



**ST. PETERSBURG**  
*University of South Florida Saint Petersburg*  
*Student Philanthropy Board*



## Notice of Funding Opportunity (NOFO) Request for Proposals (RFP)

Issue Date:	October 18, 2010
Title:	Hurricane Preparedness for Mobile Home Residents
Issuer:	Fall 2010 <b>Student Philanthropy Board #12 Team Bulls</b> , USF St. Petersburg, housed in ENC 2210.691: Technical Writing.
Available Funding:	\$5,000
DUE DATE:	5:00pm on Friday, 05 November 2010

I. Problem Statement

This request for proposals is open only to 501(c) (3) nonprofit organizations operating in Pinellas and Hillsborough counties.

The Fall 2010 USF St. Petersburg Student Philanthropy Board #12 Team Bulls (USFSP SPB #12 Bulls) requests proposals that will promote hurricane preparedness to mobile home residents in Hillsborough and Pinellas counties by developing and distributing communications that enhance awareness of the importance of planning for hurricanes and ways to make those plans.

The grant provided by the USFSP SPB #12 Bulls is Federal funds and it carries all Federal restrictions. See Appendix I (Prohibited Program Activities).

In August of 2004, Hurricane Charley impacted Punta Gorda, just missing Tampa Bay. In 2005, a busy hurricane season kept Tampa Bay residents alert. After five years of little threat from hurricanes, residents in Tampa Bay are less concerned with storm preparation. According to a

2008 survey by the Allstate Corporation, which surveyed residents of Atlantic and Gulf coastal regions, only two-thirds of coastal residents reported that they would evacuate if threatened by a Category 3 (the strength of Katrina in 2005<sup>1</sup>) hurricane<sup>5</sup>. Less than half of the respondents to that survey could name the majority of items needed in the case of a hurricane. We believe that more communication (e.g., written, broadcasted, and/or presented) is essential to ensure mobile home residents in Hillsborough and Pinellas counties are prepared for potential hurricanes.

Occupying over 500 mobile home communities, there are a total of approximately 90,000 mobile homes in Hillsborough and Pinellas counties<sup>3,4</sup>. Mobile home residents are particularly vulnerable to hurricane damage because their home structures provide poor protection from severe weather. In the event of a hurricane, all mobile home residents are required to evacuate<sup>2</sup>, but residents are often reluctant to leave, citing reasons such as “feeling safe at home,” “protecting their home from looters,” and “traffic”<sup>5</sup>. We believe it is important to reach out to residents living in mobile homes in Hillsborough and Pinellas counties to increase awareness about the dangers of hurricanes, the need for evacuation, and the planning and materials needed in the event a hurricane threatens the Tampa Bay area.

Information is already distributed to residents of Hillsborough and Pinellas counties describing hurricane safety, but that information is often focused on locations of shelters, reinforcing homes against storms and stocking up on materials and is not offered in one comprehensive source. USFSP SPB #12 Bulls would like to receive proposals that take a more holistic approach to hurricane safety by providing mobile home residents with a complete picture of the steps needed to prepare their homes and families for potential hurricanes before, during, and after a hurricane. The outreach should emphasize the importance of hurricane preparedness in the event of evacuation and in the event that residents choose to stay in their homes against recommendations. Effective proposals should focus on informing mobile home residents about securing mobile homes and belongings, materials to keep on hand, emergency medical care, and/or communications in the event of a disaster and should be provided in an all-inclusive source.

<sup>1</sup>"Hurricane Katrina." NCDC: \* National Climatic Data Center (NCDC) \*. Web. 13 Oct. 2010. <<http://www.ncdc.noaa.gov/special-reports/katrina.html>>.

<sup>2</sup>"Know Your Zone." *Pinellas County, Florida Emergency Management*. Pinellas County Emergency Operations Center. Web. 12 Oct. 2010.

<sup>3</sup>"Mobile Home Parks of Pinellas County Florida." *Largo Florida Mobile Home Communities / Island in the Sun Realty*. Web. 13 Oct. 2010. <<http://www.islandinsun.com/listmhp.htm>>.

<sup>4</sup>*Mobile Homes For Sale - 28,466 Available to Sell or Rent - 36,392 Communities and Parks*. Web. 13 Oct. 2010. <<http://www.mhvillage.com>>.

<sup>5</sup>"Survey Shows Residents of Hurricane-Prone Coastal Regions Underestimate Preparedness for 2008 Storm Season." *Allstate Digital Newsroom*. Allstate Corporation, 22 May 2008. Web. 12 Oct. 2010.

**Funding.** The USFSP SPB #12 Bulls will provide one awardee funds up to the \$5000 maximum as allocated by the Lead Learn Serve Grant to fund a program that will promote hurricane preparedness to mobile home residents in Hillsborough and Pinellas counties by developing and distributing communications that enhance awareness of the importance of planning for

hurricanes and ways to make those plans. The grant funds provided by the USFSP SPB #12 Bulls cannot be used for any other purpose or project other than that outlined in the response to the Request for Proposals.

**A. Funding Restrictions:**

1. Monies from the sub grant can only be used on the following:
  - a. Training
  - b. Equipment (including computers)
  - c. Supplies
  - d. Consultants or independent contractors not exceeding a rate of \$75.00 per hour.
2. Further Restrictions:
  - a. Grant funds may not be used to supplement or replace salary for a currently employed full-time or part-time staff member.
  - b. For restrictions placed on applicants by the Lead Learn Serve Coordinating Committee and the Learn and Serve America, see Appendix II (grant provisions).

**II. Proposal Requirements**

- A. Executive Summary of the program
- B. 1 year plan
  - i. 120 days to implementation of enhancement
  - ii. 365 days to spend all monies
- C. Program goals linked to critical needs
- D. Program activities
  - i. Development and/or enhancement of program that assists mobile home residents in preparing for hurricanes by developing and distributing communications
  - ii. How program will be implemented
  - iii. How the program addresses the specific needs of mobile home residents
  - iv. How the program provides a holistic approach to hurricane preparedness by developing and distributing communications
  - v. How widely the information will be distributed
  - vi. Evaluation plan
  - vii. Sustainability plan – longevity of program
  - viii. Budget (for sample budget analysis, see Appendix III). Budget expenditures must focus on these areas:
    - a. Training
    - b. Equipment
    - c. Supplies
    - d. Consultants or Independent Contractors
  - ix. Budget narrative must connect expenditures to critical needs. Grant applications will be evaluated to ensure that proposed budgets are clearly aligned with the activities outlined in the project plan. If there are

elements of the budget that do not clearly connect with the project activities, please justify their inclusion in the budget narrative.

- E. Assessment plan and performance measures
  - i. Includes criteria for success and how that success will be measured
  - ii. Includes assessment timeline

III. Qualifications for Applicants. The USFSP SPB #12 Bulls will accept proposals from individuals or organizations that are 501(c) (3) tax-exempt organizations. These organizations need either be based in or have primary offices in Pinellas and/or Hillsborough County/Counties. Organizations that have relative and significant experience in the following areas are especially encouraged to apply:

- A. Preference will be given to programs that include information on three or more of the following topics: the dangers of hurricanes to mobile home residents, evacuation procedures, securing mobile homes and belongings, materials to keep on hand, emergency medical care and/or communications during a disaster.
- B. Programs that are clearly sustainable beyond the initial enhancement monies.

V. Grant Application: The submitted proposal should not exceed 4,600 words in length, not including budgets, title pages, and a bibliography/works cited. The proposals should be single spaced with one inch margins. The font should be 12 point in Times New Roman. The proposal must be accompanied by documentation showing 501(c) (3) status.

Proposal Deadline: Proposals will only be accepted until Friday, 05 November 2010 at 5:00 p.m.

Electronic copies of submissions are required.

- 1. Please send electronic copies to [justicec@mail.usf.edu](mailto:justicec@mail.usf.edu) with *Response to Student Philanthropy Board #12 Bulls NOFO/RFP ENC 2210.691F10* in addition to the name of the applicant in the subject header. Include with your electronic application a completed contact information sheet.
- 2.
- 3. Please mail any supporting materials to the following address:

Charlie Justice  
*Response to Student Board NOFO/RFP #12 Bulls*  
University of South Florida St. Petersburg  
Attn: Student Philanthropy Board  
Campus Activities Center  
140 7th Ave South  
Saint Petersburg, FL 33701

Questions regarding proposals and processes should be directed to the USFSP SPB #12 Bulls in care of Dr. Morgan Gresham ([Gresham@mail.usf.edu](mailto:Gresham@mail.usf.edu)). Subject line should read *Inquiry Regarding Student Philanthropy Board #12 Bulls NOFO/RFP.*

VI. Award Process Deadline. To the extent possible, the USFSP SPBs will adhere to the following timelines:

18 October 2010	Issuance of request for proposal
05 November 2010 5:00 p.m.	DEADLINE for submittal of applications
TBA	Award Celebration

VII. Evaluation of Applications.

The USFSP SPB #12 Bulls will evaluate received proposals based on the criteria listed below. A proposer may receive points per criteria up to the maximum points available (100 total). The grant will be awarded to the proposal with the highest score, closest to the maximum score of 100 points. If there are two or more proposals that have the highest equal ranking, the board will hold a two-thirds vote upon the issue to make a final decision. Proposals must receive a minimum of 70 points to be eligible for award consideration.

Mandatory Requirements (Must be addressed in Executive Summary)		
501(c) (3) documentation		
Hillsborough/Pinellas Counties		
Program that promotes hurricane preparedness to mobile home residents		
Distributes communications describing hurricane preparedness		
Sustainability Plan—longevity of program enhancements.		
Quantity of topics requested in Section III (at least three of the following)		Addresses
i. Dangers of hurricanes to mobile home residents		
ii. Evacuation procedures		
iii. Securing mobile homes and belongings		
iv. Materials to keep on hand		
v. Emergency medical care		
vi. Communication during a disaster		
Evaluation Rubric		
	Points Available	Points Earned
A. Executive Summary of the program	0-5	
B. 1 year plan	0-5	
i. 120 days to implementation of enhancement		
ii. 365 days to spend all monies		
C. Program goals linked to critical needs	0-10	

D. Program activities		0-75	
i.	Development and/or enhancement of program that assists mobile home residents in preparing for hurricanes by developing and distributing communications		0-10
ii.	Implementation of program		0-10
iii.	How the program addresses the specific needs of mobile home residents		0-5
iv.	How the program provides a holistic approach to hurricane preparedness by developing and distributing communications to mobile home residents		0-5
v.	How widely, in Hillsborough and Pinellas counties, the information will be distributed		0-5
vi.	Evaluation Plan		0-10
vii.	Sustainability plan—longevity of program enhancements		0-10
viii.	Budget (for sample budget analysis worksheet, see Appendix III)		0-10
	a. Budget expenditures must focus on these areas:		
	b. Training		
	c. Equipment		
	d. Supplies		
	e. Consultants/Independent Contractors		
ix.	Connection between budget narrative expenditures, critical needs, and program activities.		0-10
E. Assessment plan and performance measures		0-5	
i.	Criteria for success and how that success will be measured		
ii.	Assessment Timeline		

### VIII. Definition of Key Terms.

#### Communications:

The term communications refers to the distribution of information via written communications, literature, broadcasts, presentations or other documentable means (i.e., brochures, pamphlets, posters, and/or public service announcements).

#### Mobile Home:

The term mobile home refers to structures intended as portable residences,

designed to be moved after construction and before occupancy. The term “manufactured housing” is sometimes used and is acceptable for the purposes of this NOFO.

**Sustainability:**

The term sustainability refers to the program's ability to maintain itself beyond that of the initial investment.

**Holistic Approach:**

Incorporating all aspects of hurricane preparedness into a single source, including that which is required before, during, and after the arrival of a hurricane.

Previous guides outline supplies and evacuation routes. A holistic guide would incorporate all needs in the event of a hurricane, including, but not limited to emergency medical assistance, communication during a storm, and family and home preparation.

### Appendix III (Example Budget Worksheet)

Budget Summary	From SPB	Matching	Totals
<a href="#">Training</a>			
<a href="#">Equipment</a>		1525	
<a href="#">Supplies</a>			
<a href="#">Consultants</a>		3075	
Totals		\$5,000	

Values in the example budget worksheet are for example only and should not suggest priority funding objectives. Agency priorities may vary.

The Example Budget Worksheet is an editable spreadsheet. Word users can <right> - click or <control> - click on the table to open up a modifiable Microsoft-Excel worksheet. Choose to “edit” the “worksheet object”



USF St. Petersburg  
Student Philanthropy Board  
Contact Information

Name of Non-Profit	
Street	
City, State, Zip	
Website	
Phone	
Grant Contact Person	
Grant Contact Email	
Grant Contact Phone	
Executive Director or Lead of Organization	
Exec. Dir. Email	
Exec. Dir. Phone	

*“Have you provided your 501C3 NON PROFIT documentation ?”*

