

EFFECTIVE FEDERAL GRANT WRITING

A WEBINAR SERIES FOR
MUNICIPALITIES

**PART FOUR - GENERAL
PROJECT DEVELOPMENT**



Petroglyph Consulting, LLC

○ Introduction



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○ Session 4 Overview: General Project Development

Objectives

- Preparing your Project for a Grant Application.
- Identifying and Developing the Materials needed to support the Application.
- Useful Reference Documentation and Sources.
- The role of Consultants and other Third Parties.





○ Preparing Your Application

- Every application will be divided into three main categories.
- Federal Forms
 - SF-424 Family
 - SF-LLL
 - Miscellaneous
- Application Narrative
- Supporting Materials



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○ Application Federal Forms

- Standard Federal Forms typically only required for funding announced with a NOFO.
 - Funding through Agency websites use alternate databases and/or application forms.
- Federal Forms are hosted on Grants.gov
 - Forms are fillable pdf forms
 - Will need Adobe Acrobat Reader or equivalent.
 - Typically will not open in web browser
- Form Instructions are also available.



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SEARCH: Grant Opportunities ▾ Enter Keyword... GO


HOMELEARN GRANTS ▾SEARCH GRANTSAPPLICANTS ▾GRANTORS ▾SYSTEM-TO-SYSTEM ▾FORMS ▾CONNECT ▾SUPPORT ▾

GRANTS.GOV > Forms > Forms Repository > SF-424 Family

SF-424 FAMILY

» Forms Repository

- » R&R Family
- » **SF-424 Family**
- » SF-424 Individual Family
- » SF-424 Mandatory Family
- » SF-424 Short Organization Family
- » Post-Award Reporting Forms
- » Retired Forms



NOTE: The PDF forms available on this portion of the site are for sample purposes only and cannot be submitted with your application package. If you are applying for a grant, please complete and submit your application using [Grants.gov Workspace](#).

SF-424 FAMILY FORMS: Export Data

Agency Owner	Form Name	Adobe Form	Form Schema	Form Items Description	Form Instructions	GG Version	OMB Number	OMB Expiration
TREAS	ACH Vendor/Miscellaneous Payment Enrollment Form	PDF	Schema	FID		2.0	1530-0069	06/30/2022
USDA	AFRI PROJECT TYPE	PDF	Schema	FID		1.0	0524-0039	12/31/2021
Grants.gov	Application for Federal Assistance (SF-424)	PDF	Schema	FID	Instructions	4.0	4040-0004	12/31/2022
Grants.gov	Assurances for Construction Programs (SF-424D)	PDF	Schema	FID	Instructions	1.1	4040-0009	02/28/2025
Grants.gov	Assurances for Non-Construction Programs (SF-424B)	PDF	Schema	FID	Instructions	1.1	4040-0007	02/28/2025
Grants.gov	Attachments	PDF	Schema	FID	Instructions	1.2		
Grants.gov	Budget Information for Construction Programs (SF-424C)	PDF	Schema	FID	Instructions	2.0	4040-0008	02/28/2025
Grants.gov	Budget Information for Non-Construction Programs (SF-424A)	PDF	Schema	FID	Instructions	1.0	4040-0006	02/28/2025
Grants.gov	Budget Narrative Attachment Form	PDF	Schema	FID	Instructions	1.2		





○ Application Federal Forms

- SF-424 Form – Primary Application Form.
 - List information about your Agency
 - List information on the grant opportunity
 - Include title/description of project
 - Include a basic budget (Federal/Local match)
 - Requires signature, can be digital.

*Not all fields are required!



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Application for Federal Assistance SF-424		
* 1. Type of Submission: <input type="checkbox"/> Preapplication <input type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	* 2. Type of Application: <input type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	* If Revision, select appropriate letter(s): <input type="text"/> * Other (Specify): <input type="text"/>
* 3. Date Received: <input type="text"/>	4. Applicant Identifier: <input type="text"/>	
5a. Federal Entity Identifier: <input type="text"/>	5b. Federal Award Identifier: <input type="text"/>	
State Use Only:		
6. Date Received by State: <input type="text"/>	7. State Application Identifier: <input type="text"/>	
8. APPLICANT INFORMATION:		
* a. Legal Name: <input type="text"/>		
* b. Employer/Taxpayer Identification Number (EIN/TIN): <input type="text"/>	* c. UEI: <input type="text"/>	





<p>* 10. Name of Federal Agency:</p> <div></div>
<p>11. Catalog of Federal Domestic Assistance Number:</p> <div></div> <p>CFDA Title:</p> <div></div>
<p>* 12. Funding Opportunity Number:</p> <div></div> <p>* Title:</p> <div></div>





16. Congressional Districts Of:

* a. Applicant

* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

17. Proposed Project:

* a. Start Date:

* b. End Date:

18. Estimated Funding (\$):

* a. Federal

* b. Applicant

* c. State

* d. Local

* e. Other

* f. Program Income

* g. TOTAL



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● Application Federal Forms

- SF-424A Form
 - Budget Detail Form for Non-Construction Projects.
 - Breakdown funding by deliverable
 - Breakdown funding by source (Federal/non-Fed)
 - Breakdown funding by time (rate of spending)
- SF-424C Form
 - Budget Detail Form for Construction Projects
 - Breakdown funding by unit process
 - Planning; Engineering; Construction; Administrative; Inspection
 - Lots of overlap



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BUDGET INFORMATION - Construction Programs

NOTE: Certain Federal assistance programs require additional computations to arrive at the Federal share of project costs eligible for participation. If such is the case, you will be notified.

COST CLASSIFICATION	a. Total Cost	b. Costs Not Allowable for Participation	c. Total Allowable Costs (Columns a-b)
1. Administrative and legal expenses	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
2. Land, structures, rights-of-way, appraisals, etc.	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
3. Relocation expenses and payments	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
4. Architectural and engineering fees	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
5. Other architectural and engineering fees	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
6. Project inspection fees	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
7. Site work	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
8. Demolition and removal	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>





9. Construction	\$		\$		\$	
10. Equipment	\$		\$		\$	
11. Miscellaneous	\$		\$		\$	
12. SUBTOTAL (sum of lines 1-11)	\$		\$		\$	
13. Contingencies	\$		\$		\$	
14. SUBTOTAL	\$		\$		\$	
15. Project (program) income	\$		\$		\$	
16. TOTAL PROJECT COSTS (subtract #15 from #14)	\$		\$		\$	
FEDERAL FUNDING						
17. Federal assistance requested, calculate as follows: (Consult Federal agency for Federal percentage share.) Enter the resulting Federal share.					Enter eligible costs from line 16c Multiply X % \$	





○ Application Federal Forms

- SF-424B Form
 - Assurance Form for Non-Construction Projects.
- SF-424D Form
 - Assurance Form for Construction Projects
- Both forms are essentially an acknowledgment, saying you will abide by Federal requirements, you are an eligible applicant, etc.





○ Application Federal Forms

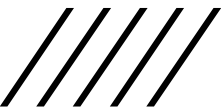
- SF-LLL Form
 - This form is used to disclose any lobbying activities completed on behalf of your entity
 - If you are paying a lobbying firm or lobbyist, you will need to enter their contact information
- Note: If you are NOT employing a lobbyist, you still need to fill out the form.
 - Put "N/A" in the lobbyist information fields.





QUESTIONS?

???





○ Preparing Your Application

- Set up an outline based on the grant application notice
- Download questions or copy from NOFO.
- Use database or NOFO to build your outline.
 - Look for ranking criteria
- Start filling out each section with a couple sentences.
 - Format is not important...yet.





○ Preparing Your Application

- Every grant will require an electronic submission or entry into a database.
 - Who will do data entry?
- Do your work in MS Word, Excel, Notepad, or whatever software you feel most comfortable with.
 - You can start with an actual notepad, but you want to be able to copy it easily
- You can 'cut & paste' from your working version into the database as needed.



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Application Example – Drought NOFO



- Title page
- Table of contents
- Technical proposal and evaluation criteria (limited to 20 pages):
 - Executive summary
 - Project location
 - Technical project description
 - Performance measures
 - Evaluation criteria
- Project budget:
 - Funding plan and letters of commitment
 - Budget proposal
 - Budget narrative
- Environmental and cultural resources compliance
- Required permits or approvals
- Relevant sections of existing drought contingency plan (if applicable)



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Application Example – Drought NOFO



Executive Summary

- The date, applicant name, city, county, and state.
- Please indicate whether you are a Category A applicant or a Category B applicant as noted in Section C.1. Eligible Applicants.
- A one-paragraph project summary that provides the location of the project, a brief description of the work that will be carried out, any partners involved, recent drought conditions in your project area. Describe how this project is expected to help alleviate impacts of those conditions, and identify any drought plans or other planning documents that support the project.



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Application Example – Drought NOFO



Project Budget

- Funding plan and letters of commitment
 - Describe how the non-Federal share of project costs will be obtained.
- Budget proposal
 - The budget proposal should include detailed information ... and must clearly identify all items of cost, including those that will be contributed as non-Federal cost share by the applicant (required and voluntary).
- Budget narrative
 - The budget narrative provides a discussion of, or explanation for, items included in the budget proposal.



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Application Example – Drought NOFO



Evaluation Criteria

- Applications will be evaluated against the evaluation criteria listed below.

• Project Benefits	30
• Drought Planning and Preparedness	20
• Sustainability and Supplemental Benefits	15
• Severity of Drought Impacts addressed by the Project	15
• Project Implementation	10
• Nexus to Reclamation	10
• TOTAL	100



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Application Example – Drought NOFO



Project Benefits

- How will the project build long-term resilience to drought?
- How many years will the project continue to provide benefits?
- Will the project make additional water supplies available?
- What percentage of the total water supply does the additional water supply represent?
- Provide a qualitative description of the degree/significance of the benefits associated with the additional water supplies.



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○ Preparing Your Application

- Go back and read the NOFO or Website with Application details again.
- Now re-read it. Again.
- Pay attention to application limitations.
 - Is there a limitation on page count?
 - Is there a limitation on file upload sizes?
- Look for "Catch Points".



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Application Example – Drought NOFO



NOFO “Catch Points”

- The technical proposal and criteria section shall be limited to a maximum of 20 consecutively numbered pages. If this section of the application exceeds 20 pages, only the first 20 pages will be evaluated.
- Note: proposed projects should not have an estimated construction start date that is prior to March 2023.





Application Example – Drought NOFO



NOFO “Catch Points”

- It is also strongly advised that applicants use the budget proposal format shown below in Table 3.
- Submission of a budget narrative is mandatory. An award will not be made to any applicant who fails to fully disclose this information.
- Please note that submission of an application electronically requires prior registration through Grants.gov, which may take 7 to 21 days.



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○ Understand your Audience, Pt. 1

- Most Federal applications are reviewed nationally.
 - Reviewing staff do not know you or your community.
- Describe your community.
 - Establish a personal connection
- Describe how the project fits into your community.
 - Be specific about the benefits or the existing negative impacts.
- Don't overwhelm with materials.
 - Reviewing staff have multiple applications to review.



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○ Understand your Audience, Pt. 2

- Review NOFO or website for specific terms that are repeated.
 - "Drought Resiliency"
 - "Climate Change"
 - "Water Security"
- Take advantage of current policies and buzzwords.
 - Pay attention to the focus of the current Administration.
- Review Funding Agency Website for Agency Goals.



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○ Understand your Audience, Pt. 2

- Drought Response NOFO Examples:
 - Up to 15 points may be awarded based on the extent that the project demonstrates support for the Biden Administration's priorities, including E.O. 14008 and E.O. 13985.
 - E.O. 14008 emphasizes the need to prioritize and take robust actions to reduce climate pollution, increase resilience to the impacts of climate change, protect public health, and conserve our lands, waters, oceans, and biodiversity.
 - E.O. 13985: Advancing Racial Equity and Support for Underserved Communities Through the Federal Government also includes consideration of investment in underserved communities, consistent with other program requirements.

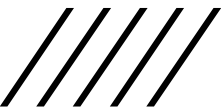


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QUESTIONS?

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○ Reference Materials

- Universities
 - UNM Bureau of Business and Economic Research
- US Census Bureau
 - Valuable statistics about your community.
- Council of Governments (COGs)
 - Transportation Mapping & Analysis.
- Previous Grant Applications
 - Agency website will have link to previous successful grants.




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○ Supporting Materials



- Planning
 - Masterplans
 - Infrastructure Capital Improvement Plan (ICIP)
- Environmental
 - Biological surveys
 - Archeological surveys
- Engineering
 - Preliminary Engineering/Design Analysis Reports
 - Design Drawings
 - Models/Modelling Results



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Supporting Materials



- Administrative
 - Governing Body Resolutions or Ordinances
 - Audits/Fiscal Reports
 - Memorandum of Understanding (MOU)
- Operations
 - Monitoring Reports
 - Maintenance/Repair Documentation
- Legal
 - Violations/Administrative Orders
 - Land Deeds & Easements
 - Land topo or boundary surveys



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○ Supporting Materials



- Visual

- Pictures
- Maps
- Renderings
- Schematics


- External

- Third-Party Reports & Studies
- Letters of Support
- News Stories



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○ Master Plans – Best Option

- No complex technical format or standards
 - No size or page limit
 - Include background on community or area of focus
 - Can include photos, maps, other visuals
 - *Some Agencies have a master plan format (USDA)
- Can cover any topic
 - Roads; Drought; Safety; Water Supply; Parks & Trails
- List all Infrastructure or Improvements
 - Categorize by time, need or location



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● Master Plans – Best Option

- Link other relevant reports/plans
 - State Conservation & Outdoor Recreation Plan (SCORP)
 - State/County Hazard Mitigation Plan
- Lower level of accuracy allowable
 - Cost estimates
 - Facility size/location
- Incorporates public comment
 - Include any public meeting notes
- Adoption by Governing Body makes it official



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○ RECYCLE!



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RECYCLE!



5/17/2022



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RECYCLE!



- Don't "throw away" old grant submittals.
 - Improve them and re-apply.
 - Use them as follow up applications.
- Re-use Existing Documentation
 - Planning Documents & Reports
 - Design Plans
- Everything you write should be with the goal of using it twice.
 - Just be careful with "cut & paste"



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● Role of Consultants & Third Parties

- There are two basic reasons for external contractors:
 - You don't have the time (personnel) to complete the task.
 - You don't have the expertise or resources to complete the task.
 - Certification/Licensure
 - Location
- Other reasons
 - Reimbursement
 - External contracts are easier/more likely to be reimbursable.
 - Contractors' Reputation
 - Company reputation or experience with funding agency.



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○ Role of Consultants & Third Parties

- Focus on What You Need
 - Be specific on scope of services.
 - Consider future adjacent projects.
- Consultant Constraints
 - You are not their only client.
 - Staffing issues.
- Rule of Familiarity
 - The more the work relies on your institutional knowledge, the less efficient the consultant will be.



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QUESTIONS?

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Webinar Schedule



Grant Writing Webinar Series Schedule			
Day	Date	Time	Topic
Wednesday	9-Mar	10 - 11 AM	Introductory Session/Overview of Funding Sources
Wednesday	23-Mar	10 - 11 AM	#1. What Makes a Good Project?
Tuesday	5-Apr	10 - 11 AM	#2. Benefits/Limitations/Considerations of External Public Funding
Tuesday	26-Apr	10 - 11 AM	#3. Project Scoping for Funding
Tuesday	17-May	10 - 11 AM	#4. General Project Development
Thursday	9-Jun	10 - 11 AM	#5. Identifying Matching Funds & Partners
Tuesday	21-Jun	10 - 11 AM	#6. You Got the Money - Now What?



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○ Key Contacts



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