



# MESM ACADEMY:

## Grant Writing & Preparing A Project Pipeline

**Monday, November 3**  
**11am – 12:30pm**



# NOTIFICATION OF RECORDING

This meeting will be recorded. MAPC may choose to retain and distribute the video, still images, audio, and/or the chat transcript. By continuing with this virtual meeting, you are consenting to participate in a recorded event. The recordings and chat transcript will be considered a public record. If you do not feel comfortable being recorded, please turn off your camera and/or mute your microphone, or leave the meeting.





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# Today's Lesson

## Lesson Questions

- How do I write compelling grant applications and structure a strong project pipeline?

## Learning Objectives

- Build a pipeline of priority projects with engaged partners that position your community for success in applying for grants.
- Create a community-specific toolbox of grant-ready content on your community, your commitment to clean energy, and your partners, to allow for rapid response to opportunities.
- Evaluate eligibility and competitiveness for grant opportunities.
- Understand the formula for writing winning grant applications.





# Introductory Polls

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**Rate your level of agreement with the following statements:**

- I am confident pursuing grants for energy efficiency and other clean energy projects.

**1 = Strongly Disagree**  
**2 = Disagree**  
**3 = Neutral**  
**4 = Agree**  
**5 = Strongly Agree**



# Meet the Instructors



**Naomi Mermin**



**Melissa Riley**



# Agenda

Time	Duration	Topic
<b>11:00</b>	10 minutes	<b>Introduction</b>
<b>11:10</b>	10 minutes	<b>Understanding your Community's Priorities</b>
<b>11:20</b>	10 minutes	<b>Building Relationships &amp; Community Engagement</b>
<b>11:30</b>	5 minutes	<b>Build a Grant Toolbox</b>
<b>11:35</b>	25 minutes	<b>Evaluating a Grant Opportunity and Exercise</b>
<b>12:00</b>	15 minutes	<b>Building your Gameplan &amp; Narrative</b>
<b>12:15</b>	10 Minutes	<b>Review &amp; Q&amp;A</b>
<b>12:25</b>	5 Minutes	<b>Next Steps</b>





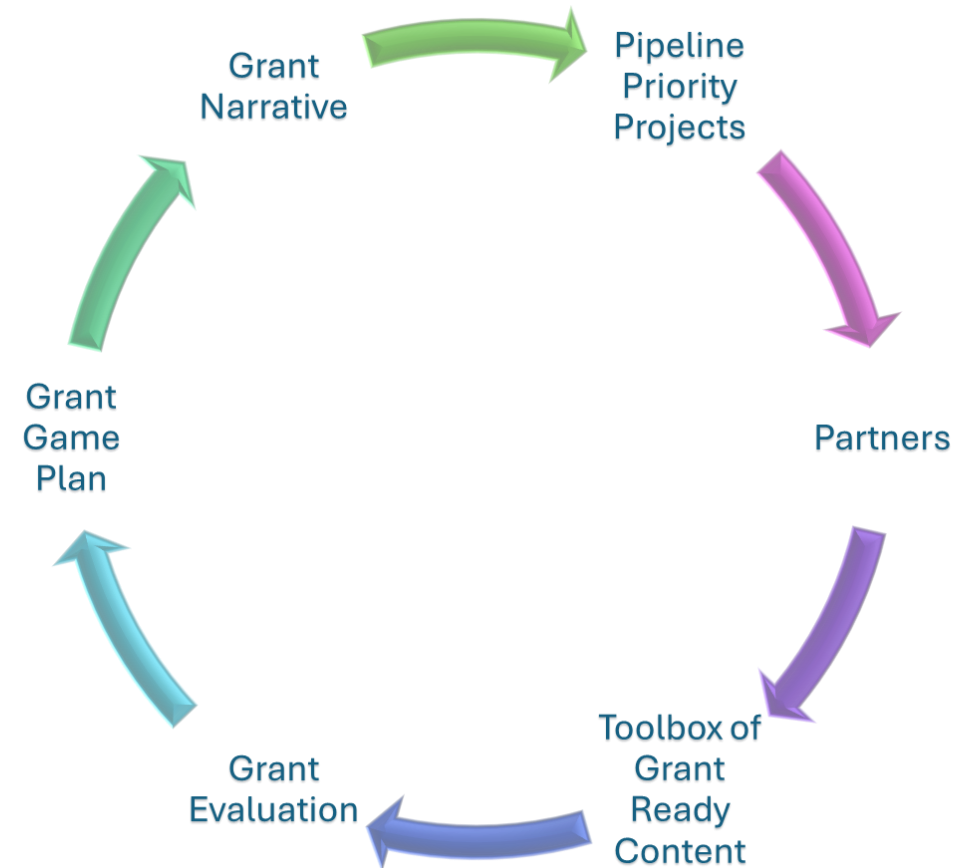
# The Biggest Mistake You Can Make





# The Virtuous Cycle

- Training & Workbook Step by Step
- Each Municipality and Municipal Energy Manager starting in a different place
- Grants will drop when you haven't finished all the “steps”, and will have different drivers/requirements
- Virtuous Cycle –Start where you are, rinse and repeat!



# Understanding Your Community's Priorities



- Look at your Community's "plans" (comprehensive plan, other planning documents).
- What is already in your capital plan? What is highlighted in your energy plan/facilities plan/climate plan?

# Understanding Your Community's Priorities

## Vision Lynn, Summarized

Vision Lynn is the City of Lynn's comprehensive plan. It captures the vision and values of our community and outlines the development, infrastructure and strategies we will need to achieve them. Learn more about the plan at [LynnInCommon.com/vision-lynn](http://LynnInCommon.com/vision-lynn)

### Our Vision page 56

- Lynn will be a city where people feel safe and comfortable to live, work, learn, and play.
- Lynn will be a city where all community members have the housing, transportation access, social connections, and educational or economic opportunities to live a fulfilling life.
- Lynn will be a city to be proud of, with strong, diverse, and connected communities that take care of our shared spaces, natural resources, and each other.

### Growth in Lynn page 70

Vision Lynn articulates why we need growth, what we expect from new development, and where we are comfortable accommodating new development. The end result is our Degree of Change Map.

### Implementation Priorities page 136

The plan identifies numerous infrastructure needs to help accommodate the community's vision and ends with key implementation priorities for moving forward.

- Build high-quality educational facilities for our students
- Push forward on workforce development
- Build affordable housing, particularly for low-income households
- Continue championing artists, makers, and entrepreneurs
- Invest in coastal resilience
- Implement zoning reform
- Support the transformation of the waterfront
- Continue to enhance Downtown Lynn
- Set the groundwork for enhancing Market Square
- Implement existing plans, continue planning as needed, and assess progress

## Degree of Change Map page 99



**Enhance:**  
Find opportunities to improve and elevate places without totally changing them.

**Transform:**  
Explore a large-scale, holistic transformation that could change the character of the place, informed by neighborhood-level plans.

**Maintain:**  
Maintain existing infrastructure, open space, streets and public realm, and continue to improve as we see fit through public and private support.

- Build high-quality educational facilities for our students



# Community Priorities/Critical Facilities

## CITY OF REVERE FY 2026 ADOPTED BUDGET



PRESENTED BY:  
MAYOR PATRICK M. KEEFE, JR

In FY2025, the city will be commencing the process to renovate the historical McKinley School to create a multipurpose building that will house several needed facilities for the city. These facilities include an early childhood education center through Revere Public Schools (utilizing 11,000 sq ft of the building), the relocated Revere Food Hub (approximately 5,000 sq ft), and the remainder of the building devoted to the Metro North Regional Emergency Call Center (MNRECC). This project will be funded through multiple sources, including \$6.9 million

242

The schools have been authorized through the MSBA's accelerated repairs program for a new boiler at the Beachmont School as well as new windows and doors at the Lincoln School. The city appropriated \$120k for studies of both projects and has now received approval on both projects. We expect that the MSBA will fund approximately 77% of the total costs of each project. We have earmarked \$2.6 million for the new boiler and \$3.6 million for the new windows and doors.

245



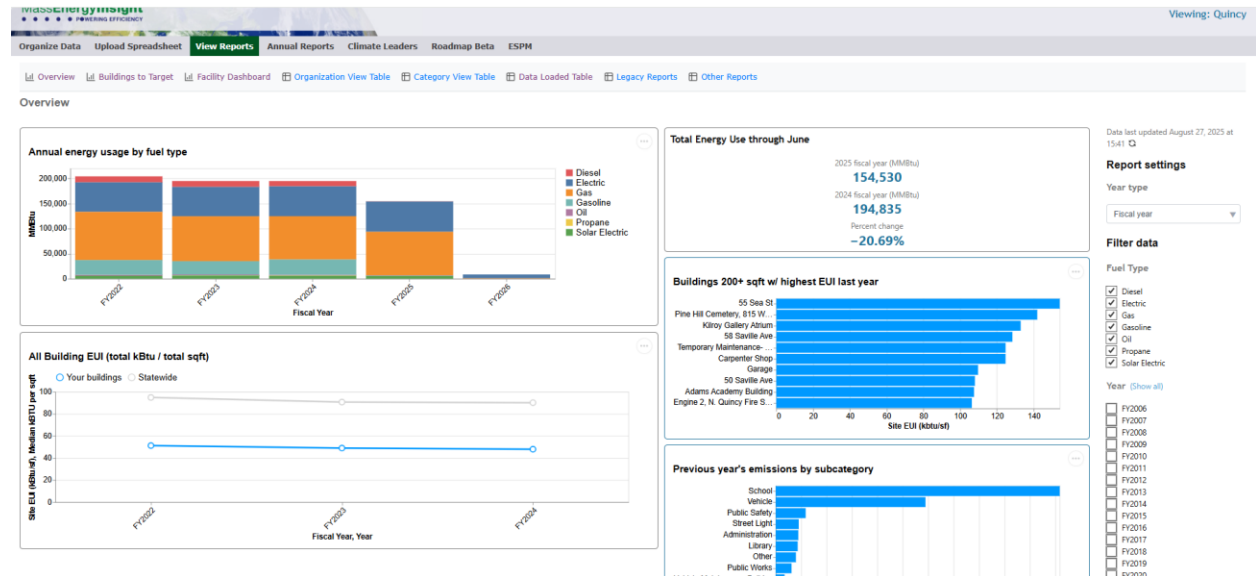


# Highest Usage/Cost Buildings

What are your **high energy, high maintenance**, or other **problem** buildings?

Where is there end of life equipment or a building renovation planned?

What are your **critical** facilities?  
Shelters, buildings used as shelters in extreme weather events, etc.



# Build Relationships/Be a Partner



- School Superintendent
- Facilities/Building Staff
- DPW Team
- Mayor's Office/Budget Office
- Grants Team
- Your MassSave/Utility Team

## Community Partners

Energy Committee

School Committee, School  
Foundation/PTOs, Active Teachers

Local Community Groups



# Community/Stakeholder Engagement

## Key stakeholders:

- K-12 students and teachers
- Adult and young vocational students
- Job seekers
- Local businesses
- Language isolated
- Low-income
- Residents of MA EJ census blocks
- Disadvantaged or special needs communities





# Community/Stakeholder Engagement

## OVERVIEW

In recent years, as cities have begun addressing climate change, social equity, and other pressing community concerns more proactively, the concept of sustainability has begun to permeate many long-range planning documents. In Lowell's case, the concepts of social, economic and environmental sustainability have been interwoven into each section of its Comprehensive Master Plan in an effort to better adapt to changing local, regional, and global trends over the next 12 years.

The result of this Comprehensive Master Plan update process is Lowell's new Sustainability Plan, an officially adopted public document that establishes long-term policies and a shared vision for smart, responsible development within the city. Included herein are recommendations regarding

transportation, economic development, housing, the physical environment, and other community resources.

The Plan also guides the development and maintenance of the many facilities and services provided by the City. As such, the Sustainability Plan is one of the primary policy tools utilized by the City Council, the Planning Board, the Zoning Board of Appeals, and the City's Administration, including the Department of Planning and Development, the Department of Public Works, and other entities. Ultimately, the City hopes that this document will be embraced and utilized citywide by both private and public stakeholders, as well as residents in Lowell, as a way to ensure its implementation and positive impact on the community as a whole.



Public Participation Process

Photos: DPD



### COMPONENTS OF THE PUBLIC PARTICIPATION PROCESS INCLUDED:

- An 800-Household telephone survey conducted in English, Spanish, Portuguese, and Khmer by Research America, Inc., a consultant firm hired by the City. Raw data was provided by the consultant, and data was analyzed and formatted by DPD.
- Hosting of 5 public visioning sessions that were attended by over 160 community members and were conducted in English, Spanish, Portuguese, Khmer. Visioning topics included: Housing & Public Services, Transportation & Mobility, Economic Development & Institutional Partnerships, Open Space & Natural Resources, & Community Character, Engagement & Identity.
- The launch of a free, fun, online participatory planning tool in partnership with Emerson College, over 60 young people from 6 local youth organizations, and Lowell Telecommunications Corporation, who provided their

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## PLANNING PROCESS

The planning process undertaken by Lowell's Department of Planning and Development (DPD) in developing this Sustainability Plan was consistent with efforts generally employed in other comprehensive planning processes. This process is further outlined below:

### STEERING COMMITTEE

A Steering Committee comprised of members from the Department of Planning and Development (DPD) was formed to oversee the planning process between the Winter of 2011 and the Fall of 2012. The committee held a series of 10 interdepartmental meetings on topics relevant to the development of the plan to collect initial input from employees with particular expertise. The Committee was also involved in the data collection and public participation processes to follow.

### DATA COLLECTION & EXISTING CONDITIONS REPORT

Existing conditions data was compiled into a final report to provide a snapshot of current conditions in Lowell today and to map trends over time. The information collected – comprised of demographic, land-use, transportation, housing, open space, and economic development data – served as a foundation for the visioning and planning of the city's direction in the future.

### PUBLIC PARTICIPATION PROCESS

The City believes that a long-range plan has the greatest value when the vision behind it is truly shaped in collaboration with the local community. For this reason, Lowell's Department of Planning and Development sought to engage as broad a sample of the population as possible throughout its public planning process. Using a multi-pronged approach, DPD succeeded in reaching over 1,000 community members over the Spring and Summer of 2011, all of whom offered valuable input on how to make the City more sustainable in the future. During the Fall and Winter of 2011, all of this data was analyzed and compiled into Public Opinion and Existing Conditions Reports.

SUSTAINABLE LOWELL 2025

## INTRODUCTION

# Build a Grant Toolbox

## Be Ready!

- ✓ Plans and reports
  - ✓ Pictures and Maps
  - ✓ Energy Data and Emissions
  - ✓ Studies/Comprehensive Building Assessments
- ✓ Prior Grant Applications
- ✓ Outreach and Education Events
- ✓ Demographics



## TECHNICAL NARRATIVE

2024 Renew  
America's Schools  
Prize

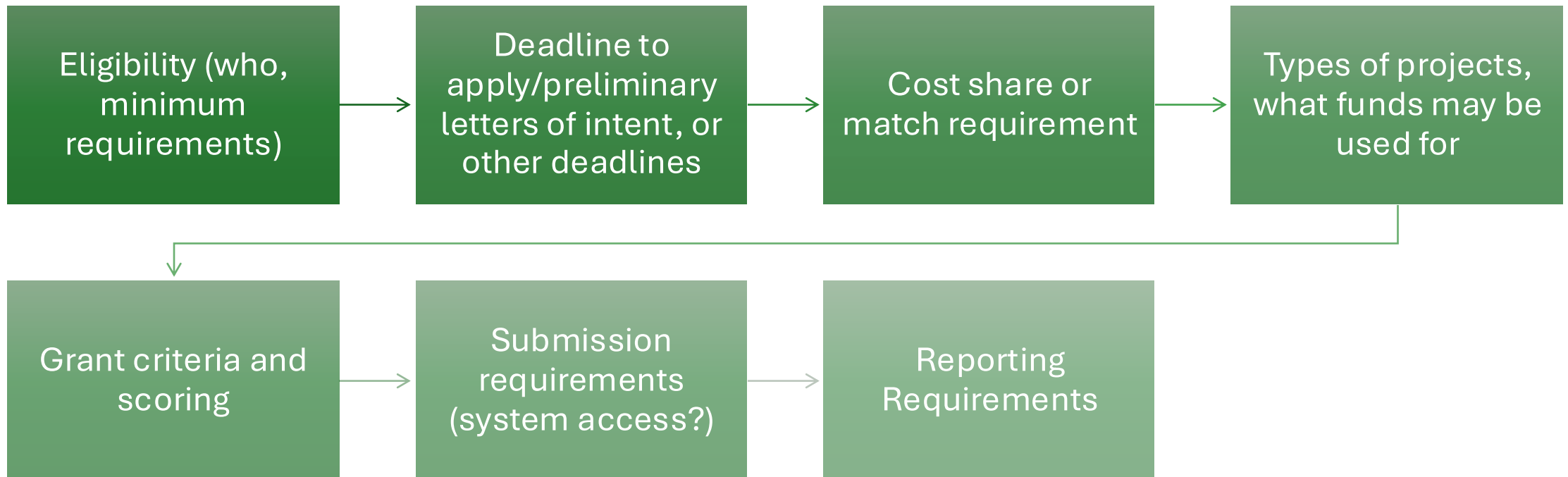
Team Name: Lowell  
Public Schools

Submission Title:

RELIEF (Reducing  
Emissions in Lowell  
Through Infrastructure  
and Energy Efficiency  
First)



# Evaluating an Opportunity



# Green School Works Walk Through

## Grant Evaluation Worksheet

<input type="checkbox"/>	Eligibility	40% low income on DESE, remain a school facility for 20+ years
<input type="checkbox"/>	Deadline to Apply	April 30, 2025, 11:59 p.m.
<input type="checkbox"/>	Funding Amount	Up to \$5 million; over \$1 million must include full decarb plan; over \$2.5 million, reduce fossil fuel by at least half
<input type="checkbox"/>	Letters of Support or approvals required to apply	No LOS required; requires mayor or superintendent signature
<input type="checkbox"/>	Cost Share or match requirement	None required, points given for other sources of funding
<input type="checkbox"/>	Type of projects funded	Heat pumps, solar, storage, ventilation, electrification, electric vehicles, BMS (as part of other projects), roof and windows, weatherization
<input type="checkbox"/>	Grant Scoring	Population served, energy and fossil fuel reductions, project feasibility, maximizing impact
<input type="checkbox"/>	Other notes	Does not cover ADA or fire compliance.



# Learning Check!

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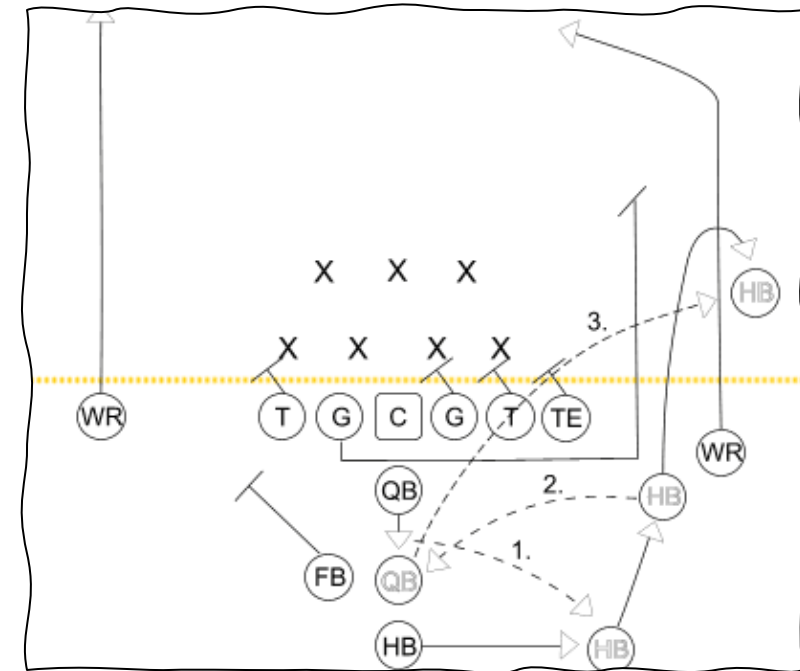
**Checking which of these RFP,PON, grant notice element makes for a go no go decision before you invest in pursuing a grant application.**

- a. Due Date
  - b. Eligibility
  - c. Cost share or match
  - d. Type of project funded
  - e. All of the above
- 



# Build Your Grant Game Plan: Key Project Elements

- Who is the applicant, who are partners, who are beneficiaries/stakeholders?
- What is the project? What are the core elements?
  - ECMs?
  - Building rehabilitation?
  - Study?
- How will you accomplish the “what”?
  - Team
  - Timeline
  - Activities
- Budget



# Build Your Grant Game Plan

## Build the Initial Project Description

### Set submission date

- Ensure submitter has system access and time allocated

## Build the technical project and team

- Pull internal team, and partners (if appropriate) to flesh out project
- Secure documentation necessary for a competitive application

## Secure partners

- Request LOS and commitment to project if needed
- Gather photos, prior grants, information that can support this application

## Provide advance notice and schedule approval signatures

## Gather required supporting documents and attachments





# Build Your Narrative: It's always about the people

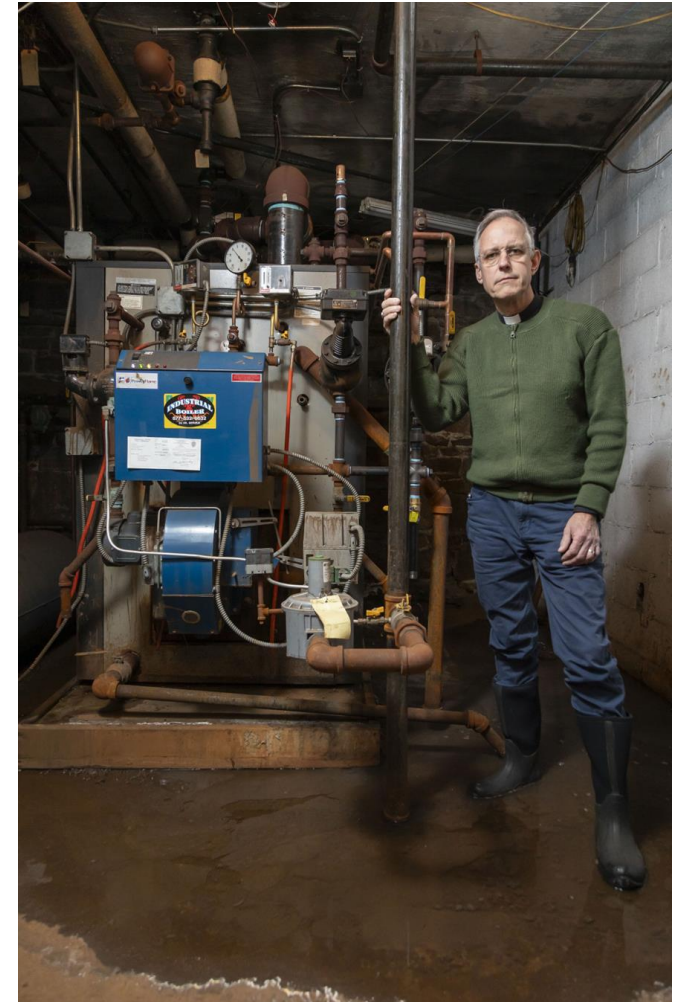
- *What is the great story?*
- *Why does it matter to your community?*

## **Pain Points** your partners have mentioned

- Costs
- Maintenance
- School closures, flooding, mold

## **Positive Vision**

- Energy and cost savings
- Decarbonization/climate action wins
- Improved learning environment
- Improved air/pollution reduction
- Resilience
- Community meeting space
- Jobs



# Opportunities



- Green Communities Competitive
- Green Communities Decarbonization



- EmPower Capacity and Implementation
- Workforce Development
- Green School Works

## Other Grants

- MSBA (next cycle 2027 for ARP)
- Municipal Vulnerability Preparedness (MVP)
- DEP Gap grants – possible future cycles
- AMP grants – energy storage
- TESI – one time funding



# Review Q&A



**Building Priority Projects,  
Relationships & Toolbox**



**Evaluating Grant  
Opportunities**



**Building your Game  
Plan & Narrative**

- **What is your next step?**
- **What is still confusing?**
- **Which opportunities will you focus on?**

# Next Steps

Please take a few mins to complete the anonymous evaluation form (link in chat)

## Upcoming Events:

- **Working in Municipal Government 101** (11/13 at 10 am)
- **Peer Learning Network Grant Writing Debrief** (11/19 at 3pm)
- **Building Decarbonization Strategies for Municipal Buildings** (12/2 at 11am)



*Thank you!*

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