

3797 - MPPDC_DCR2_Multi_CFPF_Resiliency Planner

Application Details

Funding Opportunity:

3292-Virginia Community Flood Preparedness Fund - Capacity Building/Planning Grants - CY25 Round 6

Funding Opportunity Due Date: Dec 1, 2025 11:59 PM

Program Area: Virginia Community Flood Preparedness Fund

Status: Under Review

Stage: Final Application

Initial Submit Date: Dec 1, 2025 3:58 PM

Initially Submitted By: Jackie Rickards

Last Submit Date:

Last Submitted By:

Contact Information

Primary Contact Information

Active User*: Yes

Type: External User

Name*: Ms. Jackie Rickards
Salutation First Name Last Name

Title: Director of Regional Planning

Email*: jrickards@mppdc.com

Address*: PO Box 399

4521 Lewis B. Puller Memorial Highway

Shacklefords Virginia 23156
City State/Province Postal Code/Zip

Phone*: (804) 785-8100 Ext.

Phone

###-###-####

Fax: ###-###-####

Comments:

Organization Information

Status*: Approved
Name*: Middle Peninsula Planning District Commission
Organization Type*: Local Government - PDC
Tax ID*: 54-0937411
Unique Entity Identifier (UEI)*: LNDHN7WAJ1E1
Organization Website: <https://www.mppdc.com/>
Address*: 4521 Lewis B. Puller Memorial Highway

Shacklefords Virginia 23156-3115
City State/Province Postal Code/Zip

Phone*: (757) 710-2623 Ext.
###-###-####

Fax: ###-###-####

Benefactor:

Vendor ID:

Comments:

VCFPF Applicant Information

Project Description

Name of Local Government*: Middle Peninsula Planning District Commission

Your locality's CID number can be found at the following link: Community Status Book Report

NFIP/DCR Community 510082

Identification Number (CID)*:

If a state or federally recognized Indian tribe,

Name of Tribe:

Authorized Individual*: Rachael Peabody
First Name Last Name

Mailing Address*: P.O. Box 399
Address Line 1
4521 Lewis B. Puller Memorial Highway
Address Line 2

Shacklefords Virginia 23156
City State Zip Code

Telephone Number*: 804-785-8100

Cell Phone Number*: 804-785-8100

Email*: rpeabody@mppdc.com

Is the contact person different than the authorized individual?

Contact Person*: Yes

Contact: Jackie Rickards
First Name Last Name

P.O. Box 399

Address Line 1

Address Line 2

Shacklefords Virginia 23156

City State Zip Code

Telephone Number: 804-785-8100

Cell Phone Number: 804-785-8100

Email Address: jrickards@mppdc.com

Enter a description of the project for which you are applying to this funding opportunity

Project Description*:

MPPDC staff seeks continued support to retain staff capacity and marketing efforts of the Fight the Flood (FTF) program for an additional five years. A FTF Program Administrator will continue to support property owners, provide technical assistance for mitigation and resilience projects, and apply for grant and loan funding that will be distributed throughout the region. This project also seeks funding to implement a marketing strategy that focuses on FTF successes.

Low-income geographic area means any locality, or community within a locality, that has a median household income that is not greater than 80 percent of the local median household income, or any area in the Commonwealth designated as a qualified opportunity zone by the U.S. Secretary of the Treasury via his delegation of authority to the Internal Revenue Service. A project of any size within a low-income geographic area will be considered.

Is the proposal in this application intended to benefit a low-income geographic area as defined above?

Benefit a low-income geographic area*: Yes

Information regarding your census block(s) can be found at census.gov

Census Block(s) Where Project will Occur*: 1016

Is Project Located in an NFIP Participating Community?*: Yes

Is Project Located in a Special Flood Hazard Area?*: Yes

**Flood Zone(s)
(if applicable):**

Flood Insurance Rate Map

**Number(s)
(if applicable):**

Eligibility - Round 4

Low-Income Geographic Area*: Yes

Does this project provide “community scale” benefits?

Community Scale Benefits*: More than one census block

Comments:

This project will impact all census blocks within the Middle Peninsula

Scope of Work and Budget Narrative - Capacity Building and Planning - Round 4

Scope of Work - General Information

Upload your Scope of Work

Please refer to Part IV, Section B. of the grant manual for guidance on how to create your scope of work

Scope of Work Attachment*: MPPDC_DCR2_Multi_CFPF_Resilience Planner.pdf

Comments:

Scope of work for the FTF capacity building project.

Budget Narrative

Budget Narrative Attachment*: BUDGET NARRATIVE_Resilience Planning - Copy 2.pdf

Comments:

Budget Narrative of the proposed project.

Scope of Work Supporting Information - Capacity Building and Planning

Scope of Work Supporting Information

Describe identified resource needs including financial, human, technical assistance, and training needs

Resource need identification*:

Based on the staggered growth of the FTF program since 2020, hiring new staff is needed to assist with increasing administrative needs (i.e., financial reporting and grants accounting), project management for FTF project implementation, grant writing, and updating the Regional Resilience Plan required by the Virginia Department of Conservation and Recreation (DCR)Community Flood Preparedness Fund (CFPF).

Describe the plan for developing, increasing, or strengthening knowledge, skills and abilities of existing or new staff.

This may include training of existing staff, hiring personnel, contracting consultants or advisors

Development of Existing or New

Staff*:

As the FTF program is the only program of its kind, existing MPPDC staff are constantly working with funding entities, regulatory agencies, Middle Peninsula local governments, and subject area experts to successfully implement resilience and mitigation projects. MPPDC staff also reads peer reviewed articles, attends state and federal meetings related to coastal resilience, and national conferences seeking new information and knowledge related to resilience topics.

Where capacity is limited by funding, what strategies will be developed to increase resources in the local government?

(This may include work with non-governmental organization, or applying for grants, loans, or other funding sources)

Resource Development

Strategies*:

MPPDC staff continually seek grant and loan funding to expand resources available to Middle Peninsula local governments, residents, and businesses for flood mitigation and long-term resilience initiatives. Between October 2024 and September 2025, staff prepared and submitted proposals totaling \$13,034,076 for coastal and resilience projects to agencies including the Federal Emergency Management Agency (FEMA), the National Fish and Wildlife Foundation (NFWF), and NOAA (see Resilience Proposals summary). These funding development efforts will continue as a core function of the organization.

Retention of the existing FTF Resilience Planner position is essential to maintaining and strengthening this work. The Planner provides dedicated capacity for identifying funding opportunities, preparing grant and loan applications, coordinating multi-jurisdictional submissions, and supporting both public partners and private property owners with application management and compliance associated with mitigation projects.

The Resilience Planner also coordinates ongoing marketing and outreach efforts to increase program visibility and participation across the region. Activities include producing quarterly blog posts, social media content, newsletters, and promotional materials highlighting FTF successes, available funding opportunities, and technical assistance resources, as well as focused outreach to property owners and community partners who may not otherwise be connected to program services.

In addition, the Resilience Planner organizes the Annual FTF Business Resilience Summit to promote collaboration, showcase successful mitigation efforts, and support continued expansion of resilience-related initiatives across the Middle Peninsula.

Together, these strategies ensure continued expansion of funding pipelines, strengthened partnerships, and sustained capacity for delivering effective resilience solutions across the region.

Describe policy management and/or development plans

Policy management and/or development*:

The FTF Program Administrator will assist with the development, review, and documentation of FTF policies and procedures as needed to support consistent program operations. This includes helping to establish and maintain internal workflows related to project tracking, grant documentation, partner coordination, and basic reporting processes. The Program Administrator will also assist with periodic updates to procedures to ensure alignment with applicable funding requirements and program guidance as they change.

Describe plans for stakeholder identification, outreach, and education strategies

Stakeholder identification, outreach, and education

strategies*:

The FTF Program Administrator will utilize a combination of outreach channels and targeted communications to notify property owners within specific geographic areas when relevant grant and loan funding opportunities become available. Strategies include geo-targeted digital outreach, website updates, email communications, social media promotion, and distribution of program materials developed through ongoing marketing efforts. These methods will be used to deliver location-specific program information, increase awareness of available resources, and encourage participation in the FTF Program among property owners most likely to benefit.

Budget

Budget Summary

Grant Matching Requirement*:

LOW INCOME - Planning and Capacity Building - Fund 90%/Match 10%

*Match requirements for Planning and Capacity Building in low-income geographic areas will not require match for applications requesting less than \$3,000.

Is a match waiver being requested?

Match Waiver Request No

Note: only low-income communities are eligible for a match waiver.

*:

I certify that my project is in a low-income geographic area: Yes

Total Project Amount (Request + \$705,960.00

Match)*: **This amount should equal the sum of your request and match figures

REQUIRED Match Percentage \$70,596.00

Amount:

BUDGET TOTALS

Before submitting your application be sure that you meet the match requirements for your project type.

Match Percentage:

10.00%

Verify that your match percentage matches your required match percentage amount above.

Total Requested Fund Amount: \$635,364.00

Total Match Amount: \$70,596.00

TOTAL: \$705,960.00

Personnel

Description	Requested Fund Amount	Match Amount	Match Source
New Hire - FTF Administrator	\$310,586.00	\$34,510.00	MPPDC living shoreline loan funds
	\$310,586.00	\$34,510.00	

Fringe Benefits

Description	Requested Fund Amount	Match Amount	Match Source
New Hire - FTF Administrator	\$96,064.00	\$10,674.00	MPPDC living shoreline loan funds
Fringe			
	\$96,064.00	\$10,674.00	

Travel

Description	Requested Fund Amount	Match Amount	Match Source
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Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Equipment

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Supplies

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Construction

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Contracts

Description	Requested Fund Amount	Match Amount	Match Source
Consociate Media - Marketing	\$90,000.00	\$10,000.00	MPPDC living shoreline loan funds
	\$90,000.00	\$10,000.00	

Pre-Award and Startup Costs

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Other Direct Costs

Description	Requested Fund Amount	Match Amount	Match Source
New Hire Indirect Costs	\$138,714.00	\$15,412.00	MPPDC living shoreline loan funds
	\$138,714.00	\$15,412.00	

Supporting Documentation - General

Supporting Documentation

Named Attachment	Required Description	File Name	Type	Size	Date	Upload
Detailed map of the project area(s) (Projects/Studies)						

Named Attachment	Required Description	File Name	Type	Size	Upload Date
FIRMette of the project area(s) (Projects/Studies)					
Historic flood damage data and/or images (Projects/Studies)					
A link to or a copy of the current floodplain ordinance	Local floodplain management ordinances in the Middle Peninsula Region	f. PROJECT Support Doc_Local Floodplain Management Regulations 1.pdf	pdf	115 KB	12/01/2025 12:49 PM
Maintenance and management plan for project					
A link to or a copy of the current hazard mitigation plan	Regional All Hazards Mitigation Plan	Link to the Middle Peninsula Regional All Hazards Mitigation Plan 1.pdf	pdf	52 KB	12/01/2025 12:32 PM
A link to or a copy of the current comprehensive plan	Links to Middle Peninsula locality Comprehensive Plans.	Comprehensive Plan Links MP Region 2.pdf	pdf	44 KB	12/01/2025 12:33 PM
Social vulnerability index score(s) for the project area	SVI score for the Middle Peninsula Region	SVI Map for Region.pdf	pdf	463 KB	12/01/2025 12:47 PM
Authorization to request funding from the Fund from governing body or chief executive of the local government	Authorization and Match Letter for the project.	Match Authorization Letter - Resilience Planner.pdf	pdf	398 KB	12/01/2025 12:35 PM
Signed pledge agreement from each contributing organization	Authorization and Match Letter for the project.	Match Authorization Letter - Resilience Planner.pdf	pdf	398 KB	12/01/2025 12:35 PM
Maintenance Plan					
<i>Benefit-cost analysis must be submitted with project applications over \$2,000,000. in lieu of using the FEMA benefit-cost analysis tool, applicants may submit a narrative to describe in detail the cost benefits and value. The narrative must explicitly indicate the risk reduction benefits of a flood mitigation project and compares those benefits to its cost-effectiveness.</i>					
Benefit Cost Analysis					
Other Relevant Attachments					

Letters of Support

Description	File Name	Type	Size	Upload Date
Support letters from Middle Peninsula localities.	SUPPORT LETTERS from Mid Pen Localities 1.pdf	pdf	2 MB	12/01/2025 12:40 PM