CFDA No. 45.024
NEAPS1505

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

Proposal Receipt Deadline: March 29, 2016

The National Endowment for the Arts requires organizations to submit their proposals 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 19, 2016** 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 (NEA). 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.

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. MICD achieves its mission by organizing sessions 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 in closed-door 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 at least six institutes held throughout the country. Each 2½-day institute is limited to fewer than twenty participants consisting of two equal cohorts: mayors and 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. 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.

The National Endowment for the Arts will provide general guidance and financial support for the MICD through this Cooperative Agreement. As a federal agency, we regularly issue Program Solicitations for organizations to manage collaborative projects.

Through this competition, we will select a Cooperator to administer the MICD as it continues into its third decade.

Scope of Work

We plan to 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 "Eligibility" for details). In brief, the Cooperator will:

- Administer the MICD to support the fulfillment of its mission and the implementation of its goals and activities.
- Provide operational support to the MICD, including a professionally-staffed office for the MICD.
- Organize and implement a minimum of six MICD institutes for mayors and design professionals.
- Monitor and regularly report to the NEA 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 NEA Project Director on all phases of this project.

Detailed Responsibilities of Cooperator

The NEA Project Director will be the NEA Director of Design. The NEA 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 NEA 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 new Cooperator.

- Administer the MICD and support the fulfillment of the MICD's mission and implementation of its goals and activities by actively working with the NEA.

- Work with the NEA Project Director to refine the details and schedule of all project components.

- In consultation with the NEA 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.

<u>National and Regional Institutes</u>

- Consult with the NEA Project Director on the distribution, location, and schedule of the MICD institutes. There must be a total of at least six institutes, with a minimum of three National and three Regional Institutes.

    – National Institutes are for mayors who represent cities with populations of 150,000 or more from all parts of the country and are hosted directly by the Cooperator.

    – Regional Institutes are geared to mayors of cities with populations of less than 150,000 from one multi-state area of the country (regions are not fixed). 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 NEA Project Director to competitively select the three host organizations for the Regional Institutes.

    For your reference, see a sample MICD agenda.

- Plan and implement a minimum of three National Institute and three Regional Institute sessions.

- For each institute session (National and Regional):

    – Consult with and secure the approval of the NEA Project Director on the format, length, and target number of mayors and design resource professionals.

    – Prepare a detailed budget per institute session to cover costs such as: facility rental, AV-technology rentals, supplies, travel and lodging (including pre-institute site visits), speakers/consultants, and documentation. On average, an institute session costs between $55,000 and $60,000.

    – Identify and recruit mayors to participate. Consult with and obtain the approval of the NEA Project Director on the final list of mayors before issuing invitations to participate.

    – Conduct a pre-institute site visit to each participating mayor's community. Produce a case study report on each community that includes 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 NEA 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. Also obtain the approval of the NEA 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 NEA 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 NEA Standards of Conduct (see below).

– Ensure that all work related to the institutes is on schedule and of consistently high quality.

– Prepare a briefing book for each institute. Provide to the NEA 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 NEA Project Director no later than 60 days after each session in a format approved by the NEA.

- 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 (at least three). Provide to the NEA 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 NEA's Standards of Conduct for Panelists dated February 2015. The Cooperator will also provide the names of proposed panelists and, following panel review, the subcontractors recommended to the NEA Project Director for approval.

‒ Review and update the MICD Request for Qualifications guidelines and submit them to the NEA Project Director for approval. (The NEA 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.

<u>Communications</u>

- Work with the NEA Project Director and the NEA Public Affairs Office 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 for www.micd.org.

  ‒ Creating blog posts, accompanied by relevant photographs and video footage, featuring MICD and related projects and information. The Cooperator will provide posts to the NEA Project Director in a format and length, and on a schedule, mutually agreed upon. Once approved, the NEA may post this material on the agency's website or other social media outlets and use it for other relevant purposes. All content will be shared with any potential MICD partners.

  ‒ The development of press releases corresponding to each of the MICD institutes.

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

- Obtain any necessary rights, permissions, licenses, and releases as appropriate to the project. The NEA Project Director will coordinate discussions or meetings, as appropriate, between the Cooperator and the NEA Office of General Counsel to ensure that the rights secured meet the National Endowment for the Arts' needs. The Cooperator will provide the NEA with copies of all relevant licenses and permissions.

- Ensure that the NEA logo and crediting language for the NEA 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 archiving. The NEA will determine the location for the digital and physical archives. The NEA will provide the Cooperator with instructions on the appropriate formatting of material for transmittal, and will 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 NEA for approval within 60 days of each institute session, and transmit the material to the designated archives within 14 days of NEA approval.

- Secure the approval of the NEA 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.

General Responsibilities

- Provide the NEA 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 NEA 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. In addition, the Cooperator should be aware of the Uniform Guidance procurement standards described in 2 CFR 200.318. 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. Engagement of consultants or vendors by the Cooperator as part of this project requires the prior approval of the NEA Project Director.

- No later than 90 days after the completion or termination of the Cooperative Agreement, submit electronically to the NEA's Grants & Contracts Office Final Reports Officer and to the NEA Project Director, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425. The FDR must include recommendations for the future.

The NEA Project Director will:

- Work with the Cooperator, along with designated NEA 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 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 also provide the Cooperator with instructions on the appropriate destination and formatting of material for transmittal. The NEA 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 NEA Public Affairs Office.
  - Project activity reports such as budget updates, archival materials, and progress summaries.

- Co-host a panel along with the Cooperator to select the three 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 NEA staff (e.g., Offices of General Counsel, Public Affairs, and Research & Analysis) that might be involved in this project.

Tentative Schedule

This is a tentative schedule. **Applicants should propose any schedule starting on October 1, 2016 that suits their organization.** The National Endowment for the Arts will work with the Cooperator to refine dates as the Cooperative Agreement is developed.

Earliest project start date	October 1, 2016
Meet with NEA 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 NEA	60 days after each institute
Provide archival material on each institute session to NEA for approval	60 days after each institute (transmit material to archives within 14 days of NEA 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	90 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 match in support of this project. These matching funds may be all cash or a combination of cash and in-kind contributions. Cash match refers to cash donations (including items or services that are provided by the applicant organization), grants, and revenues that are expected or received for this project. In-kind match refers to donated space, supplies, volunteer services, etc. that are donated by individuals or organizations other than the applicant (third-party). Matching funds cannot include funds from any NEA or other federal grants. Any project costs beyond the amount above must be covered from sources other than the NEA.

Period of Performance

This Cooperative Agreement may begin no earlier than October 1, 2016, and may extend for up to 12 months.

An organization may not receive more than one National Endowment for the Arts 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 National Endowment for the Arts 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 NEA award(s) previously received.

• Have, at the time of application, at least a three-year history 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 National Endowment for the Arts funding opportunities, including Art Works and Our Town, in addition to this Program Solicitation. In each case, the request must be for a **distinctly different project.**

Intended Outcome

Through the Mayors' Institute on City Design, the National Endowment for the Arts intends to achieve its Livability outcome (The strengthening of communities through the arts). Before applying, please review the reporting requirements for Livability.

How to Prepare and Submit an Application

Organizations are required to submit their applications electronically through Grants.gov, the federal government's on-line application system. **The Grants.gov system must receive your application no later than 11:59 p.m., Eastern Time, on March 29, 2016.** We strongly recommend that you submit your application by March 19, 2016 to give yourself ample time to resolve any problems that you might encounter.

Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "**Get Registered**" 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 Prepare and Submit an Application" on pages 13-22 for further instructions.

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 Mayors' Institute on City Design.
- 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.

All 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 federal financial assistance awards. We anticipate that applicants will be notified of award or rejection in July 2016.

Award Administration

Travel Policy

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.474, 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 Grants & Contracts Office 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 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 National Endowment for the Arts in its programs and related promotional material including publications and websites. Acknowledgment of any other MICD partners should also be included as appropriate. The National Endowment for the Arts will provide the Cooperator with specific language for this requirement.

Subsequent Cooperative Agreements

The National Endowment for the Arts 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

The products submitted by the Cooperator to the National Endowment for the Arts under the terms of any resulting Cooperative Agreement shall be the property of the National Endowment for the Arts, which shall have the right to use such materials in any manner and for any purpose whatsoever.

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 our 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 our General Counsel.

The National Endowment for the Arts' General Counsel will provide the Cooperator with specific language to be used in all contracts or letters of agreement with resource persons. Any breach of the standards may result in termination of the Cooperative Agreement.

General Terms and Conditions

National Endowment for the Arts Cooperative Agreements are subject to the General Terms and Conditions for Grants and Cooperative Agreements to Organizations.

Agency Contacts

If you have questions about programmatic requirements, contact:

Jason Schupbach
Design Director
202/682-5786
schupbachj@arts.gov

If you have questions about award administration, contact:

Nicki Jacobs
NEA Grants & Contracts Officer
202/682-5403
jacobsn@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 National Endowment for the Arts. Call the Grants.gov help desk at 1-800-518-4726, e-mail **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.]

Reporting Burden

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, attention: Reporting Burden. NOTE: Applicants are not required to respond to this collection of information unless it displays a currently valid U.S. Office of Management & Budget (OMB) control number.

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OMB No. 3135
Expires 11/30/2016

Apply Electronically Through Grants.gov

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system.

The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on March 29, 2016. We strongly recommend

that you submit your application by March 19, 2016 to give yourself ample time to resolve any problems that you might encounter. The National Endowment for the Arts will not accept late applications.

Register or Renew/Verify Your Registration with Grants.gov

NOTE: Applicants are required to change their Grants.gov passwords every 60 days. See www.grants.gov **for more details on requirements for Usernames and Passwords.**

It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov. This includes registration with the System for Award Management (SAM), where your organization's information must be renewed annually. **Finalize a new or renew an existing registration at least two weeks before the application deadline.** This should allow you time to resolve any issues that may arise with Grants.gov or SAM. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's Get Registered. **Allow a minimum of two weeks for this multi-step, one-time process.** If your organization already has registered, **renew your registration with SAM and verify that your registration with Grants.gov is current.**

If you have problems with registration:

- SAM Federal Service Desk: Call 1-866-606-8220 or see the information posted on the SAM website at SAM User Help.
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail 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.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Registration Tips:

- **Register early**. Registration is by far the hardest part of the whole process. Don't put it off to the last minute. Grants.gov advises that registration usually takes up to 5 business days but it can take longer; we recommend that you allow at least two weeks. For help, call the Grants.gov Contact Center at 1-800-518-4726, e-mail **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.

- **Be extremely careful when entering your registration information and make sure your information on file with the entities involved is correct and consistent**. In the second step of the registration process, your information will be validated with the IRS and Dun & Bradstreet (D&B). If your information doesn't match exactly -- like having a comma in your organization's name on file with the IRS, but not with D&B -- it can snag your registration.
- **Make sure your registration information is up to date**. Your organization's System for Award Management (SAM) registration -- part of the Grants.gov registration process -- must be renewed every year. SAM will alert your organization's SAM Point of Contact when it is time for renewal. You can check your current SAM registration status by entering your DUNS number at "Search SAM" at www.sam.gov. Also verify your registration with Grants.gov and make sure it is current before you apply, especially if your e-mail address has changed.
- **Even if you aren't registered, you can work on an electronic application**. While you need to be registered in order to submit an application, you don't need to be registered (or an AOR) in order to work on one.

Creating your application:

- **Review the Grants.gov software requirements**. You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer in order to access, complete, and submit applications. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.
- **Yes, the DUNS is important**. The DUNS you enter on the SF-424 form must match exactly the DUNS you used when you registered with SAM. If it doesn't match -- even if you just transpose two digits -- we won't get your application because the Grants.gov system will kick it back to you. If your organization has more than one DUNS (many do), make sure you're using the right one for applying via Grants.gov.
- **You're the only one who can ensure that your application is complete**. Yes, the Check Package for Errors function on the forms will tell you if you missed a required field but it can't tell you if your application was validated and accepted by Grants.gov. See below.

Submitting your application:

- Submit your application by March 19, 2016 to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the deadline to submit.
- **Just because Grants.gov received your application doesn't mean it's been accepted**. Ensure that your application was validated and accepted by the Grants.gov system. Go to Track My Application to track the validation and

progress of your application submission through Grants.gov. There are several reasons applications may not be validated. Maybe there was a problem with the DUNS (see above). Bottom line: Don't wait until just before the deadline to submit. If you turn off your computer right after submitting, you may not learn the application was kicked back until too late. Give yourself some extra time to make adjustments and resubmit, if necessary.

- **Sometimes the problem isn't Grants.gov or you, it's your computer**. You'll need to work with your own IT administrator to fix the problem. It may be due to the presets on your computer or your Internet Service Provider. If your IT administrator isn't available, just try submitting from another computer and see if that works. Another reason to submit early!

Download the Application Package

1. Verify your software.

   You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

   Please go to "Recommended Software" to see the compatible versions of Adobe Reader or to download and install Adobe Reader.

2. Access the application package on Grants.gov by clicking on the link below:

   DOWNLOAD

   [Funding Opportunity Number: NEAPS1505]

   This will bring you to the "Selected Grant Applications for Download" screen.

   Download the application package and follow the instructions below. **It is not necessary to download the instructions from Grants.gov as you will merely be directed back to the instructions in this document.**

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button and **save the application package to a location on your computer or network where you can find it readily**. Save your application each time that you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.

4. You can access each Mandatory form by clicking on it OR you can scroll down your screen and you will come to each form in succession.

   The two forms are:

   - **Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**: This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. Instructions for completing this form begin on page 18.

   - **Attachments Form:** This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 20.

Submit Your Electronic Application

1. Check the size of your electronic application. The total size should not exceed 10 MB.

2. To begin the submission process, click the "**Save & Submit**" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] **You will be prompted to provide your Grants.gov Username and Password that you obtained during registration**.

3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application" button to complete the process. **Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted**.

   If you have difficulty submitting, go to Adobe Reader Error Messages or Applicant Resources for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to Track My Application to track the validation and progress of your application submission through Grants.gov.

Application Instructions

For a complete application, follow Steps 1 and 2 below:

Step 1: Fill out the Application for Federal Domestic Assistance/Short Organizational Form (SF-424)

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. (Do not use your organization's popular name, if different.)

b. Address: Use Street 1 for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the Zip/Postal Code box, enter your **full 9-digit zip code that was assigned by the U.S. Postal Service.** (You may look it up at 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. Otherwise, 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 located. Use the following format: 2 character State Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your two-digit state/territory abbreviation and "-000." If you need help determining your district, go to www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Enter Mayors' Institute on City Design.

b. Project Description: Provide a two or three sentence summary description.

Please note:

This field on the form has a character limit of 1,000. Even if you have less 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 project description and double check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date no earlier than October 1, 2016. Your project may extend for up to 12 months.

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. Provide contact information, including an e-mail address that will be valid throughout the proposed period of performance.

8. Primary Contact/Grant Administrator: Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.

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, please complete all items under both 8 and 9 even though there will be some repetition.)

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.

Step 2: Complete and Attach Required Items to the Attachments Form

This "form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer.

Several important points:

1. Attachments 2 is a fillable form; you will link to find it. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

   Please be sure you are using Adobe Reader (version 9 or higher) 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). Please 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 documents (e.g., narratives, bios) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF (portable document format) 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 embed non-printable media files (video and/or sound) in your PDF documents**. Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

3. No attachment should be more than 2 MB. For non-form documents, label pages clearly with the name of the item (e.g., Application Narrative) and your organization's legal name. **Leave a margin of at least one inch at the top, bottom, and sides of all pages**. **Do not reduce type below 12 point font size**. Do not type in all capital letters. Within each attachment, number pages sequentially; place numbers on the bottom right hand corner of each page. **Excess pages will be removed and not be reviewed**.

4. **Name your files as indicated below and attach them in the proper order**. Limit file names to 50 or fewer characters and use only the following characters when naming your attachments: A-Z, a-z, 0-9, underscore (_), hyphen (-), space, and period. If you do not follow this rule, your application may be rejected. Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

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. Please attach the proper file to the proper button as listed below.

The Attachments - Your Narrative, Bios, Budget and Supporting Information.

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").Please 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 a minimum of three National and three Regional Institutes per year 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 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**, Pages 1 and 2. The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

CLICK TO DOWNLOAD [FORM] [INSTRUCTIONS]

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. In this case, 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.

If you try to view an attachment by clicking the "View Attachment" button on the Attachments Form but are unsuccessful, check the bottom of the screen for the message: "Pop-ups were blocked on this page." If you see this message, press "Ctrl" and "View Attachment" to see the attachment.