



# PACD

PENNSYLVANIA ASSOCIATION OF  
CONSERVATION DISTRICTS, INC.

## Grant Writing

Presented by Amy Brown, PACD Program Manager  
District Staff Conference-February 27-28, 2019

*Conserving Natural Resources for Our Future*

# About Me



# Don't Miss An Opportunity!



# Get Your Ducks in a Row

- Get your ducks in a row early
- Plan your BMP's ahead of time, like a year

- Get your Engineering request in 6 months prior to applying
- Complete your I&E well in advance





# Know Your History

- Know the history of the grant
- Know what the grants were written for in the past
- Know how much money grants were written for and approved for in the past



# Avoid Grant Writing Mistakes



# Avoid Grant Writing Mistakes

DO talk more about solutions.

- A proposal is not a pamphlet that educates and mobilizes the public.
- Your proposal must show that you are familiar with the issue you're dealing with, but must, first and foremost, focus on what you're going to do about the problem or need.



# Avoid Grant Writing Mistakes

DO address specific problems and solutions.

- A successful proposal provides a clear picture of what your organization will do to address the issue at hand. Provide specific details about the actions you will take to address the problem.





# Avoid Grant Writing Mistakes

DON'T use buzzwords and jargon:

- What you need is simple...
- *Tell a story or paint a picture.*
- Avoid vague claims, trendy language, and obscure terms - they won't impress the funder and may actually cause them to dislike your proposal.



# Avoid Grant Writing Mistakes

DON'T repeat exact phrases from the funder's guidelines.

- Pasting phrases from the funder's guidelines into your proposal will not result in funding.
- All good proposals should fit the foundation's guidelines, but telling the funder how and why they fit is what is important.
- Cutting and pasting just says that you've read the funder's website.



# Make Sure Your Budget Adds Up

EXCEL



# The 5 Sweep Editing Method

## FIRST SWEEP

### 1. Review your purpose

- Does the document clearly convey your purpose in writing?
- Does the document convey your bottom line message?



# The 5 Sweep Editing Method

## FIRST SWEEP

### 2. Review the action you want readers to take

- Have you specified what you want the readers to do and the deadline, if any?
- Have you positioned your action statement strategically?



# The 5 Sweep Editing Method

## FIRST SWEEP

### 3. Check the content

- Have you included all the necessary information and deleted what is unnecessary?
- Is all of the information accurate?





# The 5 Sweep Editing Method

## FIRST SWEEP

### 4. Check the Sequence

- Have you sequenced the information according to the most strategic and logical patterns?



# The 5 Sweep Editing Method

## SECOND SWEEP



### 5. Improve the Format

- Can you further shorten any of your paragraphs?
- Does your work exactly follow the format of the company and/or the format selected for this project?
- Have you added headings or headlines wherever appropriate?



# The 5 Sweep Editing Method

## THIRD SWEEP

### 6. Streamline Sentences

- Have you divided long sentences?
- Have you eliminated the padding?
- Have you written to the level of your audience?



# The 5 Sweep Editing Method

## FOURTH SWEEP

### 7. Clarify Subjects and Verbs

- Have you clarified the subjects that act?
- Have you used verbs that clarify the action and make it dynamic?



# The 5 Sweep Editing Method

## FIFTH SWEEP

8. Correct grammar, punctuation, spelling and typographical errors!



# Common Mistakes

- Failing to allow enough time to submit via mail or electronically
- Not reading the application package in its entirety
- Not following formatting guidelines
- Not obtaining required signatures on required forms
- Failing to proofread





# Letters of Support

- Local legislators
- Local agencies

what are other  
words for  
moral support?



encouragement, aid, relief,  
support, backing, assistance,  
comfort, help, loyalty,  
protection



 Thesaurus.plus



# Involve Your Local Legislators

Keep your local legislators involved in your projects

- Press Releases
- News Articles
- Websites

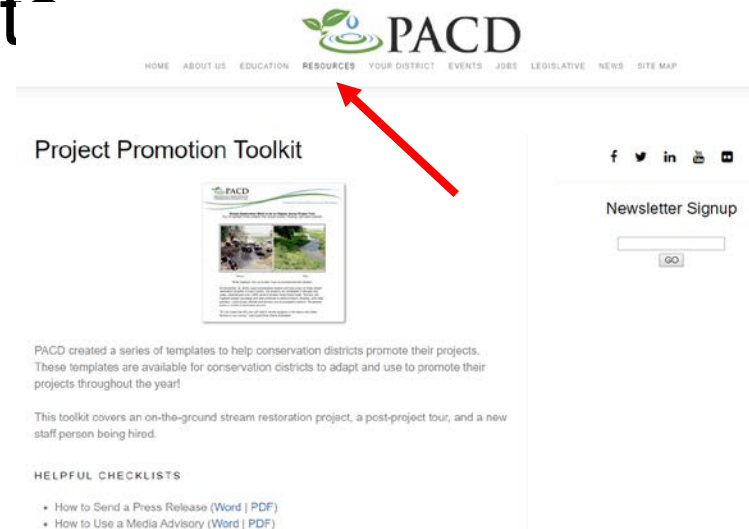


www.shutterstock.com • 131607743



# Project Promotion Toolkit

- PACD has contracted with Water Words that Work to create a Project Promotion Toolkit
- Free resource for conservation district staff to promote their project
- It is available at [www.pacd.org](http://www.pacd.org) under the Resources tab



# Project Promotion Toolkit

- The toolkit includes template press releases, media advisories, articles, and social media templates
- Checklists are available to guide staff step by step to promote their projects and include elected officials

Media Advisory vs. Press Release:  
*What's the Difference?*

	Media Advisory	Press Release
What is it?	An invitation to journalists to participate in an event that you organize — and prepare a story based on what happens there.	A pre-packaged story that you offer to media outlets to either run verbatim or edit as they see fit — <i>without</i> crediting you as the source.
What's Hard	You must organize an event!  You have to coordinate with participants to meet journalists' needs for background information, interviews, and photos.	You have to write a story and find photos that meet journalistic standards.  You may need to ghostwrite quotes for individuals and secure their approval to use them.
What's Easy	You don't have to write much.	You don't have to organize an event.
Your Competition	Breaking news that is higher priority than your story.	Media outlets often have their pick of press releases to choose from.
You Do Control	The date, time, and location of the event, as well as who is there for the journalists to talk to.	The story and photos you offer to the media outlet.
You Don't Control	The weather.  What participants tell the journalist.	How the media outlet edits your press release, and what additional sources they interview.



# Project Promotion Toolkit

- This resource is available and ready for you to use!



# Good Luck!

## Questions?

Amy Brown  
Program Manager  
PA Association of Conservation Districts  
717-238-7223 X104  
[abrown@pacd.org](mailto:abrown@pacd.org)







# PACD

PENNSYLVANIA ASSOCIATION OF  
CONSERVATION DISTRICTS, INC.

## Mini-grant Programs

Presented by Amy Brown

*Conserving Natural Resources for Our Future*

**\$174,859**

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# Main Points

- Mini-grant opportunities from PACD
  - Non-Point Source Mini-grant Program
  - Manure Management Mini-grant Program
  - CREP Mini-grant Program



# PACD Grant Opportunities

www.pacd.org



HOME ABOUT US EDUCATION RESOURCES YOUR DISTRICT EVENTS JOBS LEGISLATIVE NEWS SITE MAP



HOME ABOUT US EDUCATION RESOURCES YOUR DISTRICT

APPLY FOR A GRANT

EDUCATIONAL EVENTS

SAMPLE MATERIALS

FORMS FOR CURRENT

GRANTEES

CHESAPEAKE BAY  
OFFICE

PACD EDUCATION

CREP

NONPOINT SOURCE  
(NPS)

WATERSHEDS

## Apply for a Grant

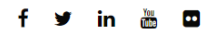
### CREP Mini-grant Program for Conservation Districts

This mini-grant program funds up to \$2,500 for conservation districts to implement educational and outreach activities that support and extend the work of the Conservation Reserve Enhancement Program (CREP). Projects focus on CREP enrollment, re-enrollment and/or CREP maintenance. Financial and other support for the CREP Outreach Program Office Mini-grant Program is provided by the Pennsylvania Association of Conservation Districts, Inc. through a Growing Greener Watershed Protection grant from the Pennsylvania Department of Environmental Protection and with additional support from USDA-NRCS.

*The 2018-19 grant round is closed. The deadline to apply was March 23, 2018. Click [here](#) for grantee information.*

### Manure Management Manual and Chapter 102 Compliance Workshops Mini-grant Program

Each conservation district is eligible for a mini-grant (up to \$1,500 initially per conservation district) to hold local Manure Management Manual and/or Agricultural Erosion & Sedimentation Plan workshops. These sessions would assist farmers in understanding requirements and lead to development of a complete manure management plan and/or agricultural erosion & sedimentation plan. Financial support for this project is provided by the Pennsylvania

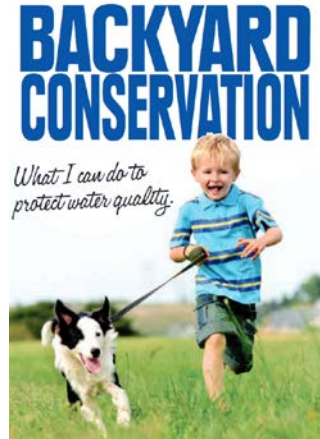


### Newsletter Signup

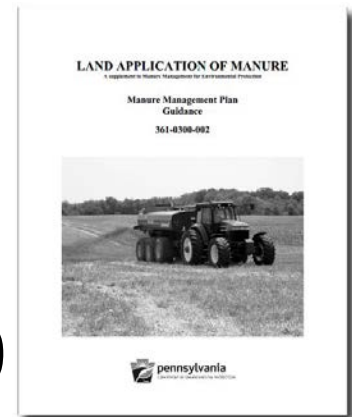

# Nonpoint Source Pollution Mini-grants

- Adult education
- Goal is to get Agricultural, Erosion & Sedimentation and/or Stormwater BMPs installed
- \$2,000 per project
- Next round opens after we get our contract from DEP
- Available for conservation districts only!



# Manure Management Mini-grants

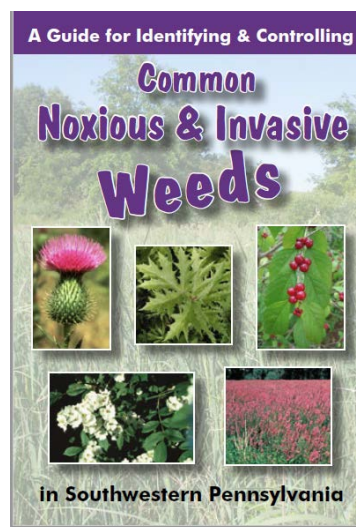
- Goal is to complete manure management and/or Agricultural Erosion & Sedimentation Plans
- The deadline was January 31
- \$9,500 is still available for 2018-19
- District can ask for more funding by emailing [swehinger@pacd.org](mailto:swehinger@pacd.org)
- Available for conservation districts only!





# CREP Outreach Office

- \$39,000 allocated to 14 districts currently
- New round will have \$35,000 available
- OPEN!!! February 15, 2019
- Available for conservation districts only!



# Funding from Other Agencies

- [Nonpointsourcepa.org](http://Nonpointsourcepa.org)



# Nonpointsourcepa.org

## Nonpoint Source Pollution Prevention in Pennsylvania

A joint project of the PA Department of Environmental Protection and the PA Association of Conservation Districts

 Search this site

[Home](#) [About](#) [Funding Sources](#) [Educational Resources](#) [Links](#) [Updates](#)



Log vanes and forest buffers used for stream restoration

### About Nonpoint Source Pollution

Nonpoint source pollution (or NPS) is caused when water from rainfall or snowmelt picks up pollution as it flows over or through the ground.

#### Announcements and Updates

**Welcome!** We hope you find this website useful in your efforts to protect Pennsylvania's natural resources.

Posted Jan 31, 2014, 10:06 AM by PA Conservation

Showing posts 1 - 1 of 1. [View more »](#)

Financial and other support for this project is provided by the Pennsylvania Association of Conservation Districts, Inc. through a grant from the Department of Environmental Protection under Section 319 of the Clean Water Act, administered by the U.S. Environmental Protection Agency.

[Sign in](#) [Recent Site Activity](#) [Report Abuse](#) [Print Page](#) Powered By [Google Sites](#)

## Funding for four areas

### Funding Sources

Information on funding sources and solutions are available to address the following topics:

- ♦ [Agricultural Nonpoint Source Pollution](#)
- ♦ [Abandoned Mine Drainage \(AMD\) Pollution](#)
- ♦ [Stream Restoration](#)
- ♦ [Urban Stormwater Runoff](#)



# Contact

- Amy Brown (*CREP Mini-grants*)  
Program Manager  
[abrown@pacd.org](mailto:abrown@pacd.org)
- Shannon Wehinger (*NPS and Manure Mini-grants*)  
Director of Communications & Education  
[swehinger@pacd.org](mailto:swehinger@pacd.org)  
717.238.7223



**We are here to help!**

The background of the slide is a light gray gradient, decorated with numerous realistic water droplets of various sizes. Some droplets are at the top left, some are along the right edge, and others are scattered near the bottom. The main title is centered in a large, bold, black sans-serif font.

# INTRODUCTION TO QUALIFICATIONS, BIDDING AND PREVAILING WAGES

2019 CONSERVATION DISTRICT STAFF CONFERENCE

WILLIAMSPORT, PA

FEBRUARY 27-28<sup>TH</sup>, 2019

Mark A. Metzler  
Senior Environmental Scientist for  
RETTEW Associates, Inc.  
...and former Watershed Specialist  
for Lancaster County

# SOME THINGS TO CONSIDER

- ARE YOU GOING TO ASK FOR QUALS OR BID BEFORE OR AFTER GRANT IS AWARDED?
- ARE YOU GOING TO ASK FOR QUALS OR BID BEFORE SUBMITTING THE GRANT APPLICATION?
- WHAT DOES THE GRANT SAY ABOUT BIDDING? SEE BELOW FROM 319/GROWING GREENER

## Contractor Provisions

Describe the process that will be used for selecting contractors.

Preference will be given to projects that use a competitive selection process such as requests for proposals (RFP) and/or competitive bidding. The selection process used is up to the applicant; but the intent is to encourage the most cost-effective and efficient use of funding without mandating unnecessary requirements to all applicants. Contractor involvement, contracting procedures and construction inspection provisions should be identified. Applicants choosing not to use a competitive selection process for contractors must provide adequate justification for not using a competitive process in their project description.

DEP encourages grant applicants and recipients to solicit and use small diverse businesses as prime contractors, and encourages all prime contractors to make a significant commitment to use small diverse businesses as subcontractors and suppliers.

A small diverse business is a Pennsylvania Department of General Services-verified minority-owned business, woman-owned business, veteran-owned business or service-disabled veteran-owned business.

A small business is a business which is independently owned, not dominant in its field of operation, employs no more than 100 full-time or full-time equivalent employees, and earns less than \$7 million in gross annual revenues for building design, \$20 million in gross annual revenues for sales and services and \$25 million in gross annual revenues for those businesses in the information technology sales or service business.

Key wording  
“competitive selection process”

Potential  
problem here  
worth serious  
consideration



# QUALS PACKAGE VERSES BIDDING

- HAVING POTENTIAL CONTRACTORS PREPARE A QUALIFICATIONS PACKAGE MIGHT BE MORE FITTING THAN PREPARING A BID DOCUMENT
- IN A QUALIFICATIONS PACKAGE REQUEST, YOU CAN ASK ABOUT (FOR EXAMPLE):
  - EXPERIENCE INSTALLING ROCK CROSS-VANES, J-HOOKS, LIVE STAKES, FIBER ROLLS, MUD SILLS, LOG AND ROCK DEFLECTORS, REMOVING LEGACY SEDIMENTS
  - AVERAGE COST OF A TYPICAL STRUCTURE (LIKE NOTED ABOVE)
  - ACCESS TO MATCHING ROCK, LOGS, PLANTING MATERIALS (TREES, SHRUBS, SPECIAL SEEDING MIXES)
  - AVAILABLE EQUIPMENT – TRACKHOE, TRACKED DUMPTRUCK EQUIPMENT IN GOOD CONDITION?
  - ARE YOU LOCAL TO THE PROJECT/YOUR MOBILIZATION COSTS?
  - ARE YOU FAMILIAR WITH PREVAILING WAGES AND THE BOOKKEEPING INVOLVED?
  - WHAT LEVEL OF INSURANCE DO YOU CARRY?
  - IF THE PROJECT IS DAMAGED BEFORE AGING/MATURING OR GETS FLOODED DURING CONSTRUCTION WHAT DO YOU DO ABOUT IT?
  - HOW QUICKLY CAN YOU BEGIN WORK WHEN WEATHER, SITE CONDITIONS ARE WORKABLE?
  - **HOW LONG CAN YOU WAIT TO GET PAID? NO, REALLY I'M SERIOUS.**

# QUALS PACKAGE VERSES BIDDING

- BIDDING

- CAN BE VERY SIMPLE OR VERY COMPLICATED – DEPENDS UPON THE FUNDING SOURCE
- COMPLICATED BIDDING PROBABLY BEYOND THE TIME AND EFFORT AVAILABLE TO THE TYPICAL CONSERVATION DISTRICT EMPLOYEE ....



*Specifications and Bid Documents  
Sportsman Rd (T-988) Bridge Rehabilitation  
West Cocalico Township, Lancaster County, PA*

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# WHAT I HAVE DONE....

1. QUALIFICATIONS QUESTIONNAIRE TO LOCAL CONTRACTORS PRIOR TO SUBMITTING GRANT (TRY TO GET THREE)
2. PICK A CONTRACTOR
3. PROVIDE SELECTED CONTRACTOR WITH ACTUAL PLANS (HOPEFULLY PERMITTED BY THEN)
4. GET A BID/COST FROM THE CONTRACTOR
5. PUT CONTRACTOR'S COSTS INTO THE GRANT APPLICATION
6. DESCRIBE CONTRACTOR SELECTION PROCESS IN THE GRANT APPLICATION AND WHY THEY WERE CHOSEN

NOTE – IF DESIGN AND BUILD GRANT APPLICATION – GET CONTRACTOR'S BEST ESTIMATE OF WHAT YOU PLAN TO DESIGN/PERMIT/BUILD

# PREVAILING WAGE

**Prevailing Wage:** Please note that, if the grant project includes construction work where the cost of the total project is greater than \$25,000, the Act of August 15, 1961 (P.L. 987), as amended, known as the Pennsylvania Prevailing Wage Act (43 P.S. 165-1 et seq.) may apply. You should contact the PA Department of Labor and Industry, Bureau of Labor Law Compliance at 1-800-932-0665 for guidance.

THIS APPLIES TO GROWING GREENER  
(SAME ALSO APPLIES TO 319 GRANTS)

HOWEVER – FEDERAL FUNDED PROJECTS  
(MEANING 319 GRANTS) MUST USE  
FEDERAL DAVIS-BACON FUNDS

BOTH PA BUR. OF LABOR LAW AND  
FEDERAL DAVIS-BACON HAVE WEBSITES  
WHERE YOU DESCRIBE AND REQUEST  
WAGE RATES

**Prevailing Wage Rates Determination Request**

**All fields are required**

**Project Information**

County Location of Project:

Estimated Project Cost:  (Must be greater than \$25,000 -- Prevailing Wages are not provided for projects under \$25,000 -- They are not needed for projects less than \$25,000)

Funds to be furnished? Will the Federal Government or any of its agencies furnish funds and require Federal Prevailing Wages to be used on your contract (such as loans or grants) or will a Federal Agency prescribe a schedule of Prevailing Wage Rates? If so, please go to [Federal Davis-Bacon Funds](#).  
☐ Yes ☒ No

Project Name: (Descriptive Name)

General Description:

**Wage Determinations OnLine.gov**  
Providing public access to federal wage determinations and related information.

WDOL.gov is part of the Integrated Acquisition Environment, one of the E-Government initiatives in the President's Management Agenda. It is a collaborative effort of the Office of Management and Budget, Department of Labor, Department of Defense, General Services Administration, Department of Energy, and Department of Commerce.

WDOL.gov is moving to [beta.SAM.gov](#). This change is part of an effort to bring together 10 federal award systems into a single website. Later in FY2018, WDOL.gov will redirect people to [beta.SAM.gov](#) to find wage determinations. For more information, please visit [beta.SAM.gov](#) or check out this video. (<https://youtu.be/SuciZ431AGo>)

[HOME](#) [FAQs](#) [User Guide](#) [Help](#)

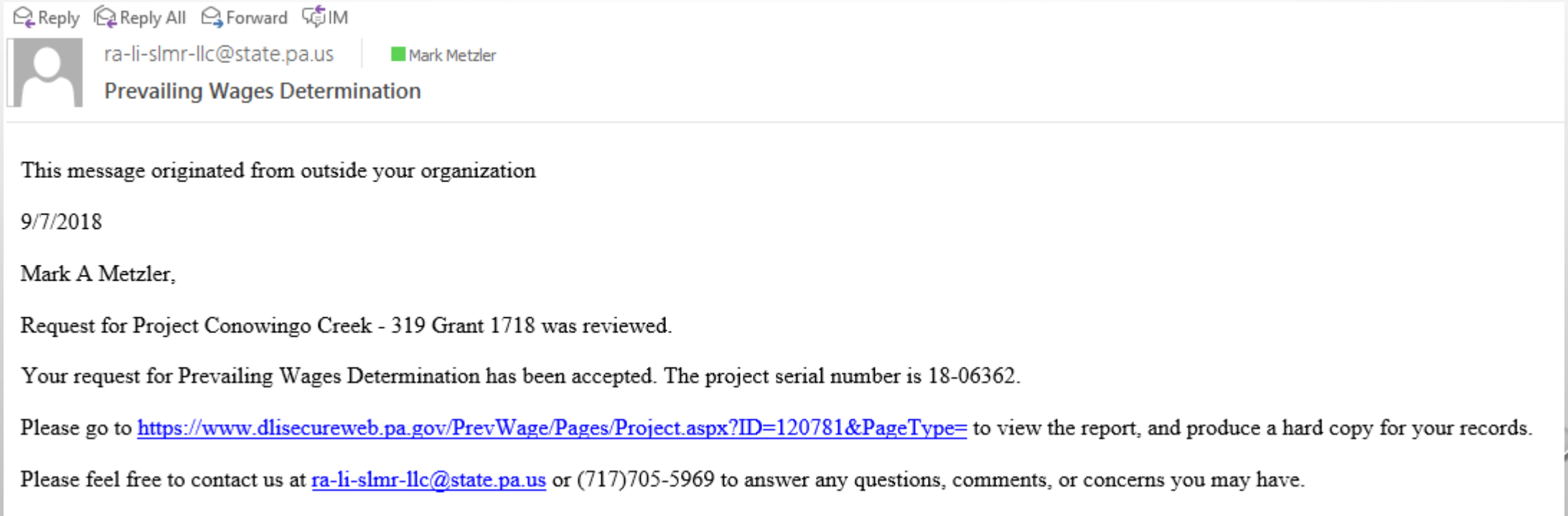
Service Contract Act	Davis-Bacon Act	Related Information
<ul style="list-style-type: none"><li>Selecting SCA WDs</li><li>e98</li><li>Archived WDs</li><li>WDs due to be revised</li><li>PACT (Price Adjustment Calculation Tool) <b>NEW!</b></li></ul>	<ul style="list-style-type: none"><li>Selecting DBA WDs</li><li>Archived WDs</li><li>WDs due to be revised</li><li>Rollover Crosswalk <b>NEW!</b></li></ul>	<ul style="list-style-type: none"><li>Agency Labor Advisors</li><li>Library</li><li>DOL Wage and Hour Website</li></ul>

Welcome to the Wage Determinations OnLine Program!

[News and Updates...](#)

# PREVAILING WAGE

A REQUEST MADE TO PA BUR. OF LABOR LAW WILL RESULT IN AN EMAIL SOMETHING ALONG THIS LINE..... THEN FOLLOW THE LINK TO GET WAGE RATES



# CONTRACTOR'S BOOKKEEPING

## AN EXAMPLE OF A CERTIFIED PAYROLL REPORT

Flyway Excavating Inc

09-05-2018

Page 1

### Certified Payroll Report

For the Period Ending: 07-28-18

Job: 1806-00 Conowingo Creek-Kelly Woy

		07-22	07-23	07-24	07-25	07-26	07-27	07-28	Total		Hrly	Employee	Gross	Total	FWH	SWH	Other		
		<u>Sun</u>	<u>Mon</u>	<u>Tue</u>	<u>Wed</u>	<u>Thu</u>	<u>Fri</u>	<u>Sat</u>	<u>Hours</u>	<u>Rate</u>	<u>Fringe</u>	<u>Fringe</u>	<u>This Job</u>	<u>Gross</u>	<u>FICA</u>	<u>SUI/SDI</u>	<u>Deducts</u>	<u>Net</u>	<u>Check #</u>
XXX-XX-2298	Caucasian Male						8.00		8.00	24.57	16.30	.49	196.56	320.06	16.91	9.83	4.20	264.44	16156
S - 1	Class III Labor Reg												196.56		24.49	.19			
XXX-XX-4356	Caucasian Male				4.00				4.00	24.57	15.60	1.19	98.28	718.74	64.47	22.07	37.23	539.56	16161
S - 1	Class III Labor Reg				4.00				4.00	24.57	15.60	1.19	98.28	718.74	64.47	22.07	37.23	539.56	16161
	Class I Operator Reg		6.00		4.00		8.00		18.00	34.47	23.14	1.19	620.46						
													718.74		54.98	.43			
XXX-XX-4789	Caucasian Male						8.00		20.50	34.47	19.14	5.19	706.64	1,231.34	96.81	37.80	160.59	841.21	16166
M - 1	Class I Operator Reg		6.00		6.50		8.00		20.50	34.47	19.14	5.19	706.64	1,231.34	96.81	37.80	160.59	841.21	16166
													706.64		94.19	.74			

Totals for Conowingo Creek-Kelly Woy

07-22-18	07-23-18	07-24-18	07-25-18	07-26-18	07-27-18	07-28-18	Total		Gross	Total			
<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Hours</u>		<u>This Job</u>	<u>Gross</u>		<u>Deductions</u>	<u>Net</u>
.00	12.00	.00	14.50	.00	24.00	.00	50.50		1,621.94	2,270.14	FWH	178.19	1,645.21
											FICA	173.66	
											SWH	69.70	
											SDI	1.36	
											Other	202.02	