



FAQs and Guidance for *2012 Sustainable Land Use Planning Grant Applications*

Q: *Our town requires a formal RFP process to hire a consultant. How can we estimate our costs?*

A: To have a reliable idea of the cost of the project for use on the application, obtain an estimate from *at least* one acceptable consultant, even if you will use the RFP process later to actually select your consultant. Base your budget on an actual cost estimate that is acceptable to the project team. If the RFP results in a lower-priced proposal from some other consultant and you decide to accept that proposal, ANJEC will adjust the amount of your grant so that ANJEC is contributing no more than 50% of the value of the project.

Note that ANJEC must approve the RFP before it is released to the public, and applicants must agree to release their RFP by August 15, 2012.

Q: *Do you provide a sample resolution for the Governing Body to approve?*

A. ANJEC does not supply a generic resolution, but does state what needs to be included in your resolution. The municipal clerk is experienced in developing resolutions for the Governing Body's consideration, and should be able to handle this task for you. Make sure the clerk understands that the following items need to be included in the resolution:

- a. a description of the project and why it is supported by the Governing Body
- b. language that states that the grant is a *matching, reimbursement* grant
- c. a commitment by the Governing Body to provide the required municipal cash match for the project if a grant is awarded. This should be stated as a dollar amount. (If the town is willing to provide more than 50% if ANJEC cannot give the full amount requested, the match could be stated as "up to" a maximum amount.) Remember to arrange for the resolution to be placed on the Governing Body's meeting agenda for a meeting that occurs before the March 30, 2012 application due date.

Q: What are the **budget guidelines**?

A: Applicants can request a maximum of \$15,000 from ANJEC, but a typical ANJEC grant for a single municipality is between \$6,000 and \$10,000. Larger, multi-town or regional projects are encouraged and may receive larger grants.* Regardless of the amount of the grant, ANJEC's contribution will not exceed 50% of the full value of the project, including cash costs and any calculated in-kind labor. In-kind labor can be no more than half of the municipal contribution, or, expressed another way, in-kind labor can be no more than ¼ of the total value of the project. In-kind labor is valued at \$15/hour for volunteers, clerical and DPW staff. It is valued at \$30/hour for staff professionals including planner, attorney, administrator or engineer.

****Applicants proposing regional or large projects are strongly advised to contact ANJEC to discuss their concept and strategies for budget and management. Any applicant is welcome to call ANJEC for clarification on the grant guidelines, or for any other grant-related guidance.***

Some samples/scenarios to clarify the ANJEC funding formula:

- **'Cash Only' Scenario:** If the consultant costs \$9,000 and the applicant does not include in-kind services in the budget, then the value of the project would be \$9,000. The town can request a maximum of \$4500 (50%) from ANJEC, and the municipality would need to contribute \$4500.
- **Some In-kind Labor Scenario:** If the consultant costs \$9,000 and the applicant elects to include 100 volunteer hours of in-kind labor, (calculated at \$15/hour, value \$1,500) in the budget, the total value of the project would be \$9,000 + \$1,500 = \$10,500. ANJEC would contribute no more than \$5,250 (50% of \$10,500) and the municipality would have to contribute \$3,750 in cash, plus in-kind services valued at \$1500. (The grant

from ANJEC plus the cash from the municipality must equal \$9,000 to cover the consultant's bill. Put another way, the consultant fee minus the ANJEC grant equals the cash amount the town must contribute.)

- **Maximum In-kind Labor Scenario:** If the consultant costs \$9,000 and the applicant elects to include the maximum number of volunteer hours allowed by ANJEC's formula (note: applicants should include no more than the number of hours they estimate volunteers will *actually work*), it can be calculated as follows: The maximum in-kind allowable under ANJEC's formula is $\frac{1}{4}$ of the total value of the project, or half of the municipality's contribution. $\$9,000 = \frac{3}{4}$ of the total project value. $\$9,000$ divided by three = $\$3,000$. Therefore, the municipality could include a maximum of $\$3,000$ in in-kind labor. (That would require 200 hours of labor at $\$15/\text{hour}$.) $\$9,000 + \$3,000 = \$12,000$ total value of the project. ANJEC would contribute no more than $\$6,000$ (50%) and the cash from the municipality must equal $\$3,000$.

Note that the project team will invest time and labor into the grant project, whether or not that time is included in the project budget. If it is not included in the budget, the grant agreement will simply state that the project team "will provide in-kind services as needed to complete all tasks in the agreement."

Q: What is the *project team*?

A: It includes the town representatives who will work with the consultant and guide the project through completion by reviewing and commenting on drafts, arranging public outreach and opportunities for public input, and reporting to ANJEC. The project team must include representation from the environmental commission, and may include the entire environmental commission. It may include town staff, other board representatives and volunteers.

Q: What is the purpose of the *kickoff meeting*? Do we need to invite the public?

A: After the mayor and ANJEC sign the grant agreement, the consultant, project team and an ANJEC representative must attend a **kickoff meeting** to discuss the schedule and tasks in detail, to make sure everyone is 'on the same page' about work assignments and the timetable. The kickoff meeting can occur at an environmental commission meeting, or can be a separate, informal meeting. Note that all municipal meetings *at which a quorum is present* do require proper public notice, but ANJEC has no requirement to advertise the kickoff meeting beyond the normal Sunshine Law requirements. Other public information and input sessions later in the project schedule WILL require specific public outreach such as press releases, website articles, flyers, e-blasts, etc., to inform and invite participation by the public and other boards and stakeholders.

Regarding Public Outreach: Your application should list the specific activities that the project team will carry out in order to educate, inform and *involve* the public and town boards/officials about the planning project.

This should include **written outreach tasks**, such as:

- press releases
- town newsletter and website articles
- surveys
- displays
- flyers
- letters
- e-mail blasts

as well as **interactive events**, such as:

- public information sessions
- presentations to specific interest groups
- booths at community events
- stakeholder interviews
- adoption hearings (when the document is complete and is being considered for adoption into the master plan by the Land Use or Planning Board).

Some project teams have created *project website and, Facebook pages*, developed *videos or Power Points*, or even arranged for *local television appearances*.

It is a good idea to **invite the local press** to attend significant meetings or events related to the project, and to provide reporters with background information (such as a press release) and a contact person who can provide more details.