



## **REQUEST FOR PROPOSAL**

### **Professional Grant Writing Services**

Due Date: September 13, 2024:

**California Consulting  
214 Main Street, Suite 102  
El Segundo, CA 90245  
(323) 728-9002**

**[www.californiaconsulting.org](http://www.californiaconsulting.org)**

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## Cover Page

September 13, 2024

City of Grass Valley  
Attn: Kelsey LaSalle, Community Services Analyst  
125 East Main St.  
Grass Valley, CA 95945

Dear Ms. LaSalle,

California Consulting, Inc. is pleased to provide this response to the Request for Proposal for Grant Research, Writing, and Administration Services for the listed Scope of Services and to introduce the California Consulting Project Management Team to the City of Grass Valley Team.

Founded in 2004, California Consulting, Inc., is the largest grant writing firm in California and has developed expertise in representing municipalities and has extensive experience with federal, state, and local grant opportunities. California Consulting grant team of more than 50 team members have expert skills in effective and persuasive grant writing for Clients. Our team has written over 1,560 competitive successful federal, state, and private foundation grant applications that have been awarded to our clients. We are honored to provide grant writing services to the San Bernardino Fire Protection District, San Bernardino County- Office of Emergency Services, San Bernardino County - Finance and Administration, San Benito County, County of Sutter, Nevada County, Yolo County, and the cities of Carson, Hawthorne, El Segundo, Lomita, Glendale, Burbank, Norwalk, Artesia, Wildomar, San Gabriel, Riverside, Industry, Vallejo, Davis, Vacaville, St. Helena, Yucaipa, Irwindale, Bell, Maywood, Baldwin Park, Santa Cruz, Berkeley, Sausalito, Monterey, Albany, Newman, Waterford, and Patterson among many others.

California Consulting has secured over \$1.6 billion through the company's combined efforts as noted on our website [www.californiaconsulting.org](http://www.californiaconsulting.org). Our aggressive, hard-working, and results-oriented style has translated into success for our clients. Our grant writers have developed municipal subject matter expertise in writing federal and state competitive applications.

California Consulting's main office is located at 214 Main Street, Suite 102, El Segundo CA 90245. The Contact Person authorized to sign and bind the firm in the contract is Steve Samuelian, CEO. He may be reached at (323) 728-9002 or via email at [steve@californiaconsulting.org](mailto:steve@californiaconsulting.org). or, the contact person regarding this RFP is Dan Rodriguez, Director of Operations. He may be reached at (323) 728- 9002 or [dan@californiaconsulting.org](mailto:dan@californiaconsulting.org).

We look forward to assisting the City of Grass Valley to achieve its grant funding goals.

Warmest Regards,



Steve Samuelian, CEO

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**Webinars**

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## Key Personnel

At California Consulting, we operate using a collaborative team approach to grant writing and management projects. All individuals listed below are highly successful grant writers with an excellent track record.

**Steve Samuelian, CEO** has held various leadership posts during a career spanning over 37 years. Steve was born and raised in the L.A. area and began his political and civic involvement in Los Angeles in 1982. In January 1995, Steve was appointed as Field Director for Congressional District 19. He was later promoted to District Director overseeing the 19th Congressional District Office staff and District operations for the Congressional office, where he served in this capacity for 8 years. In 2002, Steve was elected to the California State Assembly representing the 29th Assembly District. He was appointed to the Assembly Appropriations Committee by the Speaker and served as the Vice-Chairman of the Assembly Elections and Redistricting Committee. Currently, Steve was elected to the Board of Directors of the L.A. County Business Federation (BizFed) where he was an elected Executive Committee Member serving as an Officer for one of the largest business organizations in the U.S. Additionally, Steve has been the recipient of several different awards from the L.A. County Business Federation (BizFed) including the “Ambassador of the Year” award in 2018. In January 2020 Steve was appointed as Vice-Chairman of the Athenian Leadership Council, the primary fundraising organization for the USC Sol Price School of Public Policy. In January 2019, Steve served as the Host Committee Chairman for the USC Sol Price School of Public Policy 90th Anniversary Gala at L.A. District Hall. The Price event was attended by hundreds of USC alumni, supporters, and several prominent elected officials. He has been a guest speaker for many associations (partial list) including League of California Cities, Independent Cities Association, Contract Cities Association, California School Board Association (CSBA) and Municipal Management Association of Southern California (MSANC) and others. Steve Samuelian founded California Consulting in 2004 the state’s largest grant writing company and the firm quickly established a reputation for hard work and a commitment to success for its clients.

## Management Team

**Danielle Sotello, Senior Grant Writer** is a San Joaquin Valley native and brings over 10 years of experience in grant writing, grant administration and program development for public and private entities. Danielle is California Consulting’s Senior Project Manager and a San Joaquin Valley native with over 12 years of experience in grant writing, grant administration and program development for public and private entities. She has worked with California Consulting since 2008, and during this time she has helped to secure over \$20M in funding for California Consulting clients. Danielle has drafted and submitted many successful grant applications for different sectors, but she most enjoys writing in the areas of public safety, motorized and non-motorized transportation, urban greening, alternative fuels infrastructure, and education. She prides herself in paying close attention to detail and has logged 100’s of hours in project management. Danielle is committed to securing federal, state and local funding to spur environmentally and socially conscious community development both domestically and internationally. She holds a Bachelor of Arts in International Studies with an emphasis in Political Science and a certificate in Dispute Resolution from Pepperdine University.

**Ashley Ramsey, Senior Grant Writer** has a Bachelor's of Science in Planning with an emphasis in Regional and Environmental Policy and Planning from the Massachusetts Institute of Technology. She has professional experience in health care administration, quality control and regulatory compliance for biologics, and early childhood education. Ashley also has experience in starting and operating an educational community service organization and a biotech firm. She uses her science and mathematics heavy background to bring quantifications and logic to her grant proposals yielding incredible success. Ashley loves learning the intricacies of projects and programs to form the basis of her persuasive narratives.

**David Marquez, Senior Grant Writer** has been with California Consulting for over 12 years. He is focused on developing capacity building and community development- related services on behalf of nonprofit agencies, local government, and the private sector to serve the diverse communities of Los Angeles. He has extensive experience and familiarity in the area of community and economic development, social and health services, and planning and land use issues. He has combined his knowledge of varied issues with his experience in policy development, coalition building, grant management, fund development, and local government to develop both strategies for issue-oriented advocacy and program sustainability for his clients. David served as Chief Deputy of Legislation and Policy for former Los Angeles Council Member Mike Hernandez, where he managed the legislative and planning staff. He began his career as a community organizer, over twenty years ago in East Los Angeles. He graduated from the University of La Verne with a Bachelor of Arts and Master's Degree.

### **Grant Writing Team**

At California Consulting, we operate using a collaborative team approach to grant writing and management project and David Marquez, Senior Grant writer, manages all grant writing efforts and will assist the team whenever necessary.

**Cecily Harris, Senior Grant Writer** has over 35 years of experience and has worked for numerous nonprofit organizations and municipalities as staff, consultant, or volunteer. Her niche has always been on the business side – fund development, government relations, marketing communications, program development, and implementation, community engagement, and education. Her passion is grantsmanship – the research, writing, and managing of foundation and government grants. Working in California between 1983 and 2018, Cecily served on numerous nonprofit organization Boards of Directors, was appointed to several cities, regional, and State of California committees and commissions. She served for ten years as a Mid-Peninsula Regional Open Space District Board Member. She has recent community service placements including Board Member on the San Francisco Bay Trail Project, Advisory Board Member on the San Francisco Bay Area Water Trail, and Commissioner on the State Boating and Waterways Commission. Since moving to Minnesota in October 2018, she now serves on the Metropolitan Council Parks and Open Space Commission, Park and Trails Legacy Advisory Committee as well as serving on the Boards of ArtReach St. Croix, and Gateway Browns Creek Trail Association. She earned a Bachelor of Science degree in Renewable Natural Resources, and Wildlife Sciences from the University of Arizona and a Master of Business Administration.

**Sonia Hall, Senior Grant Writer** is a seasoned professional with over 20 years of expertise in public and private sector management, specializing in economic development, grant writing, urban planning, and growth initiatives. She has successfully authored over 500 grant proposals, securing over \$680 million in funding. With a solid foundation in government accounting and loan underwriting, Sonia excels in financial management services. Her career highlights include roles as City Manager and Community Development Director, where she led budget management, streamlined permitting processes, and spearheaded community development projects. Currently, Sonia is a consultant focusing on grant strategies and governmental relations and is pursuing a Public Leadership Credential and a Master of Public Administration degree from the Harvard Kennedy School. Committed to community betterment, she aims to use her diverse skills to foster sustainable growth and enhance community well-being.

**Nicolette Genovese, Senior Grant Writer** for California Consulting. She is an experienced grant writer who has secured millions of dollars in funding for municipal clients and has worked across a wide range of issue areas including parks and recreation, public safety, and transportation. The driving force behind her work is the desire to support the development of vibrant and equitable communities. Through her previous project management experiences in the humanitarian aid sector, Nicolette has worked on every step of the grant lifecycle from writing proposals, implementing projects, monitoring and evaluating projects, and complying with reporting requirements. Drawing on her wide range of professional experiences, Nicolette is a talented writer, researcher, editor, and project manager. She streamlines the grant writing process for clients by identifying upcoming opportunities, helping to tailor priority projects to program guidelines, and writing clear and compelling narratives. A native Californian, Nicolette traveled abroad to earn her bachelor's degree from the University of Manchester and her master's degree from King's College London. She also holds a professional copyediting certification from UC San Diego, which has further sharpened her editorial eye. Nicolette is committed to continuous learning; in her free time, she can be found doing deep dives into urban planning, international relations, and foreign languages. She lives in Sacramento, CA.

**Karen Simpson, Senior Grant Writer** has been with California Consulting for over 9 years and has over 30 years of grant writing experience. She has served in municipal government for almost 30 years in the Cities of Los Angeles and Pomona. Ms. Simpson has garnered her grant-writing skills for federal and state funding opportunities from multiple communities and economic development programs. She has extensive knowledge and training in grant program management, grant research, grant writing, and post award program compliance. Ms. Simpson is skilled in building collaboration between community-based organizations, faith-based entities, educational entities, and social institutions, which resulted in Federal grant awards totaling \$10.4 million in less than seven years. She has written grants addressing economic development, housing improvement, and lead-hazard control. Ms. Simpson is also a grant consultant for non-profit organizations providing grant writing services, capacity building, and funding strategies to help meet needs in underserved neighborhoods.

**Maghan Barber, Senior Grant Writer** has been a grant and funding specialist with over 15 years in the finance industry and 7 years as a grant writer. She specializes in securing government infrastructure funding, leveraging her expertise to navigate complex application processes and maximize funding opportunities for various projects. Maghan's financial acumen is built on over

15 years of experience, where she has held pivotal roles ranging from bank manager to budget analyst. In these capacities, she has demonstrated exceptional skills in financial management, strategic planning, and analytical evaluation, driving organizational growth and ensuring fiscal responsibility. Her comprehensive understanding of both grant writing and financial management uniquely positions her to contribute to and lead initiatives that require a blend of funding acquisition and financial strategy.

**Karen Leventhal, Senior Grant Writer** has over 10 years of experience. She has grant writing specialties are community and economic development, human rights, substance abuse prevention, developmental disability, emergency preparedness, gender-based sexual violence, diversity and inclusion, national service and volunteerism, community organizing, job placement, and workforce development, emergency preparedness, COVID-19, starts ups, technology, entrepreneurship, social enterprise, sustainability (green), faith-based initiatives, farming and agriculture, housing and homelessness, food insecurity, supply chain, social responsibility, biotech, information and communications technology, youth leadership and development, health and much more. With intimate knowledge of how Grantmakers think, Karen has built programs from the ground up, so she has hands-on experience with nearly every aspect that a grant is expected to cover, including program design, staffing, metrics and evaluation, and partnership development.

**Tereza Sarkisyan, Grant Writer** with California Consulting. She brings with her a background in economic development, philosophy, and public service. She has worked for the Appalachian Regional Commission which is an economic development agency focusing on revitalizing Appalachia through federally funded grants. She also has experience working in the City of Glendale's Management Services Department and Community Development Department. Sarkisyan attended Florida Atlantic University where she double majored in Political Science and Philosophy. She then attended American University in Washington, D.C. where she received her Master's degree in Philosophy and currently serves as an adjunct Philosophy instructor.

**Wil Flores, Grant Writer**, brings over 10 years of experience to California Consulting. Wil was raised in South Los Angeles and attended California State University Fullerton where he received his Bachelor's Degree in Political Science and Master's Degree in Public Administration. Wil has extensive experience in securing workforce development grants for schools (Perkins, StrongWorkforce). Wil also has experience with workforce development programming including designing a workforce program funded through The Hire Youth LA initiative and developing an advisory committee to place high school aged youth in paid internships. Wil currently serves as the Grant Manager for The Catalina Island Conservancy where he works closely with The Conservation Corps of Long Beach to provide workforce development opportunities for Corps members on Catalina Island. Wil has also worked closely with multiple municipalities to submit housing and homeless grants at the state and federal levels.

## Qualification of Firm

Founded in 2004, California Consulting has offices in Northern, Central and Southern California and is a proud sponsor of Municipal Management Association of Southern California (MMASC), California City Management Foundation (CCMF), and League of California Cities. Steve Samuelian is the owner/founder of California Consulting. We currently have over 130 clients statewide consisting of 60 cities, over 40 school districts, special districts, non-profit, and private sector clients. We have over 50 team members from Chico in the North to San Diego in the South. California Consulting continues to grow and the majority of our new clients come from referrals from existing clients. We have built a solid reputation by effectively communicating with our clients and working hard for them. California Consulting is the largest grant writing firm in California. We have secured over \$1.6 billion for our clients since inception through grant writing and governmental affairs efforts combined. California Consulting is a full-service grant writing and management firm. We are experts in the fields of grant research and identification, preparing comprehensive and concise grant application packages, submitting grants in a timely fashion, and following through after the grant has been submitted. California Consulting subscribes to a wide range of grant sites that allow us to track current and upcoming grants.

Through years of experience, our grant writers have a proven track record of success and have mastered their skills of identifying, researching, and obtaining funding for significant projects at every level of government. Our aggressive, hard-working, and results-oriented style has translated into millions of dollars for our clients. Our grant writers are diligent and stay current on every Federal, State, and private grant available on a myriad of different topics and public policy areas. We have written over 1,560 competitive successful grant applications that have been awarded.

California Consulting is the leader in the grant writing industry. We have set the standard for the following:

1. Thorough knowledge of policy and subject matter grant writing expertise
2. Collaborative team approach to grant writing for every client
3. Grant advocacy for each client
4. Extensive grant administration, grant management, and grant reporting/compliance experience.

California Consulting staff is experienced in all facets of grant research, grant writing, and grant management. We thoroughly understand our client's needs through open and continual communication. Our grant writers have almost 200 years of grant writing experience combined. California Consulting works collaboratively with our clients to create a strategy to identify funding opportunities that align with the client's needs, whether at the Federal, State, or Private level. California Consulting works collaboratively with our clients to create a strategy to identify funding opportunities that align with the client's needs, whether at the Federal, State, or Private Foundation level. California Consulting is committed to the following:

- Identifying client projects and pairing those projects with funding opportunities
- Recommend grantors and grant programs to which the City should submit applications
- Developing quality grant applications



- Advocating for your grant application during the selection process
- Conducting professional grant reporting, administration, and post-award compliance.

California Consulting Staff meets via Zoom or Conference call with clients to conduct a needs assessment at the outset of the contract in order to identify the client’s goals. We are highly experienced and capable of arranging and attending any meetings on behalf of the City. The California Consulting grant writer assigned to the City will be the main point of contact. Our team will meet with the Staff immediately and continue to meet with City Staff monthly to ensure an accurate and quality work product. As well, California Consulting will submit a written monthly report on the first week of each month to the City to outline all activities conducted during the prior month.

### **Municipal Grant Awarded List** (partial list)

Below is a partial list of successful city grants California Consulting Grant Writing Team has written and been awarded for our clients:

<b>Grant Name</b>	<b>Client Name</b>	<b>Award Amount</b>
Strategic Growth Council - Community Resilience Centers (CRC) - Implementation Grant	County of Nevada	\$10,000,000
FEMA - Assistance to Firefighters Grant FY 2022 (AFG)	San Bernardino County Fire Protection District	\$1,026,852
FEMA - Assistance to Firefighters (AFG)	San Bernardino County Fire Protection District	\$220,522
FEMA - Assistance to Firefighters (AFG)	San Bernardino County Fire Protection District	\$220,522
FEMA - Assistance to Firefighters (AFG)	City of Albany	\$82,373
Board of State and Community Corrections - Prop 64 Public Health and Safety Program	City of Vallejo	\$1,400,000
Prop 68 - Statewide Park Development and Community Revitalization Program	City of Vacaville	\$6,700,000
CA State Parks - California Habitat Conservation Fund Grant Program	City of Vacaville	\$200,000
BSCC: Byrne SCIP	County of Yolo	\$1,000,000
California Public Utilities Commission - Local Agency Technical Assistance (LATA) Grant	City of Vacaville	\$493,936
FEMA - Assistance to Firefighters (AFG)	City of Vacaville	\$491,705

Prop 68 - Statewide Park Development and Community Revitalization Program	City of Berkeley	\$5,000,000
SBA - Shuttered Venue Operations Grant	City of Vacaville	\$216,146
Public Works Economic Assistance	City of Vacaville	\$187,500
FEMA Assistance to Firefighters Grant (AFG)	City of Vacaville	\$93,300
PDA Planning Grant	City of Vacaville	\$350,000
Caltrans - Clean California Local Grant Program (CCLGP) Cycle 2	City of Vallejo	\$352,000
National Park Service - Save America's Treasures	City of Vallejo	\$750,000
MTC Local Parking Management Program	City of Vallejo	\$150,000
IIG - Infill Infrastructure Grant	City of Vallejo	\$2,500,000
HHAP- Homeless Housing, Assistance & Prevention	City of Vallejo	\$1,082,582
HCD - Homekey	City of Vallejo	\$12,100,000
CalFire - Southern Region's Community Wildfire Prevention and Mitigation Program Direct Award Grant (CSR Direct Grant)	San Bernardino County Fire Protection District	\$500,000
CalFire - Fire Prevention Grant	San Bernardino County Fire Protection District	\$701,800
FEMA - San Francisco Bay Water Quality Improvement Fund	City of Berkeley	\$1,500,000
USDA - Urban and Community Forestry Grant	City of Vallejo	\$1,734,070
USDA - Urban and Community Forestry Grant	City of Pittsburg	\$2,000,000
FEMA - Assistance to Firefighters (AFG)	City of Patterson	\$78,436
USDA - Urban and Community Forestry Grant	City of Carson	\$1,000,000
CAL FIRE Wildfire Prevention Grant	City of Monterey	\$800,000
FEMA Staffing for Adequate Fire & Emergency Response (SAFER)	Cosumnes Community Services District (Fire Department)	\$1,947,191
FEMA Staffing for Adequate Fire & Emergency Response (SAFER) Grant	City of Upland	\$2,499,627
Economic Development Administration - FY2023 Disaster Supplemental	City of Sausalito	\$614,400

FEMA - Building Resilient Infrastructure and Communities (BRIC) Grant	City of Moreno Valley	\$125,799
AMBAG - Association of Monterey Bay Area Governments: Carbon Reduction Program	City of Sand City	\$1,960,000
State Water Resources Control Board - Clean Water State Revolving Fund Construction Grant	City of Arvin	\$4,992,209
LA Metro-710 Task Force (Regional) - Pre-Investment Opportunity Application, Active Transportation: Randolph Street Bike and Pedestrian Facilities Improvement Project	City of Maywood	\$1,375,475
CalOES - HMGP Generator NOI for Hazardous Fuel Reduction Project	Town of Mammoth Lakes	\$250,000
Caltrans - FTA 5310 Grant (Traditional and Expanded Apps)	City of Moreno Valley	\$375,000
Recreational Park and Open Space District (RPOSD) - Measure A Grant for Recreation Access	City of Irwindale	\$1,200,000
Building Forward Library Infrastructure Program	City of Vallejo	\$4,300,000
Department of Housing and Urban Development - Appropriation Request for Carson's Community Projects, including Environmental Enhancement and Energy Resilience at Veterans Park & Sports Complex	City of Carson	\$3,500,000
BSCC - Organized Retail Theft Grant Prevention	City of Hemet	\$2,500,065
Caltrans - Sustainable Transportation Planning Grant Program-Climate Adaptation	City of Maywood	\$177,060
Caltrans - Sustainable Transportation Planning Grant Program	City of Lomita	\$289,500
MTC Bay Area 2050 - Priority Development Area Grant	City of Vallejo	\$2,400,000
Assemblywoman Blanca Rubio-State Budget Request - State Budget Request for Community Projects	City of Baldwin Park	\$2,000,000
DOJ - COPS Hiring Sausalito Grant Project 2022-2027	City of Sausalito	\$497,561
CalTrans - Highway Safety Improvement Program (HSIP)	City of Maywood	\$1,418,490
CalTrans - Highway Safety Improvement Program (HSIP)	City of Wildomar	\$158,490
U.S. Department of Transportation - Safe Streets for All (SS4A)	Town of Mammoth Lakes	\$100,000
StanCOG MPO ATP Cycle 6 Tim Bell Road	City of Waterford	\$1,993,000

CalFire Urban and Community Forestry Grants Program - Urban Forestry Management Plan	City of Maywood	\$590,340
Metropolitan Transportation Commission, One Bay Area Grant (OBAG 3) - Safer Routes to School	City of Pacifica	\$900,000
CalTrans - Active Transportation Program (ATP) Cycle 6	City of Carson	\$897,000
California Fire Safe Council - CalFire County Coordinator Grant	San Bernardino County Fire Protection District	\$175,000
US DOJ COPS Office - School Violence Prevention Program (SVPP)	ENGIE	\$500,000
US DOJ COPS Office - School Violence Prevention Program (SVPP)	South Whittier School District	\$473,019
US DOJ COPS Office - COPS Hiring	City of Parlier	\$575,844
Active Transportation Program Cycle 5	City of Waterford	\$945,631
Active Transportation Program Cycle 5	City of Waterford	\$945,631
Highway Safety Improvement Program Cycle 10	City of Stockton	\$320,000
Highway Safety Improvement Program Cycle 10	City of Stockton	\$250,000
Highway Safety Improvement Program Cycle 10	City of Glendale	\$249,975
Active Transportation Program Cycle 5	City of Maywood	\$263,000
Active Transportation Program Cycle 5	City of Maywood	\$263,000
FEMA Staffing for Adequate Fire & Emergency Response (SAFER)	Cosumnes Community Services District	\$7,126,891
EDA: Public Works and Economic Adjustment Assistance	San Bernardino Community College District	\$3,000,000
Sustainable Communities Program	City of Glendale	\$500,000
Sustainable Communities Program	City of Baldwin Park	\$150,000
Highway Safety Improvement Program (HSIP)	City of Lynwood	\$1,011,600
Highway Safety Improvement Program (HSIP)	City of Glendale	\$996,000
Highway Safety Improvement Program (HSIP)	City of Glendale	\$247,500
Active Transportation Program Grant (ATP) Cycle 4	City of Stockton	\$4,390,000
Highway Safety Improvement Program (HSIP) Cycle 9	City of Murrieta	\$3,113,465
Body Worn Camera Policy and Implementation Program	City of Bell	\$255,878

WaterSMART Water and Energy Efficiency Grants	City of Bakersfield	\$743,300
Body Worn Camera Policy and Implementation Program	City of Bell	\$336,718
Caltrans Active Transportation Program (ATP) Cycle 3 Grant	City of Patterson	\$907,000
CalTrans Active Transportation Program (ATP) Cycle 2	City of Rosemead	\$702,000
Caltrans Highway Safety Improvement Program (HSIP) Cycle 7	City of Monterey Park	\$312,160
Caltrans Highway Safety Improvement Program (HSIP) Cycle 7	City of Montebello	\$860,000
Caltrans Highway Safety Improvement Program (HSIP) Cycle 7	City of Pismo Beach	\$163,260
CalTrans Active Transportation Program (ATP) Cycle 2 - StanCOG Local Solicitation	City of Patterson	\$594,000
Active Transportation Program Grant (ATP) Cycle 2	City of Downey	\$180,000
CalTrans Active Transportation Program (ATP) Grant Cycle 1	City of Chowchilla	\$550,000
Caltrans Highway Safety Improvement Program (HSIP) Cycle 5	City of Lynwood	\$376,100
Caltrans Highway Safety Improvement Program (HSIP) Cycle 5	Yuba City	\$115,700
DOL/EDA Public Works & Economic Development Adjustment Assistance Grant - Parlier Industrial Park Infrastructure Improvements	City of Parlier	\$2,680,000

## Grant Writing Process and Methodology

California Consulting is a full-service grant writing and management firm. Our team members are experts in the fields of grant research and identification, preparing comprehensive and concise grant application packages, submitting grants in a timely fashion, and following through after the grant has been submitted to determine the status of the application.

California Consulting has a fundamental business philosophy founded on open communication and customizing each application.

**1. Funding Needs Assessment and Strategy:** (Meeting with Department Heads to review priorities and funding needs). Your assigned grant writer and other members of our team learn about the client at the outset of the contract by conducting an in-depth Needs Assessment on a Zoom call with City Staff. The Grant writer meets with the client regularly based on an agreed upon schedule on an ongoing basis.

**2. Grant Monitoring and Research:** Our Grant Writer and project management team are experts in grant identification. They conduct thorough research on an ongoing basis. We have several grant-related search engines and List Service websites we subscribe to in order to research all current and upcoming Federal, State, and Private Grants. We track current and upcoming grants in order to let our clients know what is available and what we recommend would fit their situation. The Grant writer will assist the Client in deciding which grants fit best with the Client's projects that were identified at the Needs Assessment. The Grant writer will be able to advise the Client on the strength of the Client's project when competing for the grant and will make recommendations based on the Client's budget and ability to meet the grant requirements, as well as any other factors regarding grant city guidelines. Our team's grant funding research will include no/no go analysis and conduct research to identify grant resources including, but not limited to, federal, state, foundation, agencies, and organizations that support the City's funding needs and priorities in the following areas by way of illustration but not limited to:

- Economic Development
- USDA Urban and Community Forestry Programs
- Federal Emergency Management Agency (FEMA)
- Public Safety
- Criminal Justice Technology Programs
- Housing and Housing Programs
- Street & Transportation Infrastructure & Maintenance
- City Infrastructure Maintenance/Improvements
- Technology
- Parks and Recreation Open Space Parks & Programs
- Multimodal Transportation
- Workforce Development
- Records Management
- Senior, Family, and Youth Programs
- Energy, Efficiency and Sustainability

In addition to the areas defined above, other areas may also be identified through the funding needs analysis process including researching grant opportunities identified by the City and participating in funding city Zoom meetings, webinars, and/or workshops.

**3. Grant Proposal Development:** Your assigned grant writer will write all sections of the grant application. Once a grant has been identified, we work with staff to interpret guidelines and gather information necessary for a strong proposal and application. By learning about the Client's history, needs, and how the award will positively impact the Client's project, we are able to communicate that information with a clear and concise grant package to get the city's attention. When your staff and California Consulting agree to develop a grant proposal, we will develop a checklist and schedule. The checklist and schedule will include what items the Client will be responsible for and a timeline as to when we will need them submitted to our office.

California Consulting retains copies of all grants we have submitted. If a similar grant application was previously approved, we will use this application as a guide when creating the Client's application.

Below is a list of general tasks for our grant process:

- Review similar successful grant applications and apply where possible
- Collect information on the project

- Meet with staff to create an accurate scope of work, budget, timeline, narratives, and cost analysis
- Attend pre-proposal conferences, and webinars, as necessary
- Coordinate with local agencies and organizations as needed when applying for collaborative grants. Obtain letters of support, when necessary
- Work with staff to determine if city approval is required for submission and work with staff to prepare staff reports for the Team.
- Draft proposals and send them to staff for review
- Incorporate staff edits in final drafts
- Ensure the grant application is in the appropriate format with the required number of copies and that all other grant requirements are met
- Submit completed application in a timely manner and monitor award status

**4. Grant Administration** – In coordination with city staff, we plan and implement grant programs, prepare budgets, monitor expenditures, track results, analyze financial data, prepare and submit progress reports, and close out grant program/project files. As part of our grant administration services, we serve as the City liaison on project and program-related activities, assist in the preparation of agreements and miscellaneous project-related documents, and coordinate with funding agencies on project delivery and funding requests. We work closely with the City Attorney’s Office for agreement preparations, prepare agenda reports and presentations for City Council meetings, and coordinate the programming and preparation of funding requests. Our team ensures the timely preparation of all required quarterly, annual, and progress reports (e.g., MTA, Caltrans) and collaborates with the City’s engineering and technical services teams. We actively participate in scheduled project development team meetings, support community relations, and prepare informational materials. Additionally, we prepare miscellaneous reports and provide ongoing assistance to City staff as needed. This comprehensive approach aligns with the City’s mission of providing exemplary public services with integrity, transparency, and a commitment to the community’s future.

**5. Legislative Grant Advocacy:** California Consulting would be pleased to contact any and all federal and state agencies to discuss your grant application and make presentations to city boards as needed based on our longstanding relationships with the following:

- CalTrans Department of Transportation
- U.S. Federal Highway Administration
- U.S. Environmental Protection Agency
- California Environmental Protection Agency
- California Department of Parks and Recreation
- U.S. Bureau of Reclamation
- California State Water Resources Control Board
- California Department of Water Resources
- California Energy Commission
- Employment Training Panel
- California Department of Education
- State Allocation Board California
- Air Resources Board
- U.S. Department of Energy
- U.S. Department of Justice
- U.S. Department of Education

- Office of Juvenile Justice and Delinquency
- U.S. Department of Housing and Urban Development-HUD
- U.S. Economic Development Administration-EDA
- California Housing and Community Development Department  
(partial list)

**6. Project Controls:** California Consulting has measures in place to control costs and provide accurate and timely invoices through internal control measures; to monitor and stay within budget; to monitor schedules and review times. Our firm’s QA/QC process/procedures ensure quality work and an on-time work product delivery. Our team’s quality assurance activities include process checklists, process standards, process documentation and project audit, draft grant application review by Senior grant writers and peer reviews as needed.

**7. Preparation of Grant Application Documentation:** The assigned Grant Writer will be responsible for preparing any associated exhibits and presentations related to the grant application being prepared. The Grant Writer will prepare any studies required for the grant application. If the study requires the services of a sub-consultant, the Grant writer will assist the Client in developing an RFP/Q in an effort to obtain a qualified sub- consultant for these services. The Grant Writer will review and assist the Client in the preparation of plans, specifications, bid documents, and other documents prepared by the Client or other consultants to ensure grant requirements are in compliance.

**8. Grant Review and Approval Process:** We take pride in our impeccable grant applications. We have been successful in this area due to our thorough quality assurance measures. Our Grant Managers conduct group meetings with all Grant Writers twice each month. In addition, our Grant Managers meet individually with each Grant Writer regularly to review each client and their work product.

**9. Grant Project Schedule:** We create a precise project timeline to ensure the grant is submitted on time. This time captures the submission deadline and establishes internal deadlines/checklists to obtain the information needed for quality submissions.

**10. Written Monthly Reports:** We will prepare a monthly report for the Client reflecting grants in progress, grants submitted, and grants awarded. This will provide the Client with a clear return on investment. Our staff can present this information to the City as requested by the Client. Our grant writers, along with the Senior Grant Writer, will participate in and attend monthly meetings to report on work and provide updates as required by the Client. Additionally, we will communicate regularly with designated City staff regarding ongoing work and upcoming grant opportunities. Each monthly report will also summarize the amount of time expended and describe the activities undertaken during the previous month, ensuring transparent and detailed updates.

**11. Workshops and Community Training Webinars:** California Consulting is proud to provide regular grant writing municipal workshops/Zoom webinars, hosted by local elected officials throughout the state of California. These webinars are designed to equip participants with the latest strategies and tools for effective grant writing (links below). We also distribute a Monthly Newsletter (links below), and conduct regular grant writing training workshops and podcast for our clients on YouTube and Spotify.

**Newsletters:**

August 2024: <https://conta.cc/3Ahwd0M>

July 2024: <https://conta.cc/4cZofY6>

June 2024: <https://conta.cc/3VBJb1m>

May 2024: <https://conta.cc/3QzD4rG>





### Cost Proposal

California Consulting can offer services as detailed in this Request for Proposal for the City of Grass Valley at the monthly retainer rate, for the hourly rate of \$150 plus reimbursement of out-of-pocket expenses or at a per grant contract.

#### Cost Option 1: Hourly Rate

Staff Name/Position	Hourly Rate
Danielle Sotelo, Ashley Ramsey, David Marquez, Karen Simpson, Cecily Harris, Nicolette Genovese, Sonia Hall, Karen Leventhal, Maghan Barber, Wil Flores – Grant Writers	*\$150.00 per hour
<b>Reimbursable Expenses</b>	<b>R a t e</b>
Mileage	Current IRS rate
Travel Expenses (Tolls, Lodging)	Cost
Copies	\$0.20 per page (Black/White) \$0.40 per page (Color)
Courier Service	Cost
Postage, Binding, Conference Calls, Overnight Courier	Cost

*\* Hourly rate can be used for grant writing, grant research, and post award compliance (a not to exceed figure will be quoted)*

*\*\*Costs incurred for copies, binding, and overnight courier are only incurred if the granting agency requires the application to be submitted as a hard copy rather than submitted online.*

## Municipal Client References

California Consulting is privileged to be provided references by our current clients.

### City of Berkeley

Contact Name: Scott Ferris, Director of Parks, Recreation and Waterfront Department

Phone: (510) 981-6700

Email: [sferris@berkeleyca.gov](mailto:sferris@berkeleyca.gov)

Project Description: FEMA - San Francisco Bay Water Quality Improvement Fund

Project Date: December 2023

**Award: \$1,500,000**

### City of Baldwin Park

Contact Name: Manny Carrillo, Community Development Director

Phone: (626) 813-5245 x 314

Email: [mcarrillo@baldwinpark.com](mailto:mcarrillo@baldwinpark.com)

Project Description: Measure W-Safe Clean Water Program Regional Grant

Project Date: December 2020

**Award: \$14,735,690**

### City of Carson

Contact Name: Robert Lennox, Assistant City Manager

Phone: (310) 830-7600

Email: [rlennox@carsonca.gov](mailto:rlennox@carsonca.gov)

Project Description: CalTrans Active Transportation (ATP)

Project Date: January 2023

**Award: \$897,000**

### City of Sausalito

Contact Name: Chris Zapata, City Manager

Phone: (415) 289-4166

Email: [czapata@sausalito.gov](mailto:czapata@sausalito.gov)

Project Description: DOJ- Cops Hiring Grant Project 2022-2027

Project Date: April 2023

**Award: \$497,561**



*and*

*City of Berkeley*

## **By the Numbers**

<b>Total Grant Awards</b>	<b>\$6,500,000</b>
<b>Total Paid to CC</b>	<b>\$12,300</b>
<b>Return on Investment</b>	<b>52846%</b>
<b>Total Earned for Client</b>	<b>\$6,487,700</b>
<b>Number of Contract Years</b>	<b>3 Years (on needed basis)</b>

### Grant Awards

FEMA - San Francisco Bay Water Quality Improvement Fund	\$1,500,000
Prop 68 - Statewide Park Development and Community Revitalization Program	\$5,000,000



*And*

*City of Vacaville*

## **By the Numbers**

<b>Total Grant Awards</b>	<b>\$8,770,162</b>
<b>Total Paid to CC</b>	<b>\$372,542</b>
<b>Return on Investment</b>	<b>2354%</b>
<b>Total Earned for the City</b>	<b>\$8,397,622</b>
<b>Number of Contract Years</b>	<b>6 years and 10 months</b>

### Grant Awards

CA State Parks - California Habitat Conservation Fund Grant Program	\$200,000
CA Public Utilities Commission - Local Agency Technical Assistance (LATA)	\$493,936
FEMA - Assistance to Firefighters (AFG)	\$491,705
Cal OTS/Berkely Walks - California Pedestrian and Bicycle Safety Training	In-Kind Funds
Statewide Park Development and Community Revitalization Program	\$6,700,000
Shuttered Venue Operations Grant	\$216,146
Public Works Economic Assistance	\$187,500
FEMA Assistance to Firefighters Grant (AFG)	\$93,300
National Endowment for the Arts - Challenge America	\$10,000
PDA Planning Grant	\$350,000
Home Depot Foundation	\$2,769
Firesubs Public Safety Grant	\$24,806



*and*

*City of Vallejo*

## **By the Numbers**

<b>Total Grant Awards</b>	<b>\$22,234,140</b>
<b>Total Paid to CC</b>	<b>\$95,500</b>
<b>Return on Investment</b>	<b>23,282%</b>
<b>Total Earned for Client</b>	<b>\$22,138,640</b>
<b>Number of Contract Years</b>	<b>1 Year 9 Months</b>

### Grant Awards

USDA - Urban and Community Forestry Grant	\$1,734,070
National Park Service - Save America's Treasures	\$750,000
MTC Local Parking Management Program	\$150,000
MTC Bay Area 2050 - Priority Development Area Grant	\$2,400,000
IIG - Infill Infrastructure Grant	\$2,500,000
HHAP- Homeless Housing, Assistance & Prevention	\$1,082,582
Board of State and Community Corrections – Prop 64 Public Health and Safety Program	\$1,400,000
HUD - Family Self Sufficiency	\$117,488
HCD - Homekey	\$12,100,000

## Exhibit 3 – Webinar and Workshop Fliers



**\$\$FIST FULL OF DOLLARS FOR CITIES\$\$:**  
**Grants and Economic Incentives**

**WEBINAR**  
Register Here

**MARCH 30, 2022**  
**11:30 A.M. – 12:30 P.M.**

JOIN US for an informative webinar on the new world of economic development focused on *creating currency for cities and capturing value through zoning and special financing districts...* and the grants available to cities to make that happen!

PRESENTED BY:

**SPEAKERS**

  
Larry J. Kosmont, CRE®  
Chairman and CEO  
Kosmont Companies

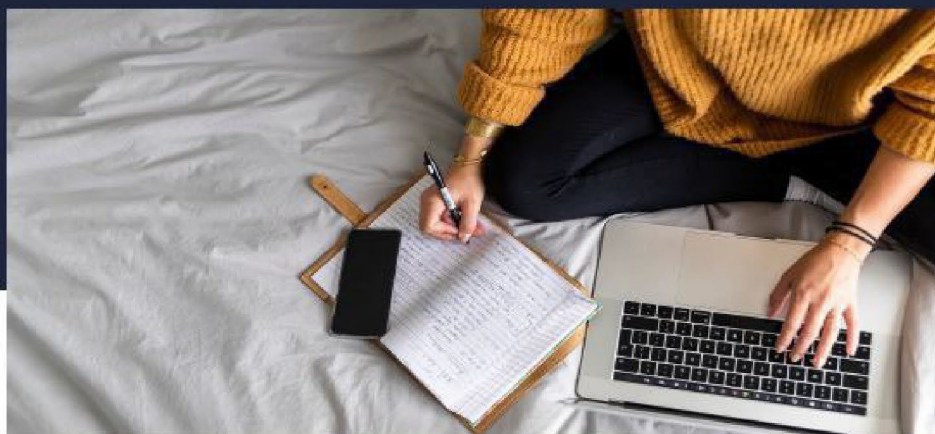
  
Steve Samuelian  
CEO  
California Consulting

HOSTED BY:  
**CaliforniaCityNews.org**

REGION 5 WEBINAR

# Grant Reporting to Funders and Decision Makers

TRANSLATING THIS INFORMATION INTO  
COMMUNITY BENEFITS



June 28, 2022 @ 12:00 - 1:00 pm

Free for members.

\$10 for non-members.

The event will be held virtually  
via Zoom and you will receive the  
Zoom link once registered.



Municipal Management  
of Northern California

Inspiring Local Government Leaders Since 1950



**SENATOR CATHERINE BLAKESPEAR**

REPRESENTING SENATE DISTRICT 38

**Presents**

A FREE

**Grant Writing 101 Webinar**

Presented by



**October 26, 2023 @ 1:30pm**

Please register here - [bit.ly/grantwriting-oct26](https://bit.ly/grantwriting-oct26)



*Special Thanks to Our Partners*







**County of San Diego**  
**Supervisor Joel Anderson**  
San Diego County, Supervisorial District 2  
And the  
**Office of Jordan Z Marks**  
Assessor / Recorder / County Clerk



Co-Host a

# Free Grant Webinar



**June 21, 2023 @ 11:00am**

**Reserve Your Spot Today**

[https://us02web.zoom.us/meeting/register/tZYqduypqTosGNfdX\\_ojlws7iP2lvmOnfkyR](https://us02web.zoom.us/meeting/register/tZYqduypqTosGNfdX_ojlws7iP2lvmOnfkyR)

Learn Grant Writing Best Practices and a Grants 101 Session Discussing Federal and State Grants for K-14, Cities, Counties, and Special Districts.

*Event Partners:*

**CalSchoolNews.org**

CaliforniaCityNews.org



[www.californiaconsulting.org](http://www.californiaconsulting.org)