

## **Program Solicitation: Mayors' Institute on City Design (MICD)**

### **Proposal Receipt Deadline: March 24, 2021**

Applications must be submitted electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your proposal no later than 11:59 p.m., Eastern Time, on the deadline date above. We strongly recommend that you **submit your application by March 14, 2021** to give yourself ample time to resolve any problems that you might encounter.

### **Background**

The purpose of this Program Solicitation is to select an organization (Cooperator) to administer the **Mayors' Institute on City Design (MICD)**, a program of the National Endowment for the Arts (Arts Endowment). The MICD brings U.S. mayors together with design professionals in workshops to assist mayors with urban design challenges, to promote design excellence, and to enhance the livability of communities across the country.

NOTE: Throughout this Program Solicitation, there are references to workshops, meetings, and similar activities. Our hope is that activities noted as in-person may occur, in accordance with relevant health guidelines. However, it is expected that all such activities will be designed to be adaptable to an accessible, virtual format, as agreed to in writing by the parties. It is also expected that the Cooperator will plan activities to minimize or avoid cancellation costs that might occur if activities cannot be conducted in-person, since such costs cannot be included in the project budget.

Since 1986, the MICD has helped transform communities through design by training more than 1,000 mayors to be the chief urban designers of their cities. The MICD achieves its mission by organizing workshops where mayors engage with leading design experts to find solutions to the most critical urban design challenges facing their cities. Institutes are organized around case-study problems discussed in closed sessions. Each mayor presents a problem from his or her city and receives feedback from other mayors and design experts.

Every year, the MICD hosts several 2-1/2 day workshops held throughout the country. Each institute is limited to fewer than twenty participants consisting of two equal cohorts: 1.) mayors and 2.) a resource team of city design and development professionals. Mayors present a case study that might include a range of challenges, such as waterfront redevelopment, downtown revitalization, transportation planning, and the design of new public buildings such as libraries and arts centers. Following each presentation, mayors and the resource team identify important issues, offer suggestions, and discuss potential solutions. This interchange generates creative solutions to urban design challenges. The MICD's success stories are well documented

on the program's website. The program has also been recognized with a number of awards, including a Presidential Award for Design Excellence in 2000.

This award will be made as a cooperative agreement. The Arts Endowment uses two types of mechanisms to fund project activities: cooperative agreements and grants. A cooperative agreement is different from a grant in that the Arts Endowment is substantially involved with the awardee in the direction and accomplishment of the program. Both funding mechanisms are subject to Title 2 of the Code of Federal Regulations.

The Arts Endowment will provide general guidance and financial support for the MICD through this cooperative agreement. As a federal agency, the Arts Endowment regularly issues Program Solicitations for organizations to manage collaborative projects. Through this competition, the Arts Endowment will select a Cooperator to administer the MICD as it continues into its fourth decade.

### **Scope of Work**

The Arts Endowment will award a cooperative agreement to an organization that has a history of education and advocacy regarding policies and practices affecting the design of American cities (See "Applicant Eligibility" for details). In brief, the Cooperator will:

- Administer the MICD to support the fulfillment of the MICD's mission and implementation of its goals and activities.
- Provide operational support to the MICD, including professionally-staffed support for the MICD.
- Organize and implement up to five MICD workshops for mayors and design professionals.
- Monitor and regularly report to the Arts Endowment Project Director on the status of all MICD activities.
- Implement a comprehensive communications strategy.
- Provide follow-up activities for alumni MICD mayors.
- Prepare and transmit archival material on the institutes.

The Cooperator will work closely with the Arts Endowment Project Director on all phases of this project.

### **Detailed Responsibilities of Cooperator**

The Arts Endowment Project Director will be the Arts Endowment's Director of Design and Creative Placemaking. The Arts Endowment Project Director will review and approve all aspects of the project for overall quality and completeness throughout the project period of performance and will determine the format for all required project deliverables. The Cooperator will consult with, and will secure the approval of, the Arts Endowment Project Director in carrying out the responsibilities below.

The Cooperator will:

### MICD Structure and Operational Support

- Work with the existing Cooperator to ensure an efficient transition of the administrative and programmatic operations, including but not limited to software and other IT systems and administrative and programmatic files, both electronic and hard copy, to the Cooperator selected as a result of this Program Solicitation.
- Administer the MICD and support the fulfillment of the MICD's mission and implementation of its goals and activities by actively working with the Arts Endowment.
- Work with the Arts Endowment Project Director to refine the details and schedule of all project components.
- In consultation with the Arts Endowment Project Director, hire an appropriate staff for the MICD office. This will include at least a full-time program director and a full-time program officer.

### National and Regional Institutes

- Consult with the Arts Endowment Project Director on the distribution, location, and schedule of the MICD institutes. Up to five institutes are expected to convene each year, consisting of both National and Regional Institutes, and may include institutes for MICD alumni mayors, as agreed to by the parties.
  - National Institutes are for mayors who represent cities from all parts of the country with populations of approximately 150,000 or more and are hosted directly by the Cooperator.
  - Regional Institutes are geared to mayors of cities from one multi-state area of the country (regions are not fixed) with populations of less than approximately 150,000. They are typically hosted by a university or regional planning organization that is familiar with design and related issues and resources in that locale. The Cooperator will be responsible for issuing a Request for Qualifications, and hosting a panel along with the Arts Endowment Project Director to competitively select host organizations for the Regional Institutes.

For your reference, see a [sample MICD agenda](#).

- Plan and implement the National Institute and Regional Institute sessions.

- For each institute session (National and Regional):
  - Consult with and secure the approval of the Arts Endowment Project Director on the format, schedule, and target number of mayors and design resource professionals.
  - Prepare a detailed budget per institute session to cover costs such as: facility rental, technology rentals, supplies, travel and lodging (including pre-institute site visits), speakers/consultants, and documentation. On average, an in-person institute costs between \$55,000 and \$60,000.
  - Identify and recruit mayors to participate. Consult with and obtain the approval of the Arts Endowment Project Director on the final list of mayors before issuing invitations to participate.
  - If feasible, conduct a pre-institute site visit to each participating mayor's community. Alternatively, conduct pre-institute virtual site visits with key mayoral staff to prepare materials. Produce a case study report on each community including items such as a case statement, site visit observations, U.S. Census data, maps, references to local planning efforts, relevant images, land use analysis, guiding questions to focus session discussion, and other data that will help all institute participants to gain a comprehensive understanding of the design challenge presented by each mayor.
  - Consult with and secure the approval of the Arts Endowment Project Director on potential design professionals to serve as resource team members. Resource teams must include individuals reflecting a wide geographic, ethnic, and racial representation as well as individuals reflecting diverse artistic and cultural points of view. Also obtain the approval of the Arts Endowment Project Director on any individuals other than the mayors, resource team members, and MICD representatives who may attend an institute. Secure the approval of the Arts Endowment Project Director on all proposed resource team members. The Cooperator will be responsible for ensuring that all participants/attendees (including but not limited to resource team members) are familiar with and abide by the Arts Endowment's Standards of Conduct (see below).
  - Ensure that all work related to the institutes is on schedule and of consistently high quality.
  - Prepare a digital briefing book (in accessible format) for each institute. Provide to the Arts Endowment Project Director and other MICD participants at least three weeks prior to each institute.

- Document the proceedings. The Cooperator will audio record each institute in full. The Cooperator will also prepare a summary report that includes an agenda, a listing of all participants with affiliations and complete contact information, a description of each resource team presentation and design issue presented for discussion, and case study recommendations. This material, along with all presentations from the meeting, shall be provided to the attending Mayors and the Arts Endowment Project Director no later than 60 days after each session in an accessible format approved by the Arts Endowment.
- For Regional Institutes:
  - Develop and implement a competitive process for the selection of universities or other organizations to act as subcontractors to host the institute sessions. Provide to the Arts Endowment Project Director for review and approval the plans for this selection process including any guidelines or requests for qualifications developed for these purposes.

This process must involve a panel composed of experts in the field, including a layperson, who reflect a wide geographic, ethnic, and minority representation as well as diverse aesthetic and cultural points of view, and must adhere to standards of conduct consistent with those reflected in the Arts Endowment's Standards of Conduct for Panelists dated April 2015. The Cooperator will also provide the names of proposed panelists and, following panel review, the subcontractors recommended to the Arts Endowment Project Director for approval.

- Review and update the MICD Request for Qualifications guidelines and submit them to the Arts Endowment Project Director for approval. (The Arts Endowment will provide the Cooperator with the existing guidelines.)
- Following the selection and engagement of subcontractors for the Regional Institutes, provide subcontractors with the MICD collaborator guidelines (a guide for conducting an institute), and monitor and advise them on appropriate standards of practice, participant selection, and institute format.

### Communications

- Work with the Arts Endowment Project Director and the Arts Endowment's Office of Public Affairs (OPA) to continue the communications strategy designed to educate mayors and their staffs, as well as interested members of the public, about the importance of city design, the value of mayors' participation in this activity, and the role that MICD can play. This strategy includes, but is not limited to:

- Managing, updating, and developing content in an accessible format for [www.micd.org](http://www.micd.org), ensuring that the website meets all federal laws and regulations pertaining to accessibility and other issues, as appropriate.
- Creating blog posts, accompanied by relevant photographs and video footage, featuring MICD and related projects and information. The Cooperator will provide posts to the Arts Endowment Project Director in a format and length, and on a schedule, mutually agreed upon. Once approved, the Arts Endowment may post this material on the agency's website or other social media outlets and use it for other relevant purposes.
- The development of press releases corresponding to each of the MICD institutes.

The Cooperator will provide these items to the Arts Endowment for approval and then release approved items to press contacts and additional individuals and groups as designated by the Arts Endowment's OPA. Where appropriate, MICD communications efforts will coordinate with communications related to other Arts Endowment initiatives such as Our Town.

- Secure all necessary rights, permissions, licenses, and releases as appropriate to the project (the "Rights"). The Rights may include, but are not limited to, permissions for visual images, video, and other online project components.
- Ensure that the Arts Endowment logo and crediting language for the Arts Endowment and the MICD are correct. Consistently use the approved graphics in all web content, press materials, acknowledgments, institute packages, newsletters, and other hard copy and electronic materials produced by the MICD.

#### Institute Follow-Up

- Prepare material from each institute for digital archiving. The Arts Endowment will determine the location for the digital archives, provide the Cooperator with instructions on the appropriate formatting of material for transmittal, and approve all items before transmittal. Items to be archived include, but are not limited to: a database with the names, contact information, and affiliation of all institute participants; copies of the case studies and any briefing material prepared; the audio recording of the proceedings; and a copy of the summary report on each institute as described above. The Cooperator must provide archival material to the Arts Endowment for approval within 60 days of each institute session, and transmit the material to the designated archives within 14 days of Arts Endowment approval.

- Secure the approval of the Arts Endowment Project Director to plan and implement a program of activities to recruit new mayors and MICD alumni mayors. Activities may include, but are not limited to:
  - Programs at mayors' meetings.
  - Discussions with mayors' staffs about planning and implementing appropriate follow-up activities.
  - Connections to resources and other design professionals or programs at the request of alumni mayors and/or their staff.
- Offer additional opportunities for MICD alumni mayors to engage with post-institute support; such as cohort reunions, tailored technical assistance delivered by design professionals, virtual seminars on timely design topics, and programming to augment the impact of the mayor's institute participation.

### General Responsibilities

- Provide the Arts Endowment Project Director with detailed and accurate records of activities carried out under the Cooperative Agreement including, but not limited to, income and expense reports in a mutually agreed upon format and schedule.
- Meet quarterly (in-person or virtually) with the Arts Endowment Project Director to monitor progress in achieving the activities of the Cooperative Agreement. At each meeting, provide a progress report, in an approved format, that summarizes completed activities; planned activities (with dates); and communications among project advisors, participants, and institute hosts. Also provide an up-to-date budget and any other pertinent information.
- Disburse timely payments/reimbursements for expenses incurred as outlined in the scope of work and budget for the MICD program, such as: payments to panelists, consultants or contractors, meeting and travel expenses, etc.
- Follow the Cooperator's approved written procurement policies if consultants or vendors are selected by the Cooperator as part of this project, which must be consistent with the Uniform Guidance procurement standards described in 2 CFR 200.318-27 and the appendices. Consultants or vendors engaged by the Cooperator as part of this project will be required to agree that any information gathered will be used only for the purposes described in the Cooperative Agreement.
  - The Cooperator will coordinate and make payment for all travel arrangements of consultants or vendors selected by the Cooperator as part of this project, as agreed to by the parties. Engagement of consultants or vendors by the

Cooperator as part of this project requires the prior approval of the Arts Endowment Project Director.

- No later than 120 days after the completion or termination of the Cooperative Agreement, submit, through the Cooperator's Arts Endowment REACH account, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425.

The Arts Endowment Project Director will:

- Work with the Cooperator, along with designated Arts Endowment staff, to refine the details and schedule of all project components.
- Make recommendations on, review, and/or approve, as relevant:
  - MICD staff and subcontractors, as appropriate, to carry out all aspects of the project.
  - The distribution, format, location, schedule, and target number of mayors and design resource professionals for each institute.
  - The final list of mayors to be invited to each institute.
  - A competitive process for the selection of organizations to host the Regional Institutes. The Project Director will approve proposed panelists, guidelines/requests for proposals, and recommended subcontractors.
  - The revised MICD collaborator guidelines. (The Arts Endowment Project Director will provide the Cooperator with the existing version of these guidelines.)
  - Design professionals proposed as resource team members.
  - Any proposed attendees other than the mayors, resource team members, and MICD representatives at MICD institutes.
  - Archival material: The Project Director will provide the Cooperator with instructions on the appropriate destination and formatting of material for transmittal. The Arts Endowment Project Director will approve all archival material.
  - Plans for follow-up with alumni mayors and recruitment of new mayors.
  - All communications (overall strategy, website, blogs, video, newsletters, press releases, etc.). Review and approval of all communications will be in conjunction with the Arts Endowment's OPA.
  - Project activity reports such as budget updates, archival materials, and progress summaries.
- Co-host a panel along with the Cooperator to select the host organizations for the Regional Institutes.
- Participate in the National and Regional Institutes, as appropriate and available.

- Act as liaison between the Cooperator and any other Arts Endowment staff (e.g., OPA, Office of Research & Analysis) that might be involved in this project.

### Tentative Schedule

This is a tentative schedule. **Applicants should propose any schedule starting on or after October 1, 2021 that suits their organization.** The Arts Endowment will work with the Cooperator to refine dates as the Cooperative Agreement is developed.

Earliest project start date (period of performance begins)	October 1, 2021
Meet with Arts Endowment to refine project plans and the schedule	One week after the project start date
Present process for selecting subcontractors to host Regional Institutes	Four weeks after the project start date
Present communications strategy and collaborator guidelines	Six weeks after the project start date
Present National and Regional Institute details and timeline for National MICD Institutes for approval	12 weeks after project start date
Present plans for follow-up with alumni mayors and recruitment of new mayors for review and approval	12 weeks after project start date
Provide summary report on each institute to Arts Endowment	60 days after each institute
Provide archival material on each institute session to Arts Endowment for approval	60 days after each institute (transmit material to archives within 14 days of Arts Endowment approval)
End of period of performance	Up to 12 months following project start date
Submit Final Descriptive Report, Federal Financial Report, and other required material	Within 120 days after the end of the period of performance

## **Award Information**

### **Cooperative Agreement Amount**

We expect to award one Cooperative Agreement of up to \$450,000, contingent upon the availability of funds.

The Cooperator must provide at least a fifty percent nonfederal cost share/match in support of this project. Cost share/matching funds may be all cash, or a combination of cash and third-party, in-kind contributions. Cost share/matching funds cannot include funds from any Arts Endowment or other federal grant, including pass-through federal support from the hosts of the institutes.

Any project costs beyond the amount above must be covered from sources other than the Arts Endowment.

### **Period of Performance**

This Cooperative Agreement may begin no earlier than October 1, 2021, and may extend for up to 12 months.

An organization may not receive more than one Arts Endowment award for the same costs during the same or an overlapping period of performance. In addition, different awardees may not receive federal funds for the same project costs during the same or an overlapping period of performance.

The Arts Endowment may enter into subsequent Cooperative Agreements with the organization selected as a result of the Program Solicitation. See "Subsequent Cooperative Agreements" below.

### **Applicant Eligibility**

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes may apply.

To be eligible, the applicant organization must:

- Meet the National Endowment for the Arts' "**Legal Requirements**" including nonprofit, tax-exempt status at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all Arts Endowment award(s) previously received.

- Have, at the time of application, at least a three-year history (consecutive or non-consecutive years) with education and advocacy regarding policies and practices affecting the design of American cities.

An organization may submit only one proposal under this program solicitation.

You may apply to other Arts Endowment funding opportunities, including Grants for Arts Projects and Our Town, in addition to this Program Solicitation. In each case, the request must be for a distinctly different project.

## How to Apply

Applications must be submitted electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your application no later than 11:59 p.m., Eastern Time, on March 24, 2021.** We strongly recommend that you submit your application by March 14, 2021 to give yourself ample time to resolve any problems that you might encounter.

Your organization must be registered with Grants.gov before you can apply. Allow at least two weeks for this process if you are a first-time applicant. See "Organization Registration" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. See "How to Apply" beginning on page 15 for further instructions.

Late, ineligible, and incomplete applications will not be reviewed.

If you have a question about access for individuals with disabilities:



202-682-5082 Voice/T.T.Y. (Text-Telephone, a device for individuals who are deaf or hard-of-hearing)



Call or email the Office of Accessibility at 202-682-5532 / [accessibility@arts.gov](mailto:accessibility@arts.gov) to request an accommodation or an alternate format of the guidelines.

## Application Review

Proposals will be reviewed on the basis of the following criteria.

The **artistic excellence** of the project, which includes the:

- Degree to which the proposal demonstrates a comprehensive understanding of the mission, goals, and requirements of the MICD.
- Quality of similar or related programs administered by the applicant organization.
- Evidence of access to expertise in urban design, architecture, landscape architecture, historic preservation, creative placemaking, and real estate

development issues, and knowledge of organizations and individuals engaged in the practice, academic study, policy development, and implementation of these areas.

The **artistic merit** of the project, which includes the:

- Applicant's ability to provide guidance and structure for the program based on a sound understanding of the policies and practices affecting the design of American cities.
- Ability to formulate and implement a successful plan to recruit mayors to participate in MICD institutes and other activities.
- Degree to which the project correlates to the applicant's mission, experience, and programming.
- Ability to carry out the project on time and within budget including the quality and clarity of the project design, and the qualifications of the project personnel.
- The reasonableness of the budget, including potential sources of nonfederal matching funds.

Applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all awards. We anticipate that applicants will be notified of award or rejection by July 2021.

NOTE: All recommended Arts Endowment applications undergo a review prior to the agency making an award to evaluate risk posed by the applicant. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

### **Award Administration**

#### **Travel Policy**

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.475 as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to our Office of Grants Management before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or cost share/matching funds can be used to support federal staff or National Council on the Arts members' travel.

## **Crediting Requirement**

The Cooperator must clearly acknowledge support from the Arts Endowment in its programs and related promotional material including publications and websites. Acknowledgment of any other MICD partners should also be included as appropriate. The Arts Endowment will provide the Cooperator with specific language for this requirement.

## **Subsequent Cooperative Agreements**

The Arts Endowment may enter into up to four subsequent awards with the recipient of this Cooperative Agreement. Any such future Cooperative Agreements, however, would be subject to agency priorities, the availability of funds, Cooperator performance, and our regular review process.

## **Ownership of Materials**

Any website/online platform (W/OP) created in the course of this cooperative agreement will be owned by the Cooperator. The Cooperator shall not transfer, assign or designate ownership of the Digital Platform to any third party. Any materials, content, research, data, whether tangible or intangible that is housed on the W/OP will have ownership restrictions based on the specific content and the underlying Rights obtained. The Cooperator agrees to only make use of the MICD content in a manner consistent with the cooperative agreement (including but not limited to crediting requirements) in perpetuity, and agrees that such restrictions shall inure to any of the Cooperator's successors in interest, including any such successors not yet known to the Cooperator. If at any time a decision is made to transfer the MICD content to the Arts Endowment or another Arts Endowment-approved entity, should the Cooperator no longer manage this project, the Cooperator will only do such transfer with Arts Endowment approval.

## **Standards of Conduct**

The Cooperator will be responsible for ensuring that all project participants/attendees are familiar with and abide by the following standards of conduct. Such individuals may not:

- Take part in any discussions of any projects or activities in which they have a financial interest.
- Enter into a consulting or other employment contract with a city on a project presented at an MICD institute for a period of one year following the institute, except with the express written consent of the Arts Endowment's General Counsel.
- Use information obtained at an institute to solicit business with a participating city for a period of one year following the institute, except with the express written consent of the Arts Endowment's General Counsel.

Any breach of the standards may result in termination of the Cooperative Agreement.

## General Terms and Conditions

Arts Endowment Cooperative Agreements are subject to the [General Terms and Conditions for Grants and Cooperative Agreements to Organizations](#).

## Project Reporting and Evaluation

Through this program we intend to achieve the following objective: *Understanding: Evidence of the value and/or impact of the arts is expanded and promoted*. If an award is received, the Cooperator also will be asked to provide evidence of those results. Before applying, review the [reporting requirements](#). Specific instructions will be included in the Cooperative Agreement.

## Agency Contacts

If you have questions about programmatic requirements, contact:

Jen Hughes  
Director of Design and Creative Placemaking  
202/682-5547  
[hughesj@arts.gov](mailto:hughesj@arts.gov)

If you have questions about award administration, contact:

National Endowment for the Arts' Office of Grants Management  
[grants@arts.gov](mailto:grants@arts.gov)

REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the Arts Endowment. Call the Grants.gov help desk at 800-518-4726, email [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours per day, seven days a week.

## Paperwork Reduction Act Statement

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We welcome any suggestions that you might have on improving our Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: [webmgr@arts.gov](mailto:webmgr@arts.gov), attention: Reporting Burden. Note: Applicants are not required to

respond to the collection of information unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number.

## How to Apply

Applications must be submitted electronically through Grants.gov, the federal government's online application system.

Refer to the instructions below as you fill out the Grants.gov forms as well as complete the attachments described below.

### Register or Renew/Verify Registration with Grants.gov and SAM.gov:

- It is your organization's responsibility to create and maintain a regularly updated registration with both Grants.gov and the System for Award Management (SAM). Grants.gov and SAM.gov registration and maintenance is always free.
- **Grants.gov Contact Center:** Call 800-518-4726, email [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.
- **SAM Federal Service Desk:** Call 866-606-8220 or see the information posted on the SAM website at [SAM User Help](#).

### Go to the Grant Opportunity Package:

- Access the Grant Opportunity Package on Grants.gov by clicking on the link below:

**[CLICK HERE TO GO TO THE GRANT OPPORTUNITY PACKAGE](#)**

### Funding Opportunity Number: NEAPS2101

- When you go to Grants.gov through the link above, the Grants.gov "View Grant Opportunity" screen will open. Choose "Apply" in the "Action" area. On the next screen, chose "Apply" again. You will be prompted to enter your Grants.gov Username and Password.
- You will apply using a Grants.gov Workspace. To create a Workspace, look for the "Application Filing Name" field above the "Create Workspace" button. Enter your organization's legal name in this field. If you want to learn more about using Grants.gov's Workspace, see [here](#).
- After creating a Workspace, you will see two forms:

1. Application for Federal Domestic Assistance/Short Organizational Form: This form asks for basic information about your organization and project.
2. Attachments Form: This is not a form in the conventional sense, but rather a place to attach additional required items that must be included for your Grants.gov application package to be considered complete.

### **Instructions for the Application for Federal Domestic Assistance/Short Organizational Form:**

**NOTE:** All asterisked (\*) items and **yellow** fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.
2. Catalog of Federal Domestic Assistance Number: Pre-populated.
3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.
4. Funding Opportunity Number: Pre-populated.
5. Applicant Information:
  - a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe.
  - b. Address: Use Street 1 for your organization's physical street address. This address should agree with the address that you used with the SAM (System for Award Management). In addition, use Street 2 for your organization's mailing address if it differs from the physical street address.
  - c. In the Zip/Postal Code box, enter your **full 9-digit zip code**. (You may look it up at [www.usps.com/zip4/](http://www.usps.com/zip4/)).
  - d. Type of Applicant: Select the item that best characterizes your **organization** from the menu in the first drop-down box. Additional choices are optional.
  - e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.
  - f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying

organizations worldwide. The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of the Grants.gov registration or your application will not be validated by Grants.gov and will be rejected.

g. Congressional District: Enter the number of the Congressional District where the applicant organization is physically located. Use the following format: 2 letter State Postal Abbreviation-3 digit District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If you need help determining your current district, go to [www.house.gov](http://www.house.gov) and use the "Find Your Representative" tool.

#### 6. Project Information:

a. Project Title: Enter MICD.

b. Project Description: Provide a two- or three-sentence summary that briefly describes the specific activities that will be included in the project budget.

NOTE: This field on the form has a character limit of 1,000. Even if you have fewer than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct description and double-check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date on or after October 1, 2021. The start date should be the first day of a month, and the end date should be the last day of a month. This is the period of performance for your proposed project, which should not exceed 12 months. Project activities must occur, and the costs you include in your Project Budget must be incurred, within your period of performance.

#### 7. Project Director:

Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field.

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

#### 8. Primary Contact/Grant Administrator:

Provide the requested information for the individual who should be contacted on all matters involving this application. Select a Prefix.

If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, complete all items under both 8 and 9 even though there will be some repetition.)

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

#### 9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. **The AOR must have the legal authority to obligate your organization.**

By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

#### How to Use the Attachments Form:

The "Attachments Form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved as portable document format (PDF) files elsewhere on your computer.

#### Note:

1. Attachment 3, the Project Budget Form, is an Arts Endowment fillable form; you will find a link below. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

Be sure you are using Adobe Reader when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here:

<http://get.adobe.com/reader/>

2. All other attachments are non-form documents that you will compose in accordance with the instructions provided. These items must be submitted as PDF files.

Do not create PDFs of your electronic documents by scanning. In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. Do not enable any document security settings or password-protect any PDF file you submit to us.

No single attachment should be more than 2 MB.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Attach the proper file to the proper button as listed below.

## The Attachments

### ATTACHMENT 1:

To this button attach an **Application Narrative of no more than 5 pages**. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative"). Organize your response a), b), c), etc. and use the boldfaced language below as a heading for each item. Your narrative will be reviewed in accordance with the criteria in the Application Review section of this Program Solicitation; make sure that you address each criterion. Include:

- a) Your organization's **mission** and how it relates to this program.
- b) A summary of your **organization's history** with education and advocacy regarding policies and practices affecting the design of American cities.\*
- c) Describe the **expertise and experience** that qualify your organization for this project, providing specific examples of related previous activities where possible. Within this context, discuss your plans for executing the National and Regional Institutes on time and within budget.
- d) Plans that you have to **successfully recruit mayors** to participate in the National and Regional Institutes and alumni activities.
- e) How you will handle public **communications**.

\*At least a three-year history (consecutive or non-consecutive years) is required at the time of application.

**ATTACHMENT 2:** To this button, attach **brief bios** (at least two per page) for the key personnel to be involved in the project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

**ATTACHMENT 3:** To this button, attach the completed **Project Budget Form** [Form I **Instructions** ]. The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to \$450,000.

**ATTACHMENT 4:** To this button, attach a brief sampling of **support material** that can provide evidence of your ability to serve as the Cooperator for this project. This may include publications, website material, video samples, reports, or other items that can help in the review of your application.

Attach one PDF with web links to these relevant materials. List the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to site that requires material to be downloaded (e.g., Dropbox). The file name should indicate the name of your organization or a recognizable acronym followed by "SupportInfo" (e.g., "ABCOrgSupportInfo").

Leave all remaining Attachment buttons blank.