

A **grant** is a way the government funds your ideas and projects to provide public services and stimulate the economy.

Grants are very competitive, and the best-articulated ideas usually win.

Because they are funded by tax dollars, grants include stringent compliance and reporting measures to ensure the money is well-spent.





Example: CEC's REV charging

- Demonstrate replicable and scalable business and technology models that can deploy electric vehicle charging stations to serve rural EV drivers.
- Support travel by rural EV drivers, especially those from low-income or disadvantaged communities.
- Provide EV charging access in rural areas that are not served or inadequately served by charging stations.
- Provide support and maintenance services to ensure reliable and readily accessible chargers.
- Engage local rural communities and businesses to increase charger awareness and promote EV adoption.



Before you start writing

- Have legal review the contract terms and conditions
- Read the RFP and SOW multiple times and highlight repeated terms, goals, and objectives
- Identify partners for workforce development, equity, etc.
- Ask for support letters
- Update resumes and references
- Decide who will write the proposal



My six rules

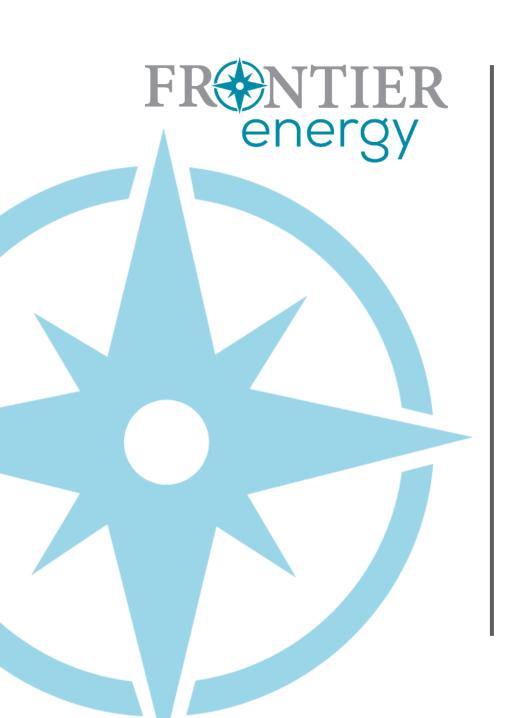
- 1. Start with the SOW. Make sure everyone agrees.
- 2. Follow the format of the RFP or Scope of Work. Use the same headers and number. Don't add more information.
- 3. Address the goals how it serves the public, why it's a good use of tax dollars.
- 4. Use key words and phrases from the RFP verbatim, but don't copy and paste whole sections.
- 5. Avoid jargon and industry lingo. Include links, sources, and footnotes.
- 6. Make sure everything matches.



A few "gotchas"

- Most grants start later than planned. If you get the funds months later, can you still do the project?
- Visit the submission portal early to make sure you know how it works.
- You must document your cost share. Make sure you can do this!
- You will need more time for project meetings and reports than you think you will.
- Watch your timeline, the number of tasks, and deliverables.





Thank you!

Chris White

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