplement Operator Training

Results: no $$, useful info, talk to state DOT

TIP/STIP programmed into state LRTP

CMAQ funds description

Contact FHWA division offices

Contact state DOT or MPO

Funding Is Out There – Ask for It!

Get the word out: *Federal funds can be used* ions and maintenance of traffic signal control systems. In addition to project costs, operating costs are also eligible for Federal reimbursement from National Highway System and Surface Transportation Program funding. This aid is distributed to project sponsors in the following ways:

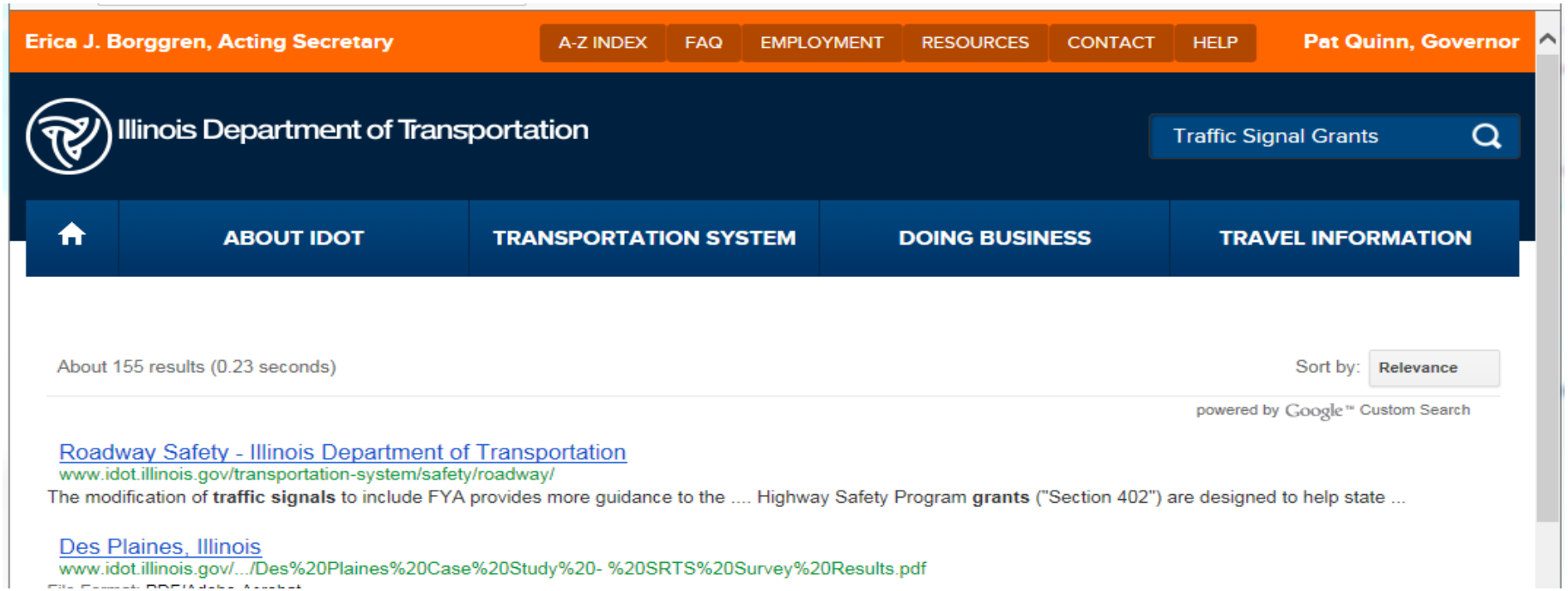
1. Transportation Improvement Program (TIP) and State Transportatic typically available for capital improvement projects requiring new or reconstructed infrastruc affic control centers will usually be funded under these programs. These funds are programme (LRTP).

2. Congestion Mitigation and Air Quality (CMAQ) Improvement Program funds. For projects located in air quality non-attainment and maintenance areas, CMAQ funds may be used for operating costs for a 3-year period reductions in traffic delays. Typical eligible operating costs include labor costs, admini osts associated with the continuous operation of the system, such as costs for system mai

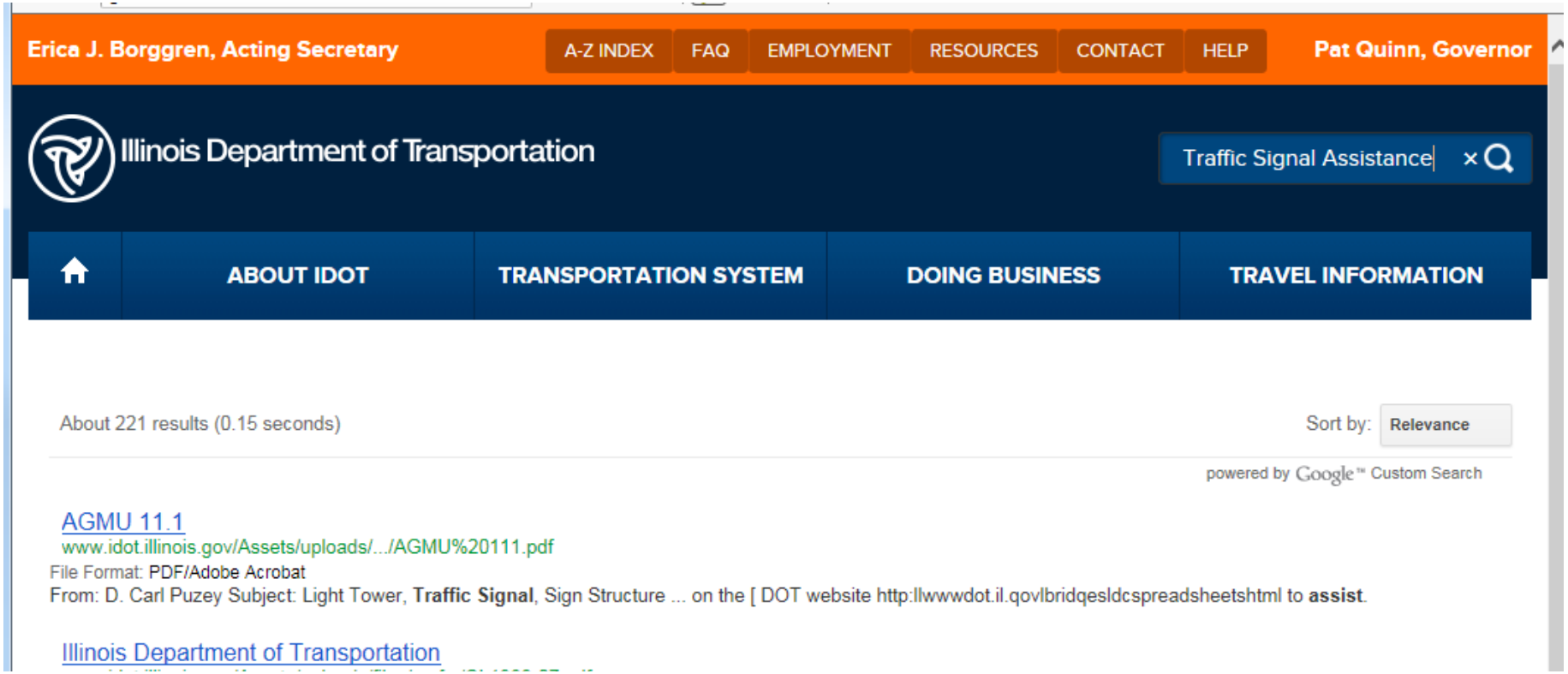
3. U.S. Department of Transportation (DOT)/Federal Highway Administration (FHWA) Division Offices. These offices provide oversight and technical assistance per stewardship agreements with the State DOT for Federal-aidfunded projects.

The project sponsor must communicate the need for the project with either the State DOT or metropolitan planning organization (MPO) to determine whether the program fits into the local LRTP and whether the current TIP can be a the project sponsor must work with the MPO or local State DOT representative to make sure The planning partners' responsibility is to help qualifying projects obtain funding from either F

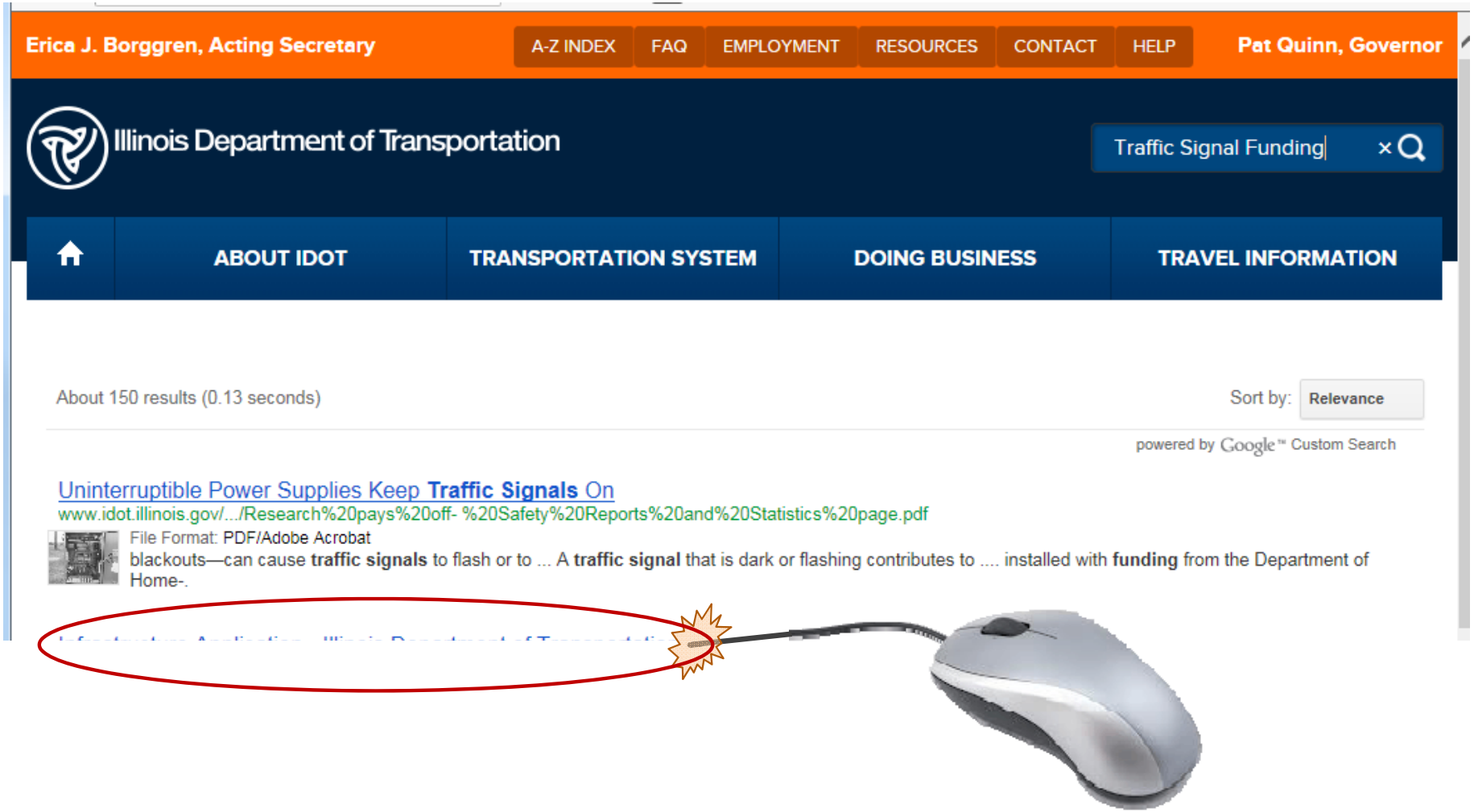
“Traffic Signal Grants”…not much



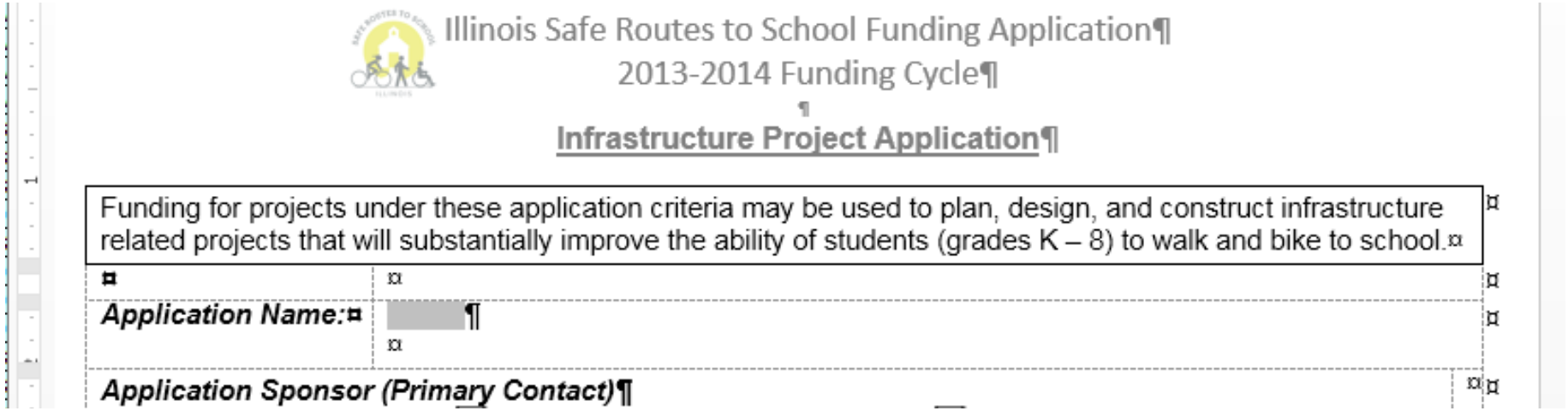
“Traffic Signal Assistance”…also not much… document from 1999…



“Traffic Signal Funding”…
“Infrastructure Application” looks interesting…



…results: an application for Safe Routes to Schools



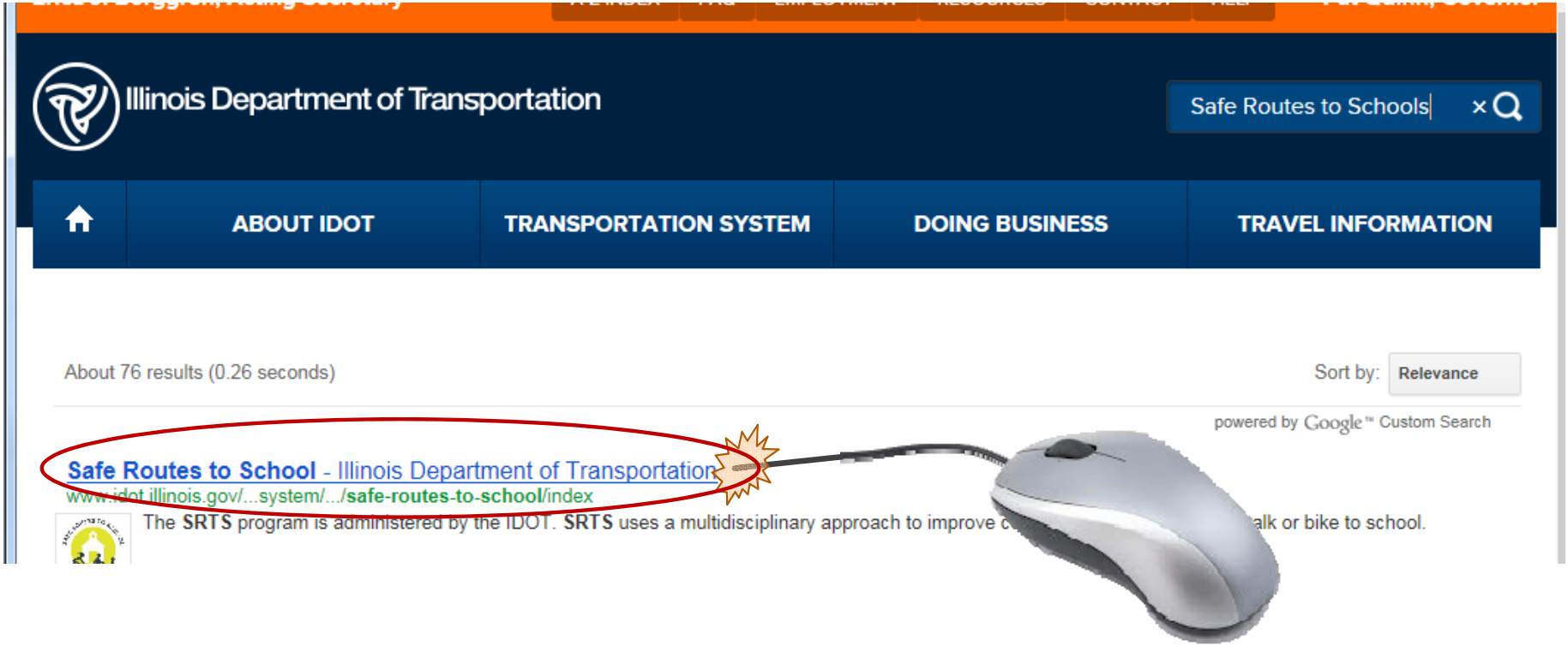
Illinois Safe Routes to School Funding Application¶
2013-2014 Funding Cycle¶
¶
Infrastructure Project Application¶

Funding for projects under these application criteria may be used to plan, design, and construct infrastructure related projects that will substantially improve the ability of students (grades K – 8) to walk and bike to school.¤

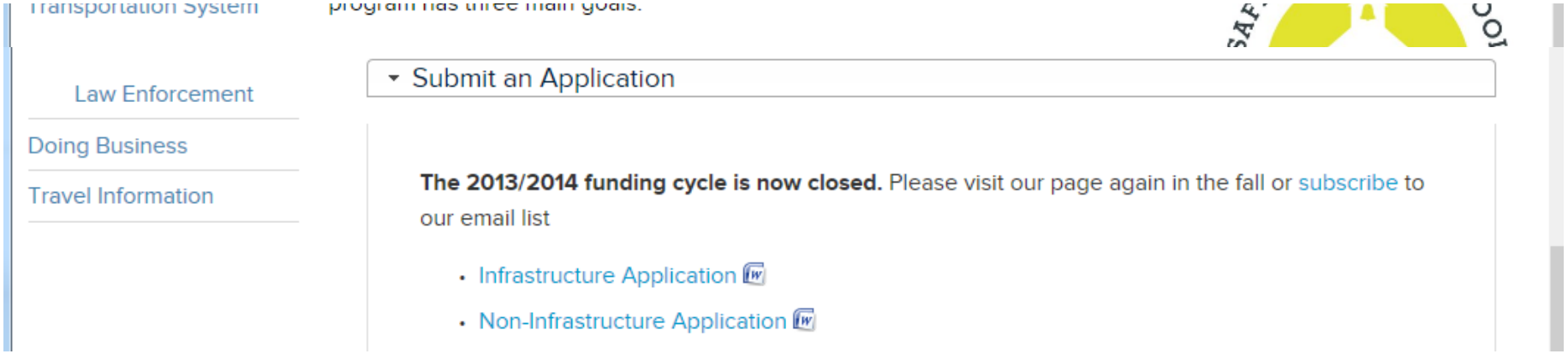
¤	¤
Application Name:¤	¶ ¤
Application Sponsor (Primary Contact)¶	

…but no guidance on the program.
So go back and search “Safe Routes to Schools”

…looks promising…



…Results: program info. What you wanted. But closed for this year. So…



- **Put the program on your grants calendar (usually due late summer).**
- **Begin laying groundwork and preparing materials.**
- **Subscribe to their email list.**

Strategy: Multiple Funding Justifications

- Group Activity:
  Multiple Justifications for Traffic Signals

Find – What You Can Do

Limited Staff/Time

- Simple web searches
- Subscribe to notification lists
- Keep lists & calendar of major funding sources
- Know local & regional offices

Dedicated Staff/Time

- In-depth web searches
- Subscribe to many notification lists
- Subscribe to search databases
- Strong, ongoing relationships with funders, collaborators

City / Consultant

- Provide/maintain/update database of funding sources, keyed to needs and funding factors
- Related databases of needs, clients, stakeholders
- Establish and maintain regional relationships, consortia

up-front steps to increase the odds

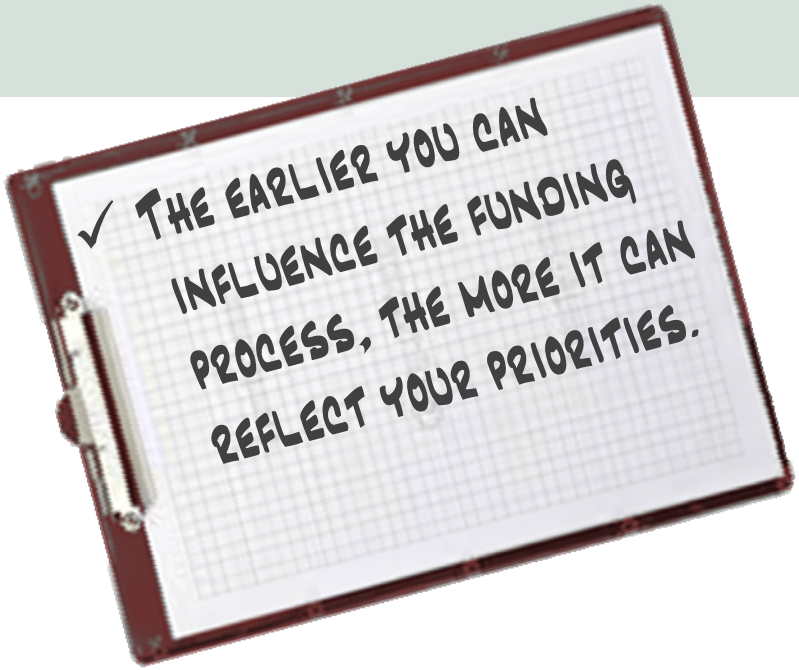
Align

Move Upstream

Identify needs, priorities

Partners, coalitions, large-scale projects

Input to funding sources



Agency funding priorities

Review for fundability

Build Overall Strategy, Library, Database

- Move beyond one-shot approach
- Build support documents:
  - ◊ Boilerplate
  - ◊ Research/metrics/benchmarks
  - ◊ Abstracts
- Review comments and record improvements for next time
- Think strategically

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Example Grant Strategies

Align – What You Can Do

Limited Staff/Time

- Advise on which goals might be fundable
- Suggest justifications & rationales
- Be aware of needs, trends, technologies
- Suggest partners and collaborators

Dedicated Staff/Time

- Assist: shape/select goals to be fundable
- Develop and disseminate overall grant strategy
- In-depth knowledge of trends, technologies, funders goals
- Actively establish relations with regional partners, funders

City / Consultant

- Develop partnerships, coalitions
- Provide input to funding sources
- Structure/align priorities for fundability
- Allocate resources, establish match, support effort

Making a strong argument for funding

Get’ Em to Sign

Check for Fit Before Developing

- How closely do the funders' goals match your needs?

- Make sure you can meet all requirements
  - ◊ Especially matching requirements
  - ◊ Also other post-award requirements

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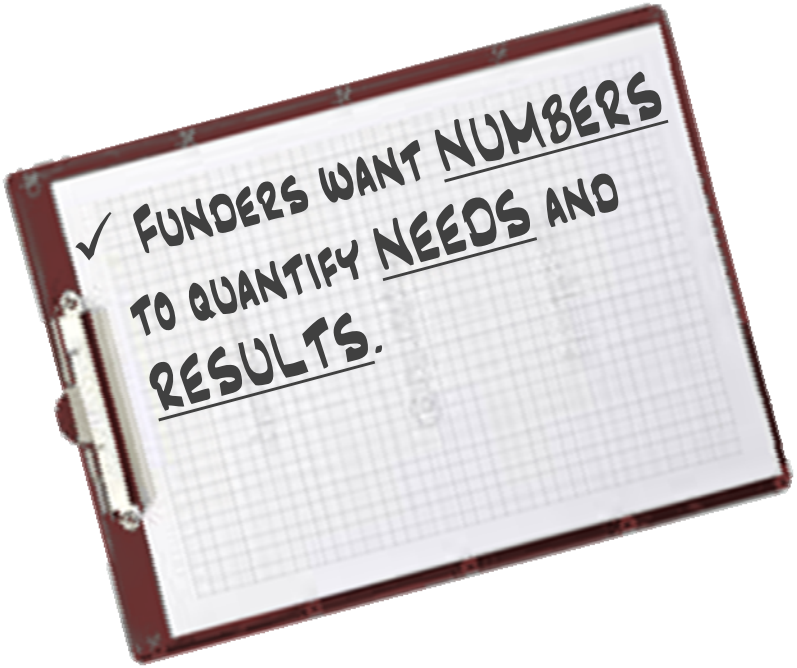
Opportunity Review Checklist

- How likely is funding?

- Are the odds worth the effort to propose?

Quantify Need and Impact

- Numbers rule!
- Must quantify NEEDS and IMPACTS
- Must be related to reasons for funding



Strategy: Measures and Metrics

- Group Activity:
  Measures and Metrics for NEED and IMPACT

Leave Ample Time for Careful Review

- Check for obvious problems
- Is the basic argument strong?
- Get fresh eyes to review
- Separate reviews for:
  - technical content, responsiveness
  - all proposal requirements
  - writing, grammar, flow of logic
- Re-read guidelines

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The Case Statement

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Why Proposals Get Rejected

Sign – What You Can do

Limited Staff/Time

- Review opportunities for obvious gotcha's
- Think through strategy, "case"
- Input on plan, budget, evaluation, forms, etc.
- Review final version for obvious problems

Dedicated Staff/Time

- Detailed analysis of matching and other requirements
- Research/provide extensive needs data & metrics
- Obtain partner commitments, letters of support
- Develop proposal and submit

City / Consultant

- Provide/update/maintain database of needs, impacts, research, sources
- Allocate sufficient resources for development & review
- Corporate history of successes, failures, reviewer comments

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