



**Overview of Services and  
Municipal  
Grant Opportunities  
Town of Discovery Bay  
6/7/17**

# ▶ California Consulting, LLC

- ▶ Founded in 2004 on a solid reputation with a commitment to success
- ▶ Focused solely on assisting our clientele in California
- ▶ The largest grant writing firm in the state
- ▶ Developed significant expertise in representing cities
- ▶ Have secured over \$1.5 billion for our clients since inception with \$180 million in grants alone

# ▶ Grant Writing Experts

- ▶ Over 20 experienced, professional grant writers
- ▶ Researched and obtained funding for more than 750 significant grants for projects
- ▶ Current on federal, state, local and foundation grants through historical knowledge and resources
- ▶ Experts on locating funds, successfully writing applications, and completing post-award compliance

# ▶ Key Processes

- ▶ In-depth needs assessment (included in retainer)
- ▶ Focused research based on specific needs (included in retainer)
- ▶ Provide current grant opportunities that meet unique priorities
- ▶ Create a timeline and schedule to ensure timely submissions
- ▶ Write all sections of the grant application and offer a draft to provide final input and edits prior to submission

# ▶ Superior Service

- ▶ Grant Management Team reviews the application prior to submission to ensure a quality product
- ▶ Monitor the funding agency until grant awards are announced
- ▶ Can provide grant administration and post award compliance
- ▶ Our retainer client is provided:
  - ▶ monthly reports to reflect grants in progress, grants submitted, and grants awarded; and
  - ▶ monthly grants management meetings

## ▶ Key Personnel

Steve Samuelian,  
Founder/CEO

Shasta Bell,  
Director,  
Communications

Shari Herbold,  
Operations Director

Allison J. Richards,  
Senior Director

Danielle Sotelo,  
Deputy Grants  
Manager

Tristan Shamp,  
Grants Manager

**Our Team is Your Team:**  
More than 100 combined years of specialized expertise in public, professional, community, and government sectors, together with doctorate level grant research and application expertise.

# ▶ Key Personnel



**Steve Samuelian**  
Owner

- Founder and CEO
- Two decades of congressional and legislative experience, including service as an elected Assemblyman for the 29<sup>th</sup> District, and remains active in local and state associations



**Shasta Bell**  
Director of Communications

- Director, Communications
- Responsible for developing communications strategies
- Highly valued union knowledge with her previous experience the Screen Actors Guild-American Federation of Television and Radio Arts (SAG-AFTRA)



**Shari Herbold**  
Director of Operations

- Operations Director
- Responsible for negotiations, contracts and special projects
- Nearly 20 combined years of experience in the Legal, Finance, and Human Resources fields



**Allison J. Richards**  
Statewide Senior Director

- Senior Director
- Three decades of public service, specializing in administration, marketing, transportation innovation, client relations
- Earned commendation from Federal Highway Administration



**Danielle Sotelo**  
Deputy Statewide Grants Manager

- Deputy Manager, grant writing and quality control
- Over 275 applications written for cities, counties and special districts
- Expertise in political science and government affairs



**Tristan Shamp**  
Statewide Grants Manager

- Manager, grant writing and quality control
- Certified grant writer with over \$16 million in grant funding awarded for public agencies
- Previous Adjunct Professor at Fresno State

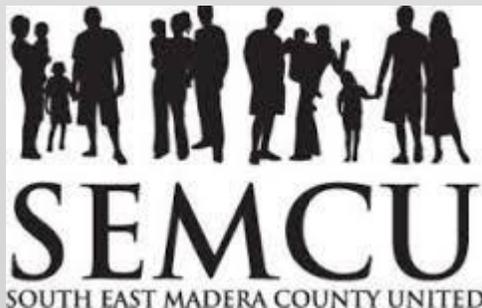
# ► Municipal Grant Funding Success!



The City of Hermosa Beach was awarded a Prop 1 Storm Water Grant Program in the amount of \$3,099,400 for storm water reclamation & diversion infrastructure.



The City of Yuba City was awarded a DWR Water Energy Grant in the amount of \$24,000 for a washing machine rebate program.



Southeast Madera County United (SEM CU) was awarded a Water Energy Grant in the amount of \$218,000 for an area retrofitting project.

# ▶ More Municipal Grant Funding Success!



The City of Waterford was awarded a Prop 84 California River Parkways grant for \$1,478,340 for construction of its Tuolumne River Parkway.



The City of Delano was awarded a loan of \$2,000,000 for a wastewater treatment project from the State Water Resources Control Board's Clean Water State Revolving Fund (CWSRF).

# ▶ Return on Investment



City of Waterford  
\$2.74 million  
1490% ROI (5 yrs.)



City of Lynwood  
\$942,000  
609% ROI (4 yrs.)



City of Patterson  
\$4.8 million  
\$3493% ROI (5 yrs.)



City of Oakley  
\$800,000  
837% ROI (2 yrs.)

# Current Available Key Municipal Grants - Energy

## California Energy Commission: The Energy Partnership Program

Application Deadline:	Continuous
Funding Amount/:	\$20,000 of a consultant's costs
Match:	Any amount in excess of the \$20,000 provided by CEC
Eligible Applicants:	Cities, Counties, Special districts, Public Hospitals and Public Care Facilities
Website Link:	<a href="http://www.energy.ca.gov/efficiency/partnership/index.html">http://www.energy.ca.gov/efficiency/partnership/index.html</a>
Program Description:	The Energy Partnership Program can conduct an energy audit of existing facilities identify energy saving projects, including: Conduct energy audits and prepare feasibility studies; Review existing proposals and designs; Develop equipment performance specifications; Review equipment bid specifications; Assist with contractor selection; and Review commissioning plans. The Energy partnership also provides technical assistance early in the design phase of new facility construction, including: Provide design review consultation; Identify cost-effective, energy-saving measures; Compare different technologies; Review schematics and construction plans; Provide equipment specification consultation; Develop computer simulation models of your planned project; Help select experienced professionals with energy efficiency expertise; and Assist with system commissioning.

# Additional Key Municipal Grants – Soccer

## US Soccer Foundation: 2017 Safe Places to Play Grants

<b>Application Deadline:</b>	-Summer Grants Cycle: LOIs due May 26, 2017; Application due June 2, 2017 -Fall Grants Cycle: LOIs due September 29, 2017; Application due October 6, 2017
<b>Funding Amount:</b>	\$4,000 - \$50,000 or a percentage of total project amount in form of vendor credit (see details below)
<b>Match</b>	None required officially; applicants must contribute additional funds not covered by the grant award
<b>Eligible Applicants:</b>	Tax-exempt organizations including: 501(c)(3) nonprofits, churches, individual schools or school districts, cities or municipalities.
<b>Website Link:</b>	<a href="https://ussoccerfoundation.org/grants/application-process/">https://ussoccerfoundation.org/grants/application-process/</a>
<b>Program Description:</b>	<p>Safe Places to Play grants are available in four categories: Synthetic Turf, Lighting, Irrigation, and Sport Court. Multi-sport field projects are eligible for funding, but such fields must be used most the time for soccer. Multi-field projects are also eligible. All Safe Places to Play grants (except for Irrigation) can be awarded for either indoor or outdoor field projects. Grants are disbursed as in-kind credit with their respective vendor:</p> <ul style="list-style-type: none"><li>▫ Synthetic Turf Grant Amount: up to 10% of the Hellas project quote.</li><li>▫ Lighting Grant Amount: Typically in the range of 15%-30% of project total, with a maximum of \$25,000 per grant for single fields and \$50,000 for multi-field projects.</li><li>▫ Irrigation Grant Amount: Typically in the range of \$4,000 - \$15,000, with a maximum of \$15,000 per grant.</li><li>▫ Sport Court Grant Amount: Typically in the range of 15% - 50% of project total, with a maximum of \$30,000 per grant.</li></ul> <p>No cash is disbursed as part of this grant. Grantees must use the specific vendor as the supplier for their field project. Applicants are required</p>

# Additional Key Municipal Grants - Environmental

## California Natural Resources Agency: 2016-2017 Environmental Enhancement and Mitigation (EEM) Program

Application Deadline:	June 21, 2017
Funding Amount:	Up to \$500,000
Match:	Matching funds are not required for EEM program grants. However, applications which include other sources of funds for the proposed project will be more competitive.
Eligible Applicants:	Any state, local, federal or 501(c)(3) non-profit entity may apply for and receive grants.
Website Link:	<a href="http://resources.ca.gov/grants/environmental-enhancement-and-mitigation-eem/">http://resources.ca.gov/grants/environmental-enhancement-and-mitigation-eem/</a>
Program Description:	<p>The EEM grant program, is funded each fiscal year from the Highway Users Tax Account. EEM projects must contribute to mitigation of the environmental effects of transportation facilities. Eligible EEM projects must fit one of the following categories:</p> <ul style="list-style-type: none"><li>A. Urban Forestry projects designed to offset vehicular emissions of carbon dioxide.</li><li>B. Resource Lands projects for the acquisition or enhancement of resource lands to mitigate the loss of, or the detriment to, resource lands lying within or near the right-of-way acquired for transportation improvements.</li></ul> <p>Mitigation Projects Beyond the Scope of the Lead Agency responsible for assessing the environmental impact of the proposed transportation improvement.</p>

# Additional Key Municipal Grants – Affordable Housing

## Strategic Growth Council: Affordable Housing and Sustainable Communities Grant

<b>Application Deadline:</b>	Release: TBD (possibly March 2017) Concept Application Deadline: TBD (possibly March/April 2017) Full Application Deadline: TBD (possibly late June 2017, pending approval of concept application)
<b>Funding Amount:</b>	The maximum AHSC Program loan or grant award, or combination thereof, for a TOD, ICP and RIPA Project Area is \$20 million with a minimum award of at least \$1 million.
<b>Match:</b>	Typically none.
<b>Eligible Applicants:</b>	Local Governments (City, County, City/County); Local Transportation Agencies; Public Housing Authority; Transit Agency or Operator; Regional Transportation Planning Agency; Congestion Management Agency; Joint Powers Authority; School District; Facilities District; University or Community College District; Developer (Public, Private, or Nonprofit); Program Operator (Public, Private, or Nonprofit)
<b>Website Link:</b>	<a href="http://www.sgc.ca.gov/Grant-Programs/AHSC-Program.html">http://www.sgc.ca.gov/Grant-Programs/AHSC-Program.html</a>
<b>Program Description:</b>	<p>The AHSC Program aims to improve mobility options and accessibility to affordable housing by funding connectivity and compact development projects. These multi-faceted projects facilitate the reduction of greenhouse gas emissions by combining elements of affordable housing development, key transit and active transportation infrastructure, incentive programs, green infrastructure, and transportation-related amenities. The impact of these projects is on a neighborhood scale - to better connect homes, employment centers, and key destinations via low carbon transportation options (walking, biking and transit), resulting in fewer vehicle miles traveled (VMT). Projects will support public policy objectives through coordination including:</p> <ul style="list-style-type: none"><li>• Reducing air pollution</li><li>• Improving conditions in disadvantaged communities</li><li>• Supporting or improving public health</li><li>• Improving connectivity and accessibility to jobs, housing and services</li><li>• Increasing options for mobility, including active transportation</li><li>• Protecting agricultural lands to support infill development</li></ul>

# Additional Key Municipal Funding – Baseball Funding

## Major League Baseball Foundation: Baseball Tomorrow Fund

Application Deadline:	Quarterly (January 1, April 1, July 1, & October 1)
Funding Amount:	\$40,000 average award size
Match:	50% or more of total project cost
Eligible Applicants:	Tax exempt organizations including municipalities, school districts, and 501(c)(3) nonprofits
Website Link:	<a href="http://web.mlbcommunity.org/index.jsp?content=programs&amp;program=baseball_tomorrow_fund">http://web.mlbcommunity.org/index.jsp?content=programs&amp;program=baseball_tomorrow_fund</a>
Program Description:	<p>The Baseball Tomorrow Fund is a joint initiative between Major League Baseball and the Major League Baseball Players Association designed to promote and enhance the growth of youth participation in baseball and softball around the world by funding programs, fields, coaches' training, uniforms, and equipment. Grants are intended to finance a new program, expand or improve an existing program, undertake a new collaborative effort, or obtain facilities or equipment necessary for youth baseball or softball programs. The Baseball Tomorrow Fund supports projects that meet the following evaluation criteria: increase the number of youth participating in baseball and softball programs; improve the quality of youth baseball and softball programs.</p>

# Available Key Municipal Funding – Sports Equipment

## Finish Line Youth Foundation Grants

Application Deadline:	Quarterly: Jan. 1 - Mar. 31; Apr. 1 - Jun. 30; Jul. 1 - Sept. 30; Oct 1 - Dec. 31
Funding Amount:	Typically equipment donations or services.
Funding Match:	None
Eligible Applicants:	Public schools, private schools, colleges/universities, 501(c)(3) nonprofits
Website Link:	<a href="http://www.finishline.com/store/youthfoundation/guidelines.jsp">http://www.finishline.com/store/youthfoundation/guidelines.jsp</a>
Program Description:	<p>Finish Line Youth Foundation focuses funding on organizations that provide opportunities for youth participation in the following areas:</p> <ul style="list-style-type: none"><li>-Youth athletic programs - Community-based programs addressing active lifestyle and team building skills.</li><li>-Camps - Established camps with an emphasis on sports and active lifestyle, especially programs serving disadvantaged and special needs kids.</li></ul> <p>The foundation may provide financial support for the following purposes:</p> <ul style="list-style-type: none"><li>-Programs and projects - The foundation may support the direct costs of youth programming for requests in their areas of interest</li><li>-Scholarships - The foundation may provide full or partial scholarship funding for camps or youth athletic programs</li></ul> <p>Due to the overwhelming number of requests received, the Foundation is unable to accommodate every request. Therefore, the Foundation must be very selective in choosing organizations that fall within our areas of interest and meet the specifications of our guidelines. The Foundation strongly urges your organization not to apply if it does not meet these guidelines.</p>

# Superior Grant Services



*Thank you for your time!*