

Grant Writing Tips & Tricks





Putting it all together

- You've done your background work
- Rallied the community
- Found champions
- Identified issues
- Brainstormed solutions
- Identified a grant source.....

Now it's time to put it all together



Read the instructions!

- Eligibility
- Due date & submission requirements
- Required attachments
- Required approval

program which began in 1999. Originally a five year program, extensions through continuing resolution have been enacted by Congress allowing the program to remain funded for the purpose of: 1) enabling and encouraging students in kindergarten through eighth grade (K-8), including students with disabilities, to safely walk and bicycle to school, 2) making walking and bicycling to school a more appealing mode choice, and 3)

The program achieves these goals by constructing facilities that enhance safety for pedestrians and bicyclists, primarily students in grades K-12 who walk or bicycle to school. By enhancing the safety of the pathways, trails, sidewalks, and crossings, the likelihood of attracting and encouraging other students to walk and bike increases.



Identify key players

- Gatekeeper
- Writer
- Reviewer
- Production
- Other specialists

Tell a compelling story

- Describe the need

At Rosa School, 40% of students live in Oakland, just across San Pablo Avenue. Students overwhelmingly noted crossing San Pablo Avenue to get to school to be the greatest barrier to their walking or biking to school.



Tell a compelling story

- Describe the problem

Field observations indicate that only 20% of drivers yield to pedestrians when the existing flashing beacons at 43rd Street are activated. Posted speeds are 30 mph, but speed surveys show that 15% of drivers travel in excess of 35 mph.





Tell a compelling story

- Describe the solution

This project will replace the existing flashing beacons at 43rd Street with Rapid Rectangular Flashing Beacons (RRFB) to increase visibility of the crosswalk and improve motorist compliance. RRFB's have been shown to have 80% motorist yielding compliance rates in similar situations.



Be responsive

- Craft message to grant goals
- Spend extra time on questions worth more points

Planning & selection	15 pts
Development of plan	5 pts
Safety risk/hazards	25 pts
Risk/hazard determination	5 pts
Proposed project selection	30 pts
Sustainment	10 pts



Write well

- Answer the question, directly, clearly and concisely
- Use one voice throughout the application
- Limit jargon and acronyms



Indirect, unclear, and long...

The average amount of commercials a thirty minute program airs is something like eight minutes long. That leaves 22 minutes of programming, shorter if there are more commercials to air. The reality is that without commercials there would be no program. That includes your local news station as well.



Direct, clear, and concise

The average thirty-minute television program contains eight minutes of commercials. That leaves about 22 minutes of programming. News programs are no exception; they devote just as much time to commercials as other kinds of programs



Limit jargon & acronyms...

Interactive base maps with crowdsourcing capabilities will be made available online in advance of and after the meeting for stakeholders to submit suggestions for the WRTS Maps.



Limit jargon & acronyms...

Interactive base maps with crowdsourcing capabilities will be made available online in advance of and after the meeting for stakeholders to submit suggestions for the WRTS Maps.

School stakeholders will be able to use the online interactive maps in advance of and after the meeting to submit suggestions for the Walk and Roll to School Maps.

Graphics should...

- Support, not distract
- Be simple
- Be labeled
- Be legible



Good...



Wiley Canyon Road and Tournament Road

- Ⓓ Stripe white ladder crosswalks across Wiley Canyon Road.
- Ⓔ Install bicycle-sensitive loop-detectors, pavement stencil and bicycle signal actuation sign (R10-22) on north and south legs of Tournament Road at intersection.
- Ⓕ Remove old, defunct pedestrian push buttons on median.

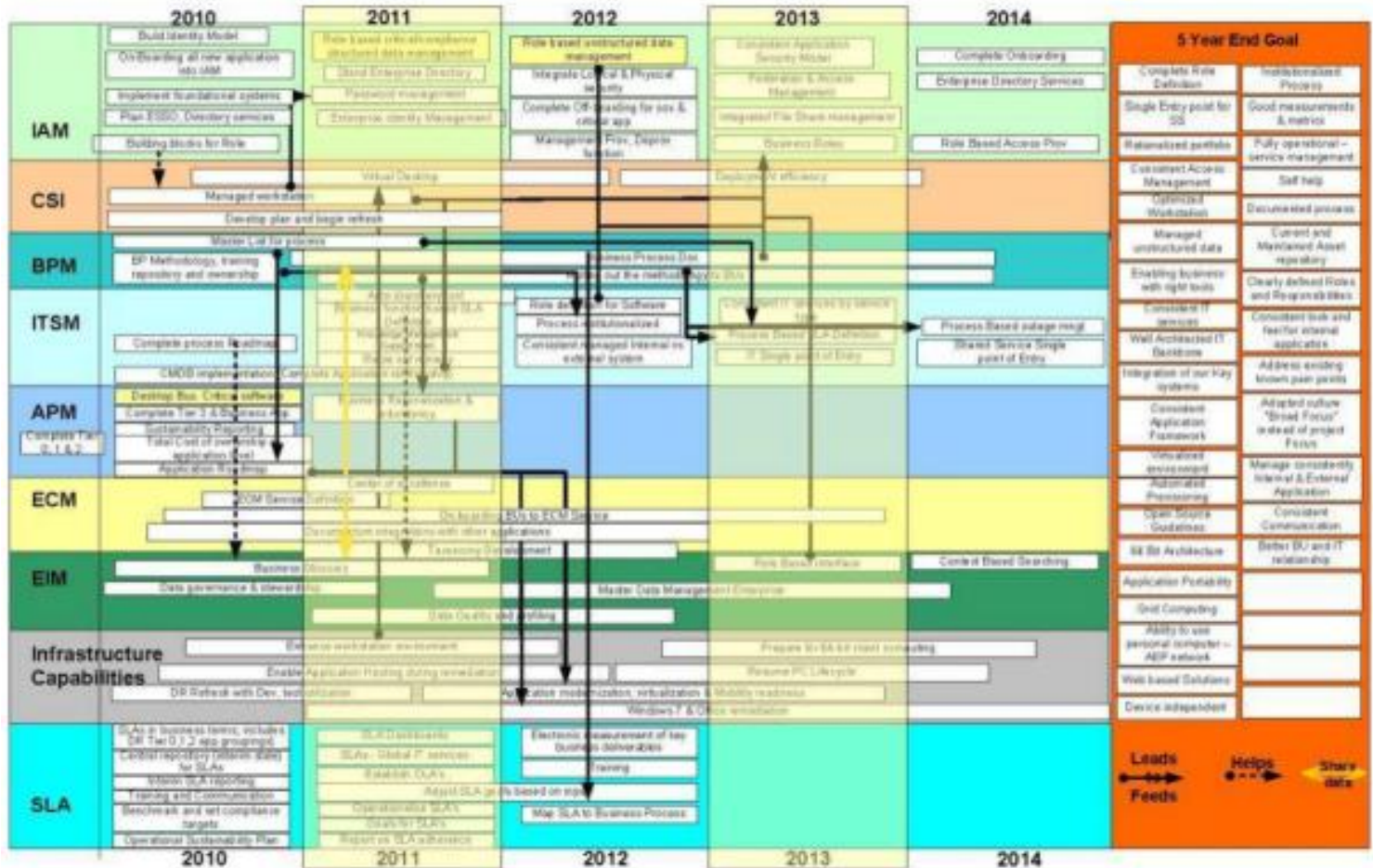
Not so good...

Right of way is rarely provided to students crossing at 45th Street



Illegible...

IT Modernization Roadmap





Data should...

- Support, not distract
- Be defined
- Be cited
- Be displayed clearly

Support anecdotes...

Many students cross South Wright Road at the uncontrolled crosswalk at Price Avenue. High traffic volumes before and after school and high speeds make this crossing an area of concern.





...with data

Many students cross South Wright Road at the uncontrolled crosswalk at Price Avenue. High traffic volumes before and after school and high speeds make this crossing an area of concern. City traffic counts from 2007 report that this road segment averages a volume of 7,472 vehicles per day at an average speed of 43 mph.

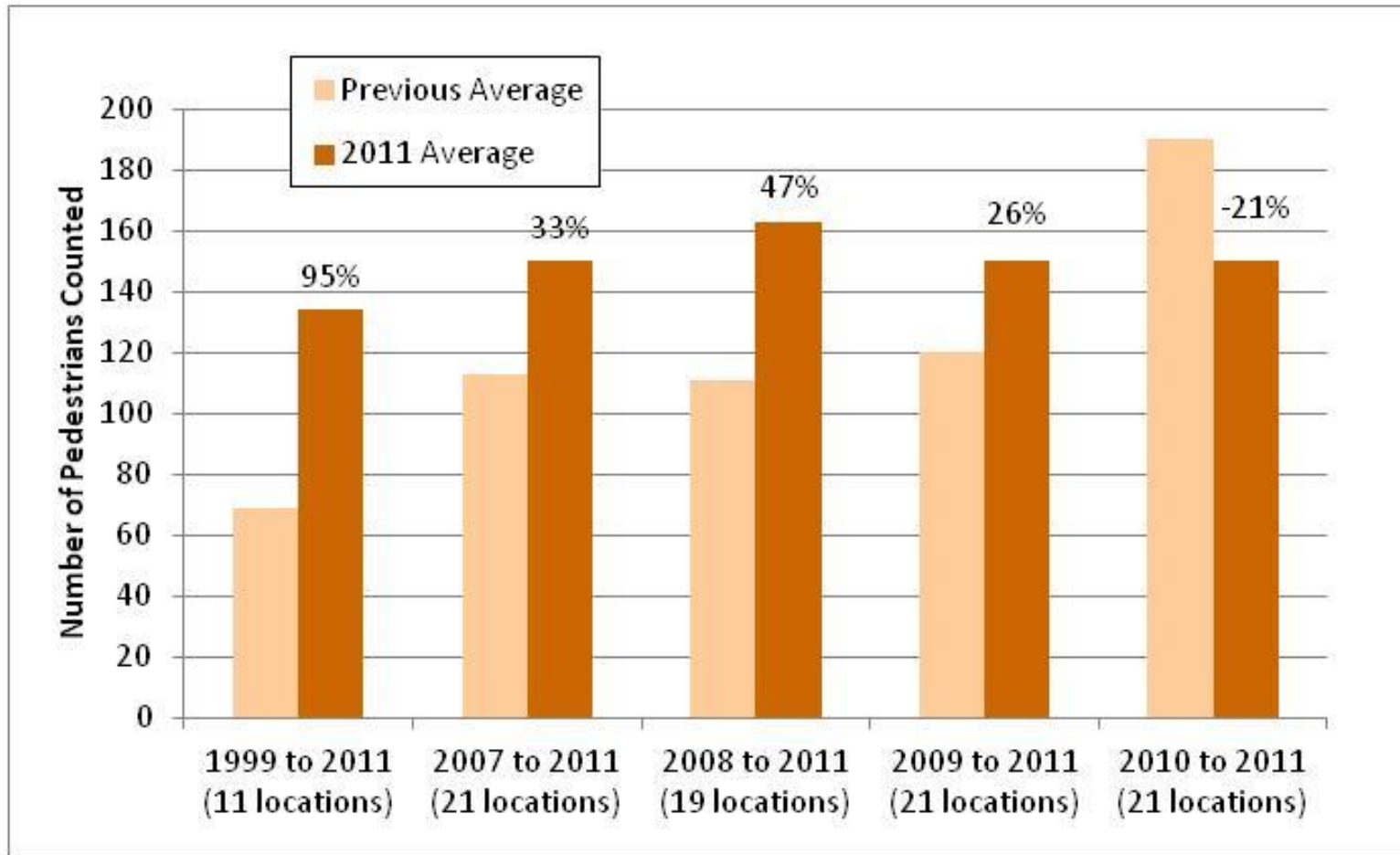


Instead of distracting lists...

Average weekday pedestrian peak hour volumes reflect increases in commuting and utilitarian trip making by foot, with steady increases each year. The 2010 average peak hour pedestrian volume is 10% higher than the 2007 average.

- 1999 to 2010: 50% increase (from an average of 71 to 106 pedestrians/hour)
- 2007 to 2010: 10% increase (from an average of 109 to 121 pedestrians/hour)
- 2008 to 2010: 19% increase (from an average of 108 to 128 pedestrians/hour)
- 2009 to 2010: 4% increase (from an average of 116 to 121 pedestrians/hour)

...consider charts



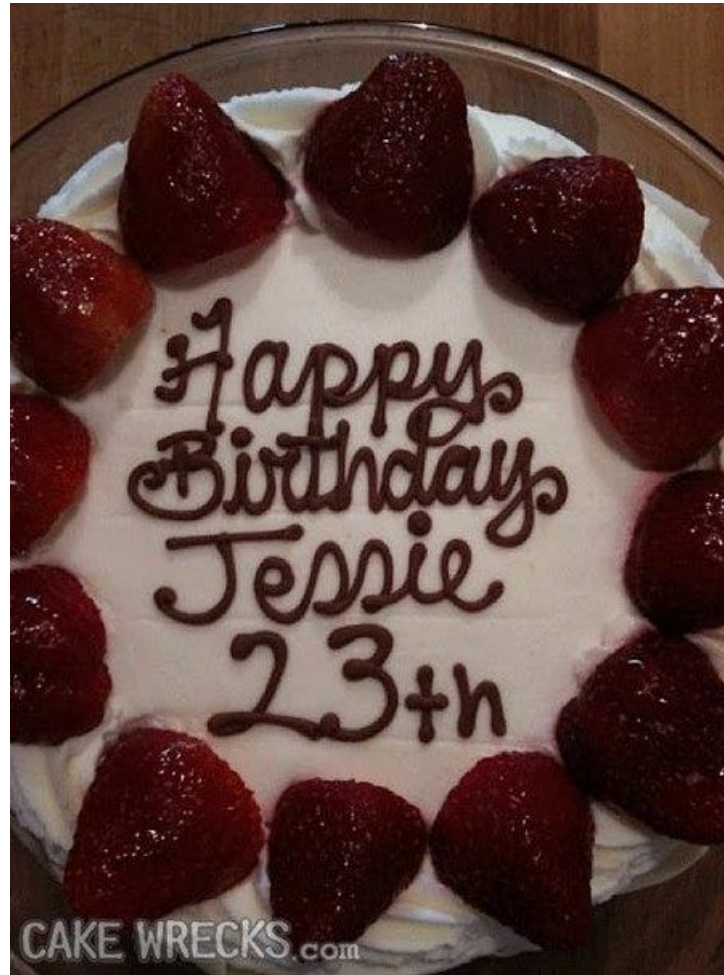
Average Weekday Pedestrian Afternoon Peak Hour Volumes
(percent change shown above 2011 Average data bar)

A young girl in a dark jacket and pants is running towards the camera in a park-like setting. In the background, there are other people, a car, and a large tent structure.

Review and revise.

- Use fresh set of eyes
- Proofread
- Review for content

One grammar mistake can ruin the party...





Summary

- Read instructions
- Identify players
- Create plan & schedule
- Tell a compelling story
- Write well
- Use supporting graphics & data
- Review & revise

Questions?



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A young girl in a dark jacket and pants is running in a schoolyard. In the background, other children and a large tent are visible.

Breakout Session

- Breakout into four groups
 - Group 1: Main room
 - Group 2: Main room
 - Group 3: Breakout room A
 - Group 4: Breakout room B
- Review example Safe Routes grants
- Report back top two good things, top one improvement