

# 3797 - MPPDC\_DCR2\_Multi\_CFPF\_Resiliency Planner

## Application Details

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### 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

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### Primary Contact Information

**Active User\*:** Yes

**Type:** External User

**Name\*:** Ms. Jackie Middle Name 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

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### *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**

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## ***Eligibility***

Is the applicant a local government (including counties, cities, towns, municipal corporations, authorities, districts, commissions, or political subdivisions created by the General Assembly or pursuant to the Constitution or laws of the Commonwealth, or any combination of these)?

**Local Government\*:** Yes  
Yes - Eligible for consideration  
No - Not eligible for consideration

If the applicant is not a town, city, or county, are letters of support from all affected local governments included in this application?

**Letters of Support\*:** Yes  
Yes - Eligible for consideration  
No - Not eligible for consideration

Has this or any portion of this project been included in any application or program previously funded by the Department?

**Previously Funded\*:** No  
Yes - Not eligible for consideration  
No - Eligible for consideration

Has the applicant provided evidence of an ability to provide the required matching funds?

**Evidence of Match Funds\*:** Yes  
Yes - Eligible for consideration  
No - Not eligible for consideration  
N/A - Match not required

## **Scoring Criteria for Capacity Building & Planning - Round 4**

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### ***Scoring***

**Eligible Capacity Building and Planning Activities (Select all that apply) – Maximum 100 points. To make multiple selections, Hold CTRL and click the desired items.**

#### **Capacity Building and Planning\*:**

Goal planning, implementation, and evaluation, Resource assessments, planning, strategies, and development, Stakeholder engagement and strategies

**Is the project area socially vulnerable?** (based on ADAPT Virginia's Social Vulnerability Index Score)

#### **Social Vulnerability Scoring:**

Very High Social Vulnerability (More than 1.5)  
High Social Vulnerability (1.0 to 1.5)  
Moderate Social Vulnerability (0.0 to 1.0)  
Low Social Vulnerability (-1.0 to 0.0)  
Very Low Social Vulnerability (Less than -1.0)

**Socially Vulnerable\*:** Moderate Social Vulnerability

**Is the proposed project part of an effort to join or remedy the community's probation or suspension from the NFIP?**

**NFIP\*:** No

**Is the proposed project in a low-income geographic area as defined below?**

"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.

**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

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### ***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

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### ***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**

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## 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 + Match)\*:** \$705,960.00  
\*\*This amount should equal the sum of your request and match figures

**REQUIRED Match Percentage Amount:** \$70,596.00

## 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 |
|                              | <b>\$310,586.00</b>   | <b>\$34,510.00</b> |                                   |

### Fringe Benefits

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

### Travel

| Description | Requested Fund Amount | Match Amount | Match Source |
|-------------|-----------------------|--------------|--------------|
|-------------|-----------------------|--------------|--------------|

| 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 |
|                              | <b>\$90,000.00</b>    | <b>\$10,000.00</b> |                                   |

#### Pre-Award and Startup Costs

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

#### Other Direct Costs

| Description             | Requested Fun Amount | Match Amount       | Match Source                      |
|-------------------------|----------------------|--------------------|-----------------------------------|
| New Hire Indirect Costs | \$138,714.00         | \$15,412.00        | MPPDC living shoreline loan funds |
|                         | <b>\$138,714.00</b>  | <b>\$15,412.00</b> |                                   |

## Supporting Documentation - General

#### Supporting Documentation

| Named Attachment                                       | Required Description | File Name | Type | Size | Upload Date |
|--|----------------------|-----------|------|------|-------------|
| 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 |