



California Department of Food and Agriculture
Office of Grants Administration

2018 Specialty Crop Block Grant Program Concept Proposal Application



General Information Tab

- Applicant Organization:
 - Legal name of the organization that will serve as lead for the project and receive grant funds.
- Submitting Organization:
 - Legal name of the organization submitting the concept proposal on behalf of the applicant.
- Project Title:
 - Concisely describe the project in 15 words or less.
- Project Description:
 - Describe the need for the project, how the project will address the need, the goals and expected outcomes, and the plan for measuring and evaluating success.



Project Budget Tab

- Funds Requested
 - Total amount of Specialty Crop Block Grant Program (SCBGP) funds requested.
 - Must match category I in the project's budget template.
 - Between \$25,000 and \$300,000 (\$150,000 max for Fixed Amount Awards)
- Local Cost Match:
 - Total amount of cost share committed to the project from other sources, if applicable.
- Total Budget:
 - Funds Requested + Local Cost Match.



20 points

Scoring Criteria

- Scores will be based on the answers to questions 1-8 in the Questionnaire Tab.
- Answers will be evaluated as a whole and scored based on two primary factors:
 1. Is the proposed project a priority for the specialty crop industry? (10 points)
 2. What is the concept proposal's likelihood for success? (10 points)



Questionnaire Tab

1. Organization Type
2. Funding Area and Funding Category
3. Program Priorities
4. Project Purpose
5. Project Goals
6. Outcome Measures
7. Project Success
8. Project Duration
9. Budget Template Attachment



Questionnaire Tab

1. Organization Type

- Non-Profit
- For-Profit
- Local/State/Federal/Tribal Government
- College/University

Individuals are not eligible to apply.



Questionnaire Tab

2. Funding Area and Category

- Read the full description of the funding areas and categories in the 2018 Request for Concept Proposals (RFCP).
- Proposals **must identify one** funding category that is the primary focus of the project.
- Identifying the most appropriate category ensures proposals are evaluated by reviewers with the most relevant expertise.
- Funding categories cannot be changed after submitting; choose carefully.



Questionnaire Tab

3. Program Priorities

- Select the program priorities the project will address.
 - All projects must address at least one priority.
 - At least one of the priorities listed must be from the funding category identified in question 2.
 - Enter the program priority exactly as written in the RFCP.



Questionnaire Tab

4. Project Purpose

- Identify the specific issue, problem, or need the project will address.
 - External issue
 - Support claims with data
 - Link the organization and the issue
- Explain why the project is important and timely for the specialty crop industry.

All projects must enhance the competitiveness of California specialty crops.



Questionnaire Tab

5. Project Goals

- Clearly describe the goals the project will achieve.
- Specific, Measurable, Achievable, Relevant and Time-bound (SMART) goals are encouraged.



Questionnaire Tab

6. Outcome Measures

- USDA, AMS and the Office of Management and Budget developed standardized outcome measures and performance indicators.
- Reasons:
 - To compile data across states making it easier to see the effect the program has on the specialty crop industry.
 - Strengthens the need for continued funding.

Outcome measures, indicators, and sub-indicators cannot be altered, amended, or replaced in any way.



Questionnaire Tab

6. Outcome Measures (continued)

- Outcome measures are the primary goal of the SCBGP.
- The result of each outcome measure is the enhanced competitiveness of specialty crops.
 - Indicators outline specific performance data.
 - Demonstrates the success of the project.
- CDFA has developed an Outcome Measures Supplement with additional information on these requirements.

Links to the Supplement can be found on page 12 of the RFCP and in the FAAST application.



Questionnaire Tab

6. Outcome Measures (continued)

- There are eight outcome measures.
- Identify one or more outcome measures.
- Identify one or more associated indicators and sub-indicators for each outcome measure.
- Consider the following when selecting outcome measures:
 - Scoring is not impacted by the number of outcomes or indicators selected.
 - Outcomes must be achievable within the grant duration.
 - Recipients are required to report on all outcomes and indicators identified.



Questionnaire Tab

6. Outcome Measures (continued)

- Outcome Measure 1 is mandatory for:
 - All proposals submitted to the California Grown Promotion funding category.
 - All marketing promotion projects that focus efforts to sell, advertise, promote, market and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue.



Questionnaire Tab

7. Project Success

- Present a plan for evaluating and measuring success.
 - Generally identify project objectives.
 - Explain how project objectives connect to project goals.
 - Discuss how the project objectives will be measured to determine the success of the project.

Including a cost benefit analysis as part of the project success strategy, if applicable, is encouraged.



Questionnaire Tab

7. Project Success

- Consider how the Concept Proposal application questions fit together.
- The principal result for all projects must be to enhance the competitiveness of specialty crops.

Funding Category

- Program Priorities

Project Goals

- Project Objectives

Outcome Measure

- Indicators



Questionnaire Tab

8. Project Duration

- Grant start and end dates for 2018:
 - Projects cannot start before **November 1, 2018**
 - Projects cannot end after **April 30, 2021**
- Enter dates in MM/DD/YYYY format:
 - 11/01/2018
 - 04/30/2021

Start and end dates outside of the allowable duration may result in disqualification.



Questionnaire Tab

9. Budget Template Attachment

- Download, complete, and attach the Microsoft Word (.doc) budget template.
- All budget items must solely support enhancing the competitiveness of specialty crops and directly correlate to the project objectives.
- Grounds for disqualification:
 - Submitting an incorrect or incomplete template
 - Submitting a blank template
 - Not attaching a template



Budget Tips

- Costs must be allowable.
 - Projects with substantial unallowable costs may be disqualified.
 - Reference the Allowable and Unallowable Costs and Activities Table.
- Costs should be justified and linked to activities.
- Estimates should be reasonable and realistic.
- Friendly reminders:
 - Check your math!
 - Don't procrastinate – get started early!



Direct vs. Indirect Costs

- Direct costs: **Budget categories A - G**
 - Can be identified specifically with a particular award, project, or activity.
 - Can be directly assigned to an award, project, or activity relatively easily and with a high degree of accuracy.
- Indirect costs: **Budget category H only**
 - Costs incurred for common or joint objectives.
 - Cannot be easily identified specifically with a particular award, project, or activity.

**2017 Specialty Crop Block Grant Program
CONCEPT PROPOSAL BUDGET**

Proposal Identification Number (PIN)	
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For each budget category listed below, enter the amount of SCBGP funds requested (rounded to the nearest whole dollar) and a brief description of the costs or activities covered. A description is required for each budget category in which funds are requested, except for category H. Indirect Costs and category I. Total SCBGP Funds Requested. Reference page 14 of the 2017 Request for Concept Proposals for instructions on what information to provide in the description. Failure to submit the required budget template or submission of an alternate template/file type may result in disqualification.

Budget Categories	Amount Requested (Nearest whole dollar)	Brief Description (Required)
A. Salary and Wages Cost of salary and wages for time spent working on the project by employees of the applicant organization.	\$0	
B. Fringe Benefits Cost of fringe benefits for time spent working on the project in accordance with the applicant organization's established fringe benefits policy.	\$0	
C. Travel¹ Cost of project related travel for individuals employed by the applicant organization.	\$0	
D. Scientific Research Equipment Cost to purchase scientific research equipment (>\$5,000/unit) necessary to achieve project objectives.	\$0	
E. Supplies Cost to purchase supplies (<\$5,000/unit) necessary to achieve project objectives.	\$0	
F. Contractual² Cost of work by individuals/ organizations other than the applicant (e.g. cooperators, consultants, contractors, partners, etc.).	\$0	
G. Other Cost of all other expenses (e.g. conference registration, speaker/trainer fees, stipends, publication fees, data collection, lab analysis, rentals, subscriptions, etc.).	\$0	
H. Indirect Costs Facilities and administrative costs.	\$0	<i>Must not exceed 8.00% of total personnel costs (A. Salary and Wages + B. Fringe Benefits)</i>
I. Total SCBGP Funds Requested Sum of categories A through H.	\$0	<i>Must match "Funds Requested" in FAAST. \$50,000 minimum - \$450,000 maximum (\$150,000 maximum for Fixed Amount Awards)</i>
J. Program Income Income (if any) that may be generated by a supported activity or earned as a result of the award.	\$0	

¹ Travel within and outside of California must not exceed the travel rates established by the U.S. General Services Administration (GSA) <http://www.gsa.gov/portal/content/104877>
² Contractual hourly rates must not exceed the GS-15 step 10 rate for your area. To access the GS-15 step 10 rate, visit the following website and click on 2016 General Schedule and Locality Pay Tables: <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>

- PIN from FAAST.
- Amount of SCBGP funds requested.
 - Round to the nearest whole dollar.
- Describe costs or activities covered.
 - Required for all categories except H and I.
 - Instructions: RFCP page 13.

*Sample Budget:
RFCP page 23*



Budget Template

A. Salary and Wages

- Estimate the total cost of salary and wages.
 - Time spent working on the project.
 - Employees of the applicant organization only.
- Description:
 - Title of each employee.
 - Approximate time spent on the project (number of hours or percent full time equivalent).



Budget Template

B. Fringe Benefits

- Estimate the total cost of fringe benefits.
 - Employees of the applicant organization only.
 - In accordance with the applicant organization's established fringe benefits policy.
- Description:
 - Approximate fringe benefit rate.
 - Types of benefits included.



Budget Template

C. Travel

- Estimate the total cost of project related travel.
 - Employees of the applicant organization only.
 - Use U.S. General Services Administration (GSA) rates to develop the travel cost estimate.
- Description:
 - Describe the travel that will be necessary to accomplish the goals and objectives of the project.



Budget Template

D. Scientific Research Equipment

- Estimate the total cost to purchase any scientific research equipment.
 - Acquisition cost which equals or exceeds \$5,000 per unit.
 - Used only for research, scientific, or other technical activities.
- Description:
 - List the scientific research equipment to be purchased.

Purchasing General Purpose Equipment is unallowable.



Budget Template

E. Supplies

- Estimate the total cost to purchase supplies.
 - Acquisition cost less than \$5,000 per unit.
 - Used exclusively for the objectives of the project.
 - Do not include:
 - General use office supplies (paper, ink, pens, etc.)
 - Facilities costs (telephone, internet, etc.)
- Description:
 - List the types of supplies to be purchased.



Budget Template

F. Contractual

- Estimate the total cost of work performed by individuals/organizations other than the applicant.
 - Consultants, contractors, partner organizations, etc.
 - Include all associated salary and wages, fringe benefits, travel, scientific research equipment, supplies, other, and indirect costs.
- Description:
 - List the contractors that will be paid with grant funds and the services to be provided.



Budget Template

G. Other

- Estimate the total cost of all other project related expenses.
 - Registration fees to attend professional conferences, speaker/trainer fees, stipends, fees to publish in academic journals, fees for data collection and lab analysis, meeting space or equipment rentals, subscriptions, etc.
- Description:
 - List the specific types of other expenses necessary to accomplish the goals and objectives of the project.



Budget Template

H. Indirect Costs

- Facilities and administrative costs that cannot easily be tied directly to the activities of the grant.
- The maximum allowable rate is eight percent of total personnel costs.
$$(A. \text{ Salary and Wages} + B. \text{ Fringe Benefits}) \times 0.08 = \text{Maximum Indirect Costs}$$
- No description required.



Budget Template

I. Total SCBGP Funds Requested

- Add up the amounts requested for categories A through H.
- Must match the amount listed under "Funds Requested" in FAAST.
- \$25,000 minimum - \$300,000 maximum
 - \$150,000 maximum for Fixed Amount Awards
- No description required.



Budget Template

J. Program Income

- Estimate the amount of income (if any) that may be generated by a supported activity or earned as a result of the award.
- Description:
 - Describe how program income will be generated.
 - Describe how it will be used to support project objectives.

Program Income cannot be used as profit or to support unallowable costs/activities.



Questions

