



GRANTS OFFICE
empowering communities

Leveraging Grants to Facilitate Smart Projects in the Public Sector

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Executive Summary

In a world characterized by the explosion of the Internet of Things (IoT), public sector agencies are faced with an incredible opportunity to build public trust by making investments in technology that can increase safety, streamline processes, and improve services for the communities they serve. The application of IoT is limitless across the public sector and can empower you to improve service delivery and make smarter decisions faster. All of these benefits start with transforming your physical operations – the tactical, concrete services that residents see every day.

Connecting your operations enables you to leverage accessible, real-time data to protect your community and shift your organization from being reactive to proactive. Furthermore, connected data means your organization is armed with the necessary insights to support your workforce with smart coaching and improved communication.

For many public agencies that have limited financial resources, finding resources to make investments in IoT can be difficult. Fortunately, there are many grants available to school districts, institutions of higher education, state and local governments, public safety entities, transit agencies, and utility companies. These opportunities can be leveraged to deploy IoT-enabled projects to improve service delivery, increase transparency, and build public trust.

To help navigate these challenges, Samsara and the Grants Office have partnered to prepare this guide, which examines how grant monies can be utilized to support your next IoT-enabled project, identifies the top grant opportunities available for consideration, and proposes some tips and tricks to maximize your chances of grant-seeking success.



What are Grants?

A grant is funding provided by a public or charitable entity to an organization for use towards a specific purpose linked to public benefit.

FUNDING SOURCES

Grants come from three major sources: federal, state, and foundation. Each offers advantages and disadvantages, so organizations need to understand which source makes the most sense based on their project and/or organization type.

Eligible entities often include: Education (K-12, institutions of higher education, public charter schools, research institutions), Government (State, local, tribal, county, transit, police, port authorities, metropolitan planning organizations), and non-profit organizations.

See the table on page 8 for examples of grants available to these organizations.

FEDERAL GRANTS

Federal grants are typically the largest. Government agencies align their programs to fit federal administrative priorities, with budgets created annually. Both new and returning grant programs are presented with varying qualifications, instructions,

and deadlines. Since applicants from across the country are eligible for these programs, federal grants can be ultra-competitive, but the sheer number of opportunities, as well as the amount of grant money available, make them attractive options to grant-seekers.

STATE GRANTS

State grants work similarly to federal grants in many key ways. State agencies align their programs to fit state administrative priorities. Some federal programs pass funds directly to state agencies, but since these grants are designed for local or regional priorities, the average award size tends to be smaller than typical federal grants. However, these general state grants usually have a lower application burden than federal opportunities, making them a great fit for most organizations.

FOUNDATION GRANTS

Foundation grants come from private or corporate foundations. These grants are smaller than federal or state grants and are meant to support community-based projects. Like state and federal grant-makers, foundations that fund locally or across the nation want to support projects that align with their mission. However, foundation grant funders, especially at the local level, are often about connection. Most foundations allow for organizations to submit a letter of intent to explain who they are, what they

do, and where help is needed. This gives grant-seeking organizations a perfect opportunity to highlight how their goals and projects align with the foundation's mission.



States that spend the most on discretionary grants are: **California, Florida, Kentucky, Minnesota, New York, Texas, and Washington.** Please check your state's Department of Transportation or Education for potential IoT-related projects.



Did you know? In recent years, the federal government has made over **\$1.2 trillion** available to fund various public and surface transportation, public safety, water, and sewer infrastructure projects.

TYPES OF GRANTS

Funds from grants are either provided directly to organizations or they are considered pass-through grants. Pass-through grants are funds transferred from the initial grant-making agency, usually a federal agency, to a smaller agency, normally at the state level, to be awarded to local recipients. These local recipients are often referred to as sub-awardees.

There is an opportunity for either competitive or entitlement funding in both cases of direct or pass-through grants. **Competitive funding** means each applicant's proposal must be scored based on specific objective criteria. The length of the application will vary based on the program, as will the award size. For example, the Strengthening Mobility and Revolutionizing Transportation (SMART) grant program has a seven-page narrative requirement, while the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant program has a 30+ page narrative. In recent years, award sizes for the SMART grant average \$1.5 million, while RAISE awards range from \$1 million to \$25 million.

Alternatively, the award amount can be determined by formula calculations based on specific applicant characteristics. This structure is commonly known as entitlement funds. **Entitlement funding** application submissions are usually a formality as the award sizes are allocation based. An example can be found with American Rescue Plan's Elementary and Secondary School Emergency Relief (ARP ESSER) Funds. Educational agencies across the country have a predetermined level of funding based on population and economic need data from the most recent school year, which means minimal paperwork needs to be filled out for that agency to take advantage of these funds.

How Grants Can Fund IoT Projects

Grant funders recognize the significance of technology in the work of public sector organizations, but vary in their approach to supporting technology with their funding efforts. There are two types of grants that will fund technology initiatives:

1. Grants that specifically fund technology as an explicit part of their program
2. Grants that do not focus on any technology but will include it as a part of a larger program effort.

TECHNOLOGY AS A SINGULAR FOCUS

Grant programs created to fund technology typically have specific criteria guiding their funding priorities. These programs may stipulate that the funds can only be used for the acquisition of technological equipment or services, which can include hardware, software, network infrastructure, or other related components. In some cases, the grant program may also disallow any budgetary expenses that are not related to technology or equipment.

Grant programs that have such specific priorities are often targeted toward initiatives that require advanced technological solutions, such as smart cities, telemedicine, distance learning, or other specialized applications. By providing funding support for the acquisition of equipment and services, these programs can help make technology innovation more accessible and ultimately drive progress in a variety of fields.

→ Learn how the City of Memphis used technology investments to take citizen services to the next level and save over \$40,000:
<https://www.samsara.com/customers/city-of-memphis/>

→ Learn how the City of Boynton Beach used IoT technology to protect their workforce and save taxpayer dollars:
<https://www.samsara.com/customers/city-of-boynton-beach/>

→ Learn how the County of Athens-Clarke, GA used Vehicle Telematics to increase fuel efficiency and reduce paper waste:
<https://www.samsara.com/customers/athens-clarke-county/>



TECHNOLOGY INTEGRATED INTO LARGER, MISSION-DRIVEN EFFORTS

While some grant programs are specifically designed to support the purchase of technology, the majority of grant funders provide programs that focus on specific mission-related objects, such as connected communities, school safety, and higher education research. These types of funders see technology as just one of many proposed solutions to help the project achieve its goals. In these cases, the applicant must determine how they will accomplish their proposed activities related to the funder's topic of interest. Other budgetary items or program priorities may include staff professional development, the development of new curricula, or other project-related expenses.

Although funders of these types of grant programs are not opposed to a technology-rich proposal, they will want to see that acquiring IoT technology is not the project's only solution. Therefore, a proposal's project plan and budget should take into equal consideration the IoT technology that will be used, if applicable, along with the technology associated with other categories integral to the proposed projects' success, such as personnel, supplies, contractual services, and other activities.

It is always advisable to contact the funder if you are uncertain about the appropriate amount of technology to include in a proposal. Examples of social benefit-focused projects that have been supported via traditional grants include initiatives focused on smart cities, advanced transportation, or school safety.

WHAT THIS MEANS

No matter the type of grant you are applying for, it is crucial to keep in mind that grant funders are primarily interested in your comprehensive **project** rather than the capabilities of just one particular **product** you aim to purchase using grant funds. It is important to concentrate your efforts on demonstrating how your proposed technology-driven solution will facilitate specific activities that will assist your organization in achieving specific goals aligned with the grant program's priorities. By focusing on the comprehensive project rather than the individual products and demonstrating how your proposed technology solutions (along with other budget items) will meet the goals of the grant program and help your organization achieve its goals, you will be well-positioned to secure grant funding and make a positive impact on those you serve.



Top Funds for IoT Projects

There are many grants available to school districts, institutions of higher education, state and local governments, public safety entities, transit agencies, and utility companies to deploy IoT-enabled projects to improve the overall safety, sustainability, and efficiency of their operations. For example, IoT can be used by school systems to monitor and improve the safety of students and employees. State and local governments and transit agencies, meanwhile, could leverage IoT to develop interconnected transportation systems for the creation of smart cities and communities. The following table lists the top funding opportunities available to public sector organizations interested in championing IoT-enabled projects within their communities.

Missed the grant deadline for the year? Don't worry! Similar application submission windows are anticipated.

Opportunity Name	Total Funding Available	Anticipated Application Window	Eligibility	Program Website
Accelerated Innovation Deployment Grant Program	\$47.5 million annually	May 28, 2024 May 27, 2025	State departments of transportation, federal land management agencies, and tribal governments	https://www.fhwa.dot.gov/innovation/grants/
Advanced Transportation Technologies & Innovative Mobility Deployment (ATTIMD)	\$60 million annually	Anticipated January 2025	State and local governments, transit agencies, metropolitan planning organizations, toll and port authorities Partnership with private and public agencies, such as research institutions, is strongly recommended	https://www.transportation.gov/rural/grant-toolkit/advanced-transportation-technologies-and-innovative-mobility-deployment
American Rescue Plan Elementary and Secondary School Emergency Relief (ARP ESSER) Funds	\$122.8 billion distributed in 2021	Allocated funds are to be obligated by September 30, 2024	State education agencies receive initial funds Local education agencies, including public charter schools, are eligible for pass-through funds from their state	https://oese.ed.gov/offices/education-stabilization-fund/%20elementary-secondary-school-emergency-relief-fund/
Charging and Fueling Infrastructure Discretionary Grant Program	\$700 million annually	Anticipated Summer 2024	State, local, and tribal governments, political subdivisions of a state, port authorities, territories, and metropolitan planning organizations	https://www.fhwa.dot.gov/environment/cfi/

Opportunity Name	Total Funding Available	Anticipated Application Window	Eligibility	Program Website
Civic Innovation Challenge (CIVIC)	\$22.5 million biennially	February 10, 2025, for full awards	Institutes of higher education and non-profit, non-academic research organizations	https://new.nsf.gov/funding/opportunities/civic-innovation-challenge-civic
COPS School Violence Prevention Program (SVPP)	\$73 million annually	SF-424 and SF-LLL are due June 11 Full applications are due June 17	Units of local government, Indian tribes, and public agencies (e.g., local education agencies and law enforcement agencies) Partnership between schools and law enforcement is strongly recommended	https://cops.usdoj.gov/svpp
High Priority Commercial Motor Vehicle Safety Grant Program	\$46.5 million annually	Anticipated April 2025	Cities, counties, special districts, nonprofit and for-profit organizations, institutions of higher education, tribal governments, and state governments	https://ai.fmcsa.dot.gov/Grants/HighPriority.aspx
High Priority Innovative Technology Deployment Grant Program	\$40 million annually	Anticipated April 2025	State governments	https://ai.fmcsa.dot.gov/Grants/ITD.aspx
National Electric Vehicle Infrastructure (NEVI) Formula Program	Allocation varies by state	Varies by state	State transportation agencies receive initial funds Local/regional government agencies and private entities are eligible for pass-through funds from their state	https://www.fhwa.dot.gov/environment/nevi/

Missed the grant deadline for the year? Don't worry! Similar application submission windows are anticipated.

Opportunity Name	Total Funding Available	Anticipated Application Window	Eligibility	Program Website
Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) Program	\$848 million annually	Anticipated August 2024	State, tribal, and local governments, political subdivisions of a State, port authorities, federal land management agencies, and metropolitan planning organizations	https://www.fhwa.dot.gov/environment/protect/discretionary/
Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grants	\$2.275 billion annually	January 13, 2025	State, local, and tribal governments, political subdivisions of a State, transit agencies, port authorities, and metropolitan planning organizations	https://www.transportation.gov/RAISEgrants
Safe Streets and Roads for All (SS4A) Discretionary Grant Program	\$800 million annually	August 29, 2024	Counties, cities, towns, transit agencies, metropolitan planning organizations, and Tribal governments	https://www.transportation.gov/grants/SS4A
Strengthening Mobility and Revolutionizing Transportation (SMART)	\$100 million annually through 2026	July 12, 2024	States, political subdivisions of a State, tribal governments, public transit agencies, public toll authorities, and metropolitan planning organizations	https://www.transportation.gov/grants/SMART

Missed the grant deadline for the year? Don't worry! Similar application submission windows are anticipated.

Curious about any of the funding opportunities featured in the table? Read on to learn more about those grants available to public sector organizations interested in championing IoT-enabled projects within their communities.

Accelerated Innovation Deployment Grant Program

Accelerated Innovation Deployment Grant Program (AID) will fund highway transportation projects that include: significantly accelerate the adoption of innovative technologies by the surface transportation communities; construct longer-lasting highways through the use of innovative technologies; improve highway efficiency, safety, mobility, reliability, service life, environmental, protection, and sustainability; and develop and deploy new tools, techniques, and practices to accelerate the adoption of innovation in all aspects of highway transportation. Grants are up to \$12.5 million per award with a match of at least 20%.

Advanced Transportation Technologies & Innovative Mobility Deployment (ATTIMD)

ATTIMD funds the development of model deployment sites for large-scale installation and operation of advanced transportation technologies. The overall goal of the program is to improve safety, efficiency, system performance, and infrastructure return on investments. This program features many technology-expected deployments such as advanced traveler information systems; advanced safety systems, technology associated with autonomous vehicles, and many more. The maximum award is \$12 million. It requires a match of at least 20%.

American Rescue Plan Elementary and Secondary School Emergency Relief (ARP ESSER) Funds

ARP ESSER funds aim to provide financial assistance to local education agencies and public charters to support their response and recovery from the COVID-19 pandemic. The funds can be used to address a wide range of needs, including academic and social-emotional support for students, technology and infrastructure improvements, and personnel costs related to COVID-19 safety measures. Allocations were made using the same calculation used to determine a district's proportion of funding received under Title I, Part A of ESEA. Local-level allocations are available from an entity's respective State Education Agency.

Charging and Fueling Infrastructure Discretionary Grant Program

Charging and Fueling Infrastructure Discretionary Grant Program will deploy publicly accessible electric vehicle charging and alternative fueling infrastructure in key locations throughout the country as well as along designated Alternative Fuel Corridors. The two programs under this grant are called Community Program and Corridor Program. Technology plays a key role in this grant program as applicants are expected to ensure infrastructure installation can be responsive to technological advancements. Additionally, information needs



to be included on how innovative payment approaches, such as contactless technology, will be administered for low- and zero-emission transportation options that can be accessible to diverse populations. The minimum award size for Community Program projects is \$150,000 with a maximum of \$15 million. The minimum award size for Corridor Program projects is \$1 million and there is no maximum award size. Both require a match of at least 25%.

Civic Innovation Challenge (CIVIC)

The CIVIC Program is a research and implementation program to accelerate the transition of foundational research and emerging technologies into community applications. Partnerships between research organizations leading projects and the community to implement innovative solutions are required. Projects can be centered around living in a changing climate, including mitigation efforts such as public transportation fuel monitoring. Other projects will focus on helping residents access essential resources and services, such as the development of an effective public transportation system, including monitoring fleet locations and statuses. Under this program, planning grants will be up to \$50,000. Awardees of planning funds can then apply for implementation awards of up to \$1 million. Note: there may be other opportunities for institutes of higher education to collaborate with state and local governments to conduct research and innovation efforts related to public transportation and smart cities.

COPS School Violence Prevention Program (SVPP)

The COPS School Violence Prevention Program supports the purchase and installation of school safety technology such as access controls, metal detectors, and security cameras, as well as the development of emergency plans and the training of school personnel and law enforcement officers to respond to potential threats in K-12 schools.

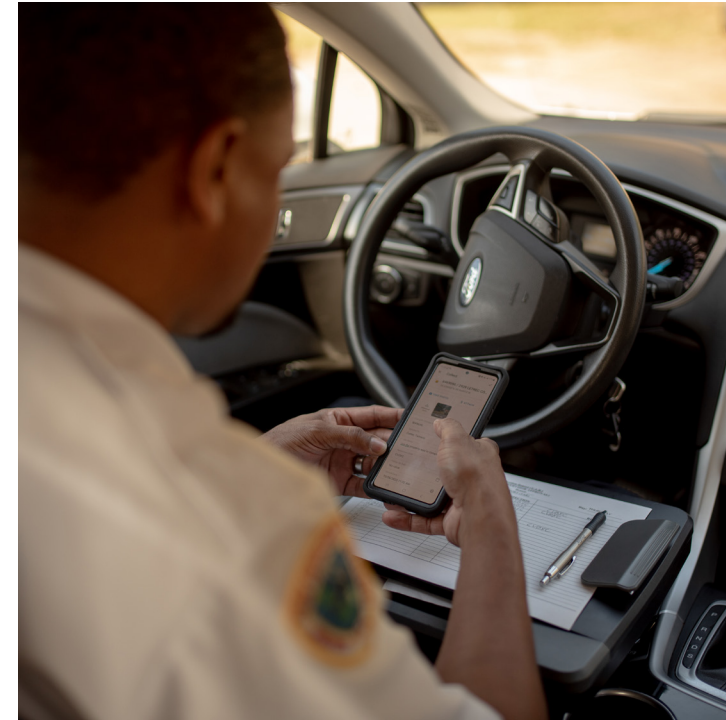
SVPP aims to create a safe and secure learning environment for students and prevent incidents of school violence. The maximum award size is \$500,000 with a required match of at least 25%.

High Priority Commercial Motor Vehicle Safety Grant Program

High Priority Program Commercial Motor Vehicle Grant Program has an objective to support, enrich, and evaluate CMV safety programs and to target unsafe driving of CMVs and non-CMVs in areas identified as high-risk crash corridors, promote the safe and secure movement of hazardous materials, improve safety of transportation of goods and passengers in foreign commerce, demonstrate new technologies to improve CMV safety, support participation in the Performance Registration Information Systems Management (PRISM) program, support safety data improvement projects, increase public awareness and education on CMV safety, and otherwise improve CMV safety. Grants are up to \$2 million per award with no match required.

High Priority Innovative Technology Deployment Grant Program

High Priority Innovation Technology Deployment Grant Program funds innovative and impactful projects to advance the Federal Motor Carrier Safety Administration's mission to reduce crashes, injuries, and fatalities involving large trucks and buses. Under this program, awards will advance the technological



capability and promote the deployment of intelligent transportation system applications for commercial motor vehicle operations. Grants are up to \$2 million per award with no match required.

National Electric Vehicle Infrastructure (NEVI) Formula Program

National Electric Vehicle Infrastructure Formula Program (NEVI) is a \$5 billion program that is directly allocated to states who then subaward to eligible applicants to strategically deploy EV charging infrastructure and establish an interconnected network to facilitate data collection, access, and reliability.

Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) Program

PROTECT will fund projects that address the climate crisis by improving the resilience of the surface transportation system, which includes highways, public transportation, ports, and intercity passenger rail. This program features four categories: Planning Grants, Resilience Improvement, Community Resiliency and Evacuation Routers, and At-Risk Coastal Infrastructure. PROTECT will support any investment in the installation of communications and intelligent transportation system equipment and infrastructure. The minimum award is \$100,000 for planning grants with no maximum and no matching required. The minimum for other categories is \$500,000 with no maximum and a match of at least 20%.

Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grants

RAISE funds critical freight and passenger transportation infrastructure program graded on criteria of safety, environmental sustainability, quality of life, mobility, community connectivity, economic competitiveness, and opportunity, which includes tourism, state of good repair, partnership and collaboration, and innovation. Innovation plays a role in the rubric portion of the application review, as adopting innovative technology within

the project will be expected. For capital grants, the minimum award is \$5 million in urban areas and \$1 million in rural areas. There is no minimum award amount for planning grants. All require a match of at least 25%.

Safe Streets and Roads for All (SS4A) Discretionary Grant Program

SS4A funds various regional, local, and Tribal projects through grants with the goal of preventing roadway deaths and serious injuries. There are two types of funding under this program: Planning and Demonstration Grants and Implementation Grants. Planning and Demonstration Grants are meant to develop, complete, or supplement a comprehensive safety action plan, while Implementation Grants are used to implement strategies or projects that are consistent with an existing action plan. For Planning and Demonstration Grants, the minimum award is \$100,000 while the maximum is \$1 million. Implementation Grants range from \$2.5 million to \$25 million. Both require a match of at least 20%.

Strengthening Mobility and Revolutionizing Transportation (SMART)

SMART is a prototype and implementation program that funds demonstration projects focused on advanced smart city or community technologies and systems to improve transportation efficiency and safety. The grant has two stages—the first is



meant for planning or prototypes, while the second focuses on implementing those prototypes. The program explicitly asks that projects demonstrate at least one of the following applications: coordinated automation, connected vehicles, sensors, systems integration, delivery/logistics, innovative aviation, smart grid, or traffic signals. Prototype grants are typically around \$1 million, while implementation grants are expected to be up to \$15 million over three years beginning in 2024. There was no match requirement for prototype grants awarded in the 2024 cycle.

Samsara Solutions and Services to Include in Your Next IoT Project

Public Sector Technology partners, such as Samsara, can help in crafting a compelling narrative for your grant application. By harnessing Samsara's cloud-based platform, public agencies that depend on physical operations can leverage IoT technology to develop actionable insights to foster innovation, increase workforce safety, and work towards sustainability – all goals that align well with the objectives of many grant-making agencies.

PUBLIC SECTOR ENTITIES CAN PARTNER WITH SAMSARA TO LEVERAGE AVAILABLE GRANT FUNDS IN A VARIETY OF WAYS.

FOSTERING INNOVATION TO ENHANCE OPERATIONS

Innovation – finding ways to improve operations, whether large or small – is key to enhancing public sector operations. For example, a popular area for public sector agencies to focus on is infrastructure resiliency and situational awareness. Enhancing operations requires real-time visibility across all your assets, vehicles, heavy equipment,

and unpowered equipment. With the Samsara Connected Operations™ Cloud, organizations can leverage data across their entire operations to better understand service delivery, productivity, utilization, fuel usage, and maintenance diagnostics trends across their operations to improve citizen services and save taxpayer dollars.

IMPROVING FLEET SAFETY

Public servants that provide physical delivery service often work in challenging conditions. Ensuring safety across your operations workforce improves community safety and can help you achieve your Vision Zero goals. Samsara's AI Dash Cams and 360-degree HD video visibility and safety reporting help organizations improve visibility into the safety of their operations. This technology also enables proactive coaching to reduce risk in real-time and ensure employee and citizen safety inside vehicles and in the community.

INCREASING SUSTAINABILITY OUTCOMES

Embracing a culture of sustainability requires commitment throughout the organization. Whether mandated or efficiency motivated, taking steps towards emission reduction and electrification requires the right technology. Organizations can utilize the Samsara Connected Operations Cloud technology to set benchmarks in sustainability through robust reporting and emissions monitoring tools, and uncover data needed to help transition to and scale EV fleets.



- Learn how the Berkeley County School District, WV used real-time GPS tracking and parent communications to increase efficiency and improve safety: <https://samsara.com/customers/berkeley-county/>
- Learn how Gwinnett County Public Schools saves over 400 hours each week district-wide with their IoT investments: <https://www.samsara.com/customers/gcps/>
- Learn how the City of Allentown saved \$1M+ in taxpayer dollars with AI-assisted technology investments: <https://www.samsara.com/customers/city-of-allentown>
- Learn how the City and County of Denver promotes safe driving behaviors to protect their workforce and reduce safety incidents by 94%: <https://www.samsara.com/customers/city-and-county-of-denver>

Strategies for Funding Your Next IoT Project

CONFIRMING TECHNOLOGY IS AN ALLOWABLE EXPENSE

When preparing the budget for your project, it is important to carefully review the application instructions from the most recent competition and pay special attention to any sections related to the budget. Look for information on allowable and unallowable costs to determine whether a specific expense can be included in the proposed grant budget. If the guidelines are unclear, do not hesitate to reach out to the funding organization for clarification. In most cases, unless a particular expense is explicitly prohibited, most funders will be willing to provide support where it is needed most.

Remember: Funders will only cover expenses that are included in the proposed budget, so double check your budget proposal before submitting it! If a budgetary need is accidentally left out of the proposal, your institution may have to scramble to find funding for it later.

To ensure that all key details are accounted for, collaborate with your grants team, project stakeholders, and vendors throughout the grant-seeking process. As your budget continues to evolve,

regularly check to ensure that your request reflects a comprehensive idea that supports the entirety of your project, rather than just individual components and products. Finally, be diligent in checking your calculations, as budget errors can erode confidence in your agency's ability to manage large sums of money among grant reviewers.

PREPARING YOUR BUDGET JUSTIFICATION

Grant funders are primarily motivated by comprehensive projects, not just products. Therefore, it is important to avoid assuming that project costs are self-explanatory. In most cases, funders will require assurance that funds are necessary and reasonable, particularly when it comes to equipment. This is why most funders will request a line-item justification to accompany any project budget you provide. This document allows you to demonstrate the value of your technology purchase and its essential role in the success of your project. To do this, you should relate each expense to a specific project activity and describe how it contributes to achieving your project goals.

To assist you in initiating this process, below are a couple of illustrations of how to justify Samsara solutions in the budget justification section of your grant proposal:

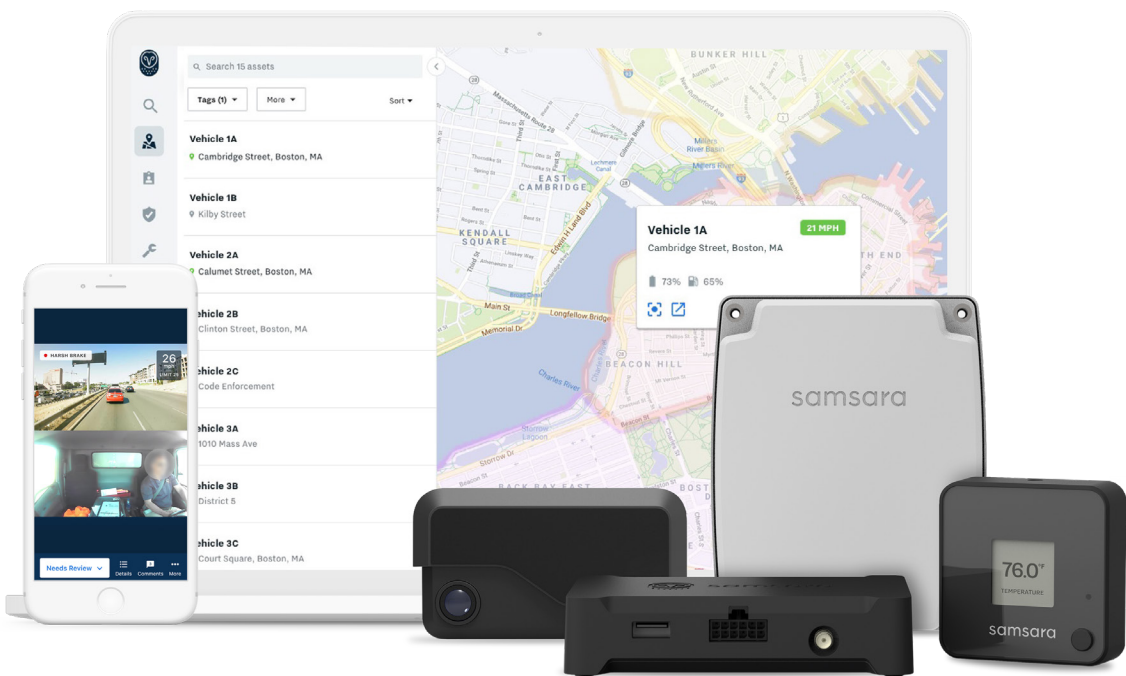
EXAMPLE 1

"Once connected to our network's switch, the Samsara Site Gateway (SG1) will allow our existing cameras to integrate and consolidate via a hybrid cloud into a singular dashboard, allowing school safety officials and local law enforcement partners to securely and remotely access camera streams in case of a school emergency and respond in a timely fashion."

EXAMPLE 2

"In order to reexamine current routes, identify gaps and inequities, and ultimately increase public transportation services to our residents who most depend on these resources, the Samsara Vehicle Gateway will enable us to track routes and share ETA with customers, provide a Wi-Fi hotspot to community members to maximize their commute time, and, most importantly, provide the analytics needed to improve upon these essential services of our community."

Remember, most grant funders are willing to fund technology and equipment, but it is up to the applicant to explain why these expenses are essential to the project's success.



When drafting your own anticipated project outcomes content, don't forget to make use of the previous Samsara customer success stories shared on pages 6 and 14 for inspiration. Quantifying anticipated project benefits (e.g. "\$1M savings of taxpayer dollars" or "96% reduction in safety incidents") will make your request more compelling to the funder.

ARTICULATING ANTICIPATED PROJECT IMPACT

Funders need clear measures of success to evaluate the effectiveness of a project. Without clear measures of success, it can be difficult to secure funding or demonstrate the impact of your work.

Therefore, it is important to clearly define how you will measure the success of your project and what outcomes you expect to achieve. This should include both quantitative and qualitative measures, as well as benchmarks for progress that will allow the funder to track the project's progress over time.

It is also important to set expectations for the timeline of the project and when it will be considered successful. This can include identifying specific milestones or deadlines for achieving certain objectives, as well as outlining any potential risks or challenges that could impact the timeline or ultimate success of the project.

By providing clear and measurable metrics for success, as well as timing benchmarks that help funders understand the duration of the project, you will be able to demonstrate the potential impact of your work and increase the likelihood of securing funding. Ultimately, this will help ensure that your project achieves your specific and measurable outcomes.

Keep in mind that a project's impact should be evident throughout the application and supporting materials and align with the overall purpose of the grant program.

5 Tips for Maximizing Grant-seeking Success

Once your organization has chosen a grant opportunity to pursue, it is time to prepare the application! Leverage the following tips to help develop a competitive proposal.

1. Research the program

Review all information provided by the grant funder in detail. This includes the funding announcement, FAQ documents, webinar recordings, or other helpful guides. If the program is not currently open, look at the previous winner's materials. In most cases, the program will be similar between funding cycles, so earlier rounds can still inform you about the program and aid in your preparation efforts. Critically examine all available materials and ensure that you understand all project components, including required project elements and application processes. Reference these materials often as you refine your project ideas to align with funder priorities and start to develop your application materials. If you still have questions after reading everything in detail, contact the program manager or agency contact to talk through your concerns.

2. Be specific

Grant funders want to understand your organization and your project so they know you are a good fit for their goals. Give them all the necessary details to make your case for why you should be funded. Assume that the reviewers are unfamiliar with your organization. Provide background information and context about your community and the who you serve. Give the funder the necessary context and information to see how their financial support will impact others through their investment in your organization. When appropriate and available, include statistics or other numbers to quantify this context, but make sure to also explain what those numbers mean. As you describe your project, explain the steps of each grant-funded activity you have planned. Explain who will be responsible for completing each of these steps and what success will look like. Share how your activities will help you meet your project goals. Ensure that these goals are SMART (specific, measurable, attainable, relevant, and timely), and that you are quantifying these goals whenever possible.

3. Craft a compelling needs statement

Thoroughly explain how and why this project is important to your organization. Reviewers will want to understand the challenges your organization is currently facing, as well as the broader implications of the needs you are outlining in your grant proposal. Include relevant organizational, regional, or national statistics to illustrate this need. Connect your project with the priorities of the grant-maker and the grant opportunity. Share how the goals and outcomes of your project will be relevant to the grant funder and other organizations to illustrate a broad and long-term impact. For example, how will other organizations be able to implement similar programs to mitigate the challenges they are facing?

4. Focus on all project components

It is easy to get caught up in the importance of the project narrative components of an application. While those pieces are worthy of attention, it is also critical to consider the larger application package and the context provided to reviewers in those other components. The project timeline shares every activity (including reporting back to the grant-maker, site visits, and other funder-required activities) that you will do during the project period of performance. List all project-related activities, when they will be completed, and who will be responsible for these tasks. Make sure that this timeline is easy for the reviewers to understand (such as listing activities in order by month of the project). Also, spend time crafting a detailed budget and budget justification. List every line item necessary to complete the project and clearly explain why each expense is required to complete one or more project activities. Make sure that you check your math and ensure that the budget is free of errors! Mistakes in this section can make grant reviewers lose confidence in your organization's ability to effectively manage the proposed project and funds.

5. Review and edit

Start your application early and ensure that you leave plenty of time for reviewing and editing. Find someone from outside of your project (and ideally outside of your organization) to read all your

application materials. They can check for spelling and grammar errors (and math mistakes), confusing colloquial wording or jargon, and areas where your explanations are not clear to an outsider. This process can give you a sense of how the reviewers will see your application package, so it is a valuable exercise. This person can also give you an overall impression of your project and provide information about where you might not be explaining details clearly. Look at all the feedback you get on your application and make edits to strengthen areas where there may be concerns.



Samsara's mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy. We help public sector organizations transform their core services in order to build public trust, spark innovation, and increase transparency to residents. We are the pioneer of the Connected Operations™ Cloud, which allows organizations that depend on physical operations to harness IoT data to develop actionable insights and improve their operations. Samsara has a strong commitment to supporting and partnering with large and small public sector organizations.

That is why Samsara partnered with Grant Office LLC—a global leader in grants intelligence—to create this funding guide. Grants can be a powerful way to help your organization purchase any of Samsara's products, including: Vehicle Telematics, Equipment Monitoring, Video-Based Safety, Apps & Driver Workflows, Site Visibility, and other much-needed IoT-supporting equipment or software. As you set out on your grant-seeking journey, do not forget to reach out to your Samsara representative for assistance with product quotes, solution descriptions, and any other information you will need to help draft your application.

To get started, please visit [Samsara.com/learn-more](https://samsara.com/learn-more) to be connected with a Samsara representative and further discuss your IoT needs.

