



Council Agenda Report

To: Mayor Uhring and the Honorable Members of the City Council

Prepared by: Alexis Brown, Deputy City Manager

Approved by: Steve McClary, City Manager

Date prepared: March 13, 2024

Meeting date: March 25, 2024

Subject: Townsend Public Affairs Inc. Grant Writing Services Report

RECOMMENDED ACTION: Receive and file a grant writing services report provided by consultant Townsend Public Affairs.

FISCAL IMPACT: There is no fiscal impact associated with the recommended action.

STRATEGIC PRIORITY: This item is part of the day-to-day operations identified in the Adopted FY 2023-24 Strategic Priority Project List.

DISCUSSION: On July 10, 2023, the Malibu City Council hired Townsend Public Affairs Inc. (TPA) to serve as the City's grant writing consultant. Over the past several months TPA has been a partner in the City's pursuit of local, state, and federal funding opportunities. In the attached report TPA has identified a myriad of grant opportunities that align with certain projects and initiatives. The opportunities span from infrastructure development to community service programs. TPA continues to work collaboratively with staff to craft compelling grant proposals. As you can see in attachment two (2) of this report, the City has several active applications targeting recent notices of funding availability.

BACKGROUND

On April 5, 2023, the City released a RFP for qualified firms that could provide grant writing services for the City of Malibu. Out of 14 proposals received, staff selected TPA. TPA had excellent references and demonstrated outstanding professionalism, experience, and reliable communication. Discussions with TPA and cities they currently work with highlighted that the firm will also add value by providing funding advocacy, including pursuing federal earmarks, in addition to traditional grant writing services. The

annual cost of services is a fixed cost of \$6,500 per month or an annual total of \$78,000. City Council awarded the contract to TPA on July 10, 2023.

ATTACHMENTS: Malibu Funding Activity Report March 2024

MEMORANDUM

To: City of Malibu

From: Alex Gibbs, Grants Director, Townsend Public Affairs, Inc.
Simi Rehill, Associate, Townsend Public Affairs, Inc.

Date: March 13, 2024

Subject: Grants and Funding Effort Status Update

Overview

The purpose of this memo is to provide an outline of previously submitted grants and requests, as well as upcoming funding opportunities and grant programs that could potentially meet the City's funding needs in the near future. This memo is not a comprehensive list of all grants that are currently available, but ones that you may be able to submit competitive applications for relevant priority projects.

Future Opportunities

Since the Governors Proposed Budget released on January 10, the Legislative Analyst's Office (LAO) has released updated estimations on the projected budget deficit in the month of February. The LAO's update in February was regarding State Revenues in relation to the State Budget. Previously, the LAO estimated that the State is facing a budget deficit of about \$58 billion, under the Governor's Proposed Budget released on January 10. However, currently the LAO estimates that the deficit is about \$24 billion below the Governor's Budget across 2022-23 to 2024-25. In total, this \$24 billion deficit leads to a \$15 billion increase to the budget problem. Under the LAO's estimates, this increases the previously estimated \$58 billion deficit to \$73 billion.

While the budget proposal serves as an important benchmark for the state's fiscal health predictions, it is important to know that formulating a final budget agreement is an iterative process that will require negotiations and concessions between both houses of the Legislature and the Governor.

Over the next few weeks, the Legislature will hold informational hearings to discuss various parts of the Governor's proposal before releasing the text of their budget bills and priorities. Typically, the Legislature has advocated for creative methods to maintain existing spending levels such as drawing from reserves, passing short term taxes, and passing statewide revenue bond measures. The Governor, on the other hand, has typically advocated for fiscal prudence, modest cuts, and maintaining cash reserves in case budget conditions worsen. Overall, the Legislature is required

to pass the State Budget by the June 15 constitutional deadline. It is important to note that the budget situation is always subject to change, should April tax revenues come in higher than expected.

Pending Funding Requests

Name	Request	Project	Status
Office of Traffic Safety Office of Traffic Safety (OTS) Grant Program	Requested Amount: \$420,000	Malibu Traffic and DUI Enforcement Initiative Project	Application is currently pending. Awards are anticipated in Q3 2024.
Water Resources Development Act (WRDA) Request Water Resources Development Act	Authorization Pending Final Funding Amount TBD	Civic Center Water Treatment Facility Project The City of Malibu is requesting to amend existing Section 219 Environmental Infrastructure authority to increase the authorized funding amount from \$3,000,000 to \$65,000,000 to reflect increased costs associated with the project.	Authorization currently pending, updates expected Q3 2024.
California Department of Parks and Recreation Prop 68 Per Capita Program	Requested Amount: \$185,822	Malibu Skate Park Project	Application is currently in progress with an anticipated March 2024 submission.
U.S. Department of Transportation Safe Streets and Roads for All (SS4A)	TBD	Pacific Coast Highway Median Project	Application is currently in progress with an anticipated March 2024 submission.
Federal Community Project Funding Requests (Earmarks) Appropriations Request	Requested Amount: \$1,000,000 Matching Funds: \$131,000 Total Project Cost: \$1,131,000	Malibu Community Labor Exchange Permanent Office Building The City requested \$1,000,000 in collaboration with Los Angeles County and the Malibu Community Labor Exchange (MCLE), aims to establish a permanent MCLE facility.	CPF Request was submitted to Senator Butler. Notice of selection would take place in Q3 2024.

Additional Federal Community Project Funding Requests will be submitted to Senator Alex Padilla and Congress Member Sherman when their web portals open to accept solicitations. Each office establishes its own deadline for submissions.

Looking Ahead: Upcoming Grant Programs

Transportation

Name	Awards & Match	Description	Timeline
<p>U.S. Department of Transportation</p> <p><u>Safe Streets and Roads for All (SS4A)</u></p>	<p>\$1,256,687,000 available for FY24 grants, the majority of which are allocated for Planning funds.</p> <p>Planning awards expected to range from \$100,000 to \$10 Million.</p> <p>Implementation grants expected to range from \$2.5 Million to \$25 Million.</p> <p>20% Non-federal match requirement.</p>	<p>The SS4A program funds regional and local initiatives through grants to prevent roadway deaths and serious injuries. The SS4A program provides funding for two types of grants: Planning and Demonstration Grants provide Federal funds to develop, complete, or supplement a comprehensive safety action plan; Implementation Grants provide Federal funds to implement projects and strategies identified in an Action Plan to address a roadway safety problem. Projects and strategies can be infrastructure, behavioral, and/or operational activities. Implementation Grants may also include demonstration activities, supplemental planning, and project-level planning, design, and development.</p> <p>DOT plans to award 100's of Planning grants, and up to 50 Implementation grants in the FY24 cycle.</p>	<p>1st Planning Grant Deadline: April 4, 2024</p> <p>Implementation Grant Deadline and 2nd Planning Grant Deadline: May 16, 2024</p> <p>3rd Planning Grant Deadline: August 29, 2024</p>
<p>California Transportation Commission (CTC)</p> <p><u>Active Transportation Program (ATP)</u></p>	<p>Expected Available Funds: \$555 million</p>	<p>The Active Transportation Program was created to encourage increased use of active modes of transportation, such as walking and biking. The goals of the ATP include increasing the safety and mobility of non-motorized users, advancing efforts of regional agencies to achieve greenhouse gas reduction goals, enhancing public health, and providing a</p>	<p>Application Expected to open March 21, 2024</p> <p>Expected Application Deadline: June 17, 2024</p>

		broad spectrum of projects to benefit many types of users including disadvantaged communities.	
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Public Safety

Name	Awards & Match	Description	Timeline
Department of Justice <u>COPS Law Enforcement Mental Health and Wellness Act Program</u>	\$200,000 maximum award amount, \$9.8 million total available nationwide No Match	The LEMHWA Implementation Projects solicitation aims to support state, local, tribal, or territorial law enforcement agencies seeking to implement new or enhance existing programs that offer training and services on officer emotional and mental health, peer mentoring, suicide prevention, stress reduction, and support services for officers and their families Proposed projects may serve one agency, a consortium of agencies, or personnel from agencies located within a county or state.	Grants.gov Deadline: April 24, 2024 JustGrants Deadline: April 30, 2024
CalFire <u>Forest Legacy Program</u>	TBD	The purpose of the Forest Legacy Program is to protect environmentally important forest land threatened with conversion to non-forest uses. Protection of California's forests through this program ensures they continue to provide such benefits as sustainable timber production, wildlife habitat, recreation opportunities, watershed protection and open space.	Applications expected to open March/April 2024
Department of Homeland Security (DHS) via CalOES <u>State and Local Cybersecurity Grant Program</u>	TBA Match Required	The goal of SLCGP is to assist SLT governments with managing and reducing systemic cyber risk. <ul style="list-style-type: none"> • CalOES is submitting their cybersecurity plan to FEMA/DHS by the end of September. • CalOES will then publish information on how local governments can apply for funding. • Email the program officer at <u>Eric.Nehls@CalOES.ca.gov</u> 	CalOES continues to publish updates through their listserv. Guidance for applicants has not been posted to the CalOES website as of March 1, 2024.

		to be added to their listserv for updates on the program.	
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Parks and Recreation

Name	Awards & Match	Description	Timeline
MLB-MLBPA Youth Development Fund (YDF) MLB-MLBPA Youth Development Fund (YDF) Grant	The foundation does not set a funding range for grant requests. Grants for construction require 50% minimum match.	MLB-MLBPA Youth Development Foundation (YDF) is a joint initiative by MLB and MLBPA to support efforts that focus on improving the caliber, effectiveness and availability of amateur baseball and softball programs across the United States and internationally. The program supports capital projects (field lighting, renovations, and construction), baseball and softball programs, education initiatives, and school/school club infrastructure equipment.	Ongoing

Water

Name	Awards & Match	Description	Timeline
Bureau of Reclamation: Water Resources and Planning Office WaterSMART Planning and Project Design Grants For FY 2023 and FY 2024	No min award amount Max Award: \$400,000 Match 0-50% Depending on Project	Through Planning and Project Design Grants, Reclamation provides funding for collaborative planning and design projects to support water management improvements. This includes funding for: (1) Water Strategy Grants to conduct planning activities to improve water supplies (e.g., water supplies to disadvantaged communities that do not have reliable access to water, water marketing, water conservation, drought resilience, and ecological resilience); (2) Project Design Grants to conduct project-specific design for projects to improve water management; and (3) comprehensive Drought Contingency Plans. Note that funding to develop a water	May 21, 2024

		marketing strategy is now available through (1) Water Strategy Grants.	
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Arts/Humanities

Name	Awards & Match	Description	Timeline
California Natural Resources Agency <u>Museum Grant Program</u>	Available Funds: \$27.7 million	The California Museum grant program, funded by the proceeds from Snoopy Special Interest License Plate sales, funds program projects, capital projects, or a combination of program and capital projects that assist and enhance museums that are deeply rooted in, and reflective of, previously underserved communities. Priority funding will be given to museums that have been severely impacted by COVID-19 and that serve underserved communities and/or Title I Students.	Anticipated deadline in Q2 2024.
National Endowment for the Arts <u>Challenge America Grant</u>	All awards are \$10,000, with a 1:1 match requirement	Challenge America offers support primarily to small organizations and public agencies for projects that extend the reach of the arts to underserved groups/communities.	Application Deadline: April 30, 2024

Community Development

Name	Awards & Match	Description	Timeline
Governor's Office of Planning and Research <u>ICARP Adaptation Planning Grant Program</u>	Min Award: \$100,000 Max Award: \$650,000 No Match Total Available: \$9.5 Million	This program provides funding to help fill local, regional, and tribal planning needs, provides communities the resources to identify climate resilience priorities, and supports the development of a pipeline of climate resilient infrastructure projects across the state.	Pre-Application Form Deadline: May 6, 2024 Main Application Deadline: May 20, 2024

<p>Economic Development Administration (EDA)</p> <p><u>FY 2023 EDA Public Works and Economic Adjustment Assistance (PWEAA) Programs</u></p>	<p>Min Award: \$100,000</p> <p>Max Award: \$30,000,000</p> <p>No Match</p>	<p>EDA supports bottom-up strategies that build on regional assets to spur economic growth and resiliency. EDA encourages its grantees throughout the country to develop initiatives that present new ideas and creative approaches to advance economic prosperity in distressed communities. Through this NOFO EDA intends to advance general economic development in accordance with EDA's investment priorities, but also to pursue projects that, where practicable, incorporate specific priorities related to equity, workforce development, and climate change resiliency so that investments can benefit everyone for decades to come.</p>	<p>Ongoing</p>
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