



Smart Management for
Small Water Systems

Grant Writing 101

Thursday, November 8, 2018
1:00-2:00pm EST

This program is made possible under a
cooperative agreement with EPA.



American
Water Works
Association



Logistics

Opening the control panel



- ← Show your control panel
- ← All phones/microphones are muted for the duration of the webinar
- ← Toggle between full screen/window screen view

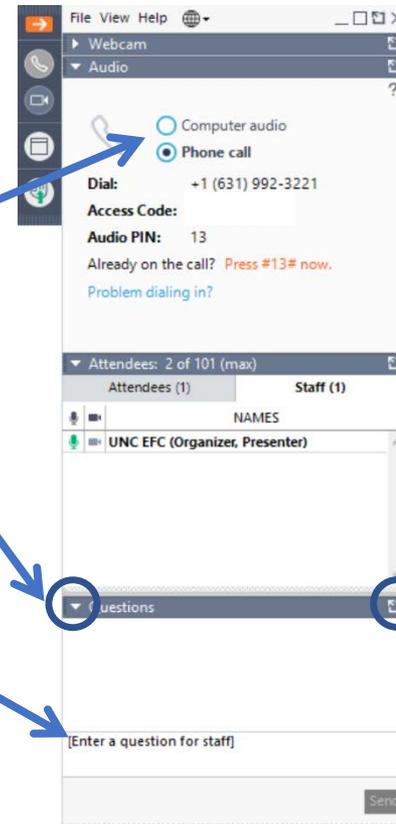
Using the control panel

Audio: please choose between computer audio or phone call

If you do not hear audio right now, please check your speaker volume or enter #[your Audio PIN]# if using phone

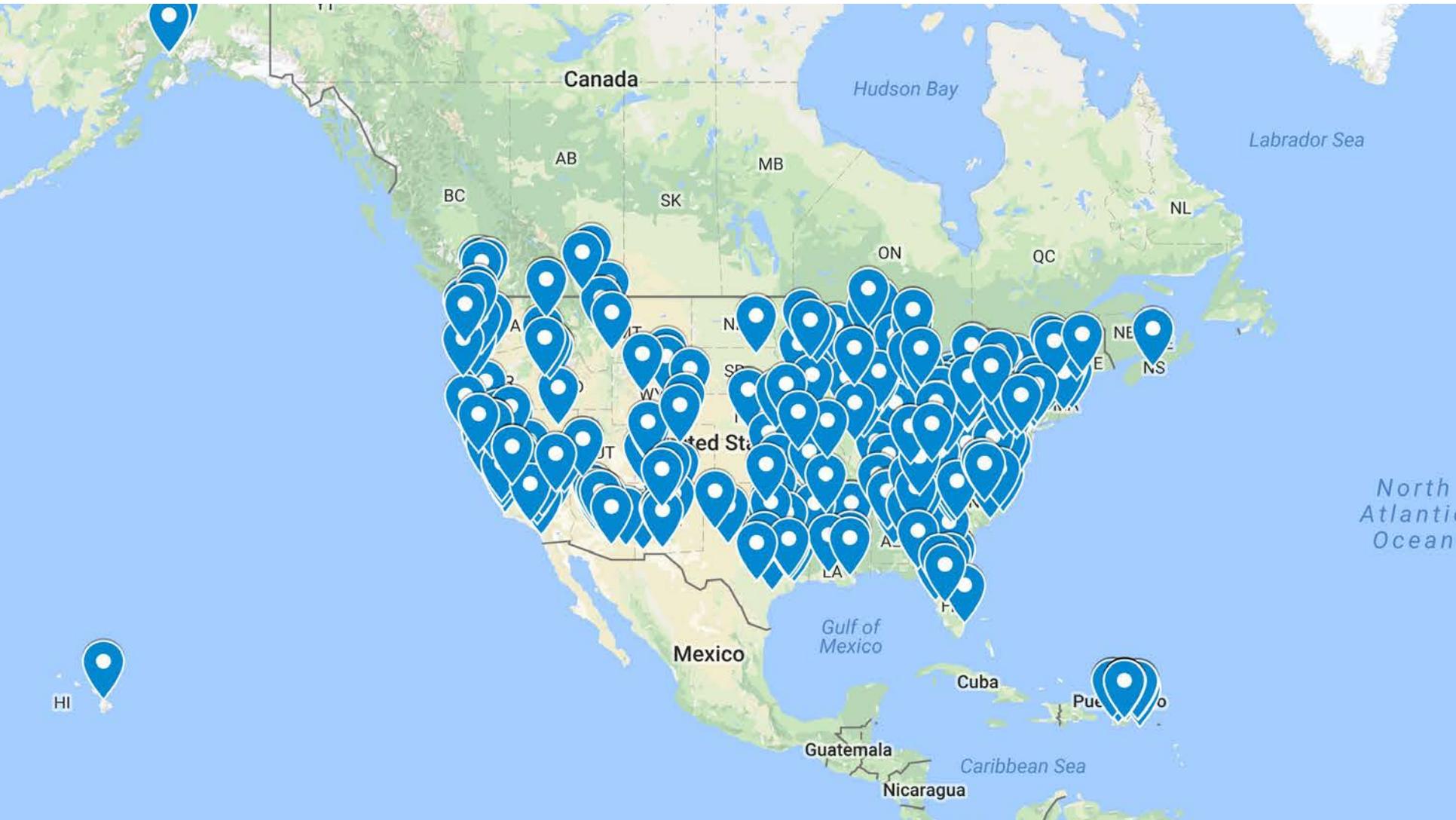
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Submit **questions** in the Questions box at any time, and press [Send]



Click  to open in separate box and resize

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0.1 CEU = 1 Contact Hour or 1 Professional Development Hour

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About the Environmental Finance Center Network (EFCN)

The Environmental Finance Center Network (EFCN) is a university-based organization creating innovative solutions to the difficult how-to-pay issues of environmental protection and improvement. The EFCN works with the public and private sectors to promote sustainable environmental solutions while bolstering efforts to manage costs.

The Smart Management for Small Water Systems Program

This program is offered free of charge to all who are interested. The Program Team will conduct activities in every state, territory, and the Navajo Nation. All small drinking water systems are eligible to receive free training and technical assistance.

What We Offer

Individualized technical assistance, workshops, small group support, webinars, eLearning, online tools & resources, blogs

The Small Systems Program Team

- Environmental Finance Center at The University of North Carolina at Chapel Hill
- Environmental Finance Center at Wichita State University
- EFC West
- Government Finance Officers Association (GFOA)
- Great Lakes Environmental Infrastructure Center
- National Association of Development Organizations (NADO)
- New England Environmental Finance Center at the University of Southern Maine
- Southwest Environmental Finance Center at the University of New Mexico
- Syracuse University Environmental Finance Center
- Environmental Finance Center at the University of Maryland



Areas of Expertise



Asset Management



Rate Setting and Fiscal Planning



Leadership Through Decision-making and Communication



Water Loss Reduction



Energy Management Planning



Accessing Infrastructure Financing Programs



Workforce Development



Water Conservation Finance and Management



Collaborating with Other Water Systems



Resiliency Planning



Managing Drought

Small Systems Blog

Learn more about water finance and management through our Small Systems Blog! Blog posts feature lessons learned from our training and technical assistance, descriptions of available tools, and small systems “success stories.”

efcnetwork.org/small_systems_blog/

Sign Me Up

EFCN Innovative Finance Solutions for Environmental Services

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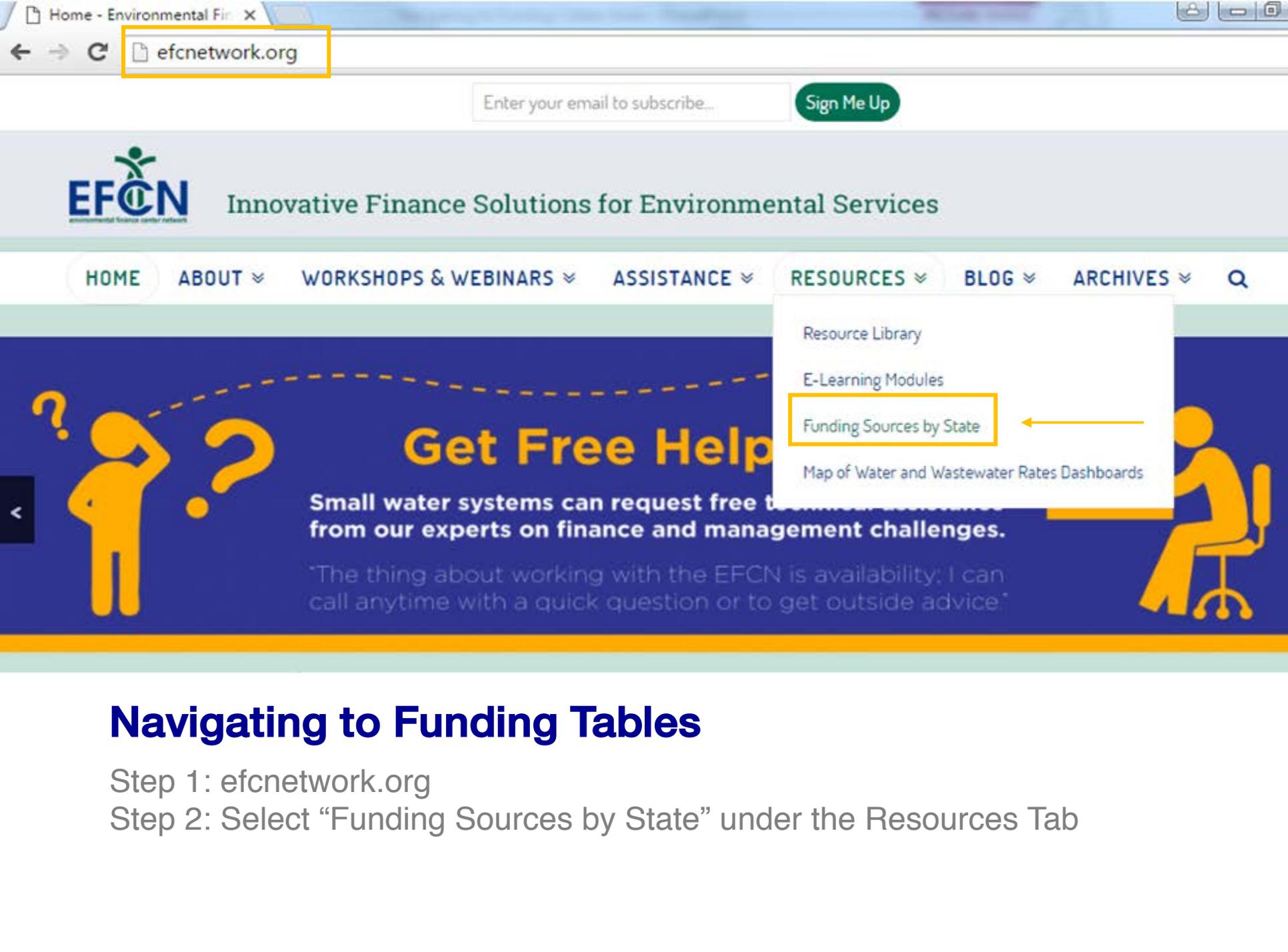
» BLOG

Blog

 **Magdalena, New Mexico: A Success Story from the Smart Management for Small Water Systems Project**
Written by: Allison Perch Allison Perch is a Program Coordinator with the Environmental Finance Center at the University of North Carolina. What can a small town do when the financial health of its water system is at risk? This is the question that Stephanie Finch, the town clerk and treasurer for the ...

 **The Virtuous Cycle: Internal Energy Revolving Funds for Small Water Systems**
Written by: David Tucker David Tucker is a Project Director with the Environmental Finance Center at the University of North Carolina. How can small (and large) water systems pay for energy efficiency and renewable energy, helping cut utility costs? As energy is often the largest variable expense in a water system's operating ...

 **Smart Management for Small Water Systems Program Newsletter | Fall 2015**
View Full Issue: The Environmental Finance Center Network has published the third issue in a series of quarterly newsletters. The Fall 2015 Program Newsletter announces



Navigating to Funding Tables

Step 1: efcnnetwork.org

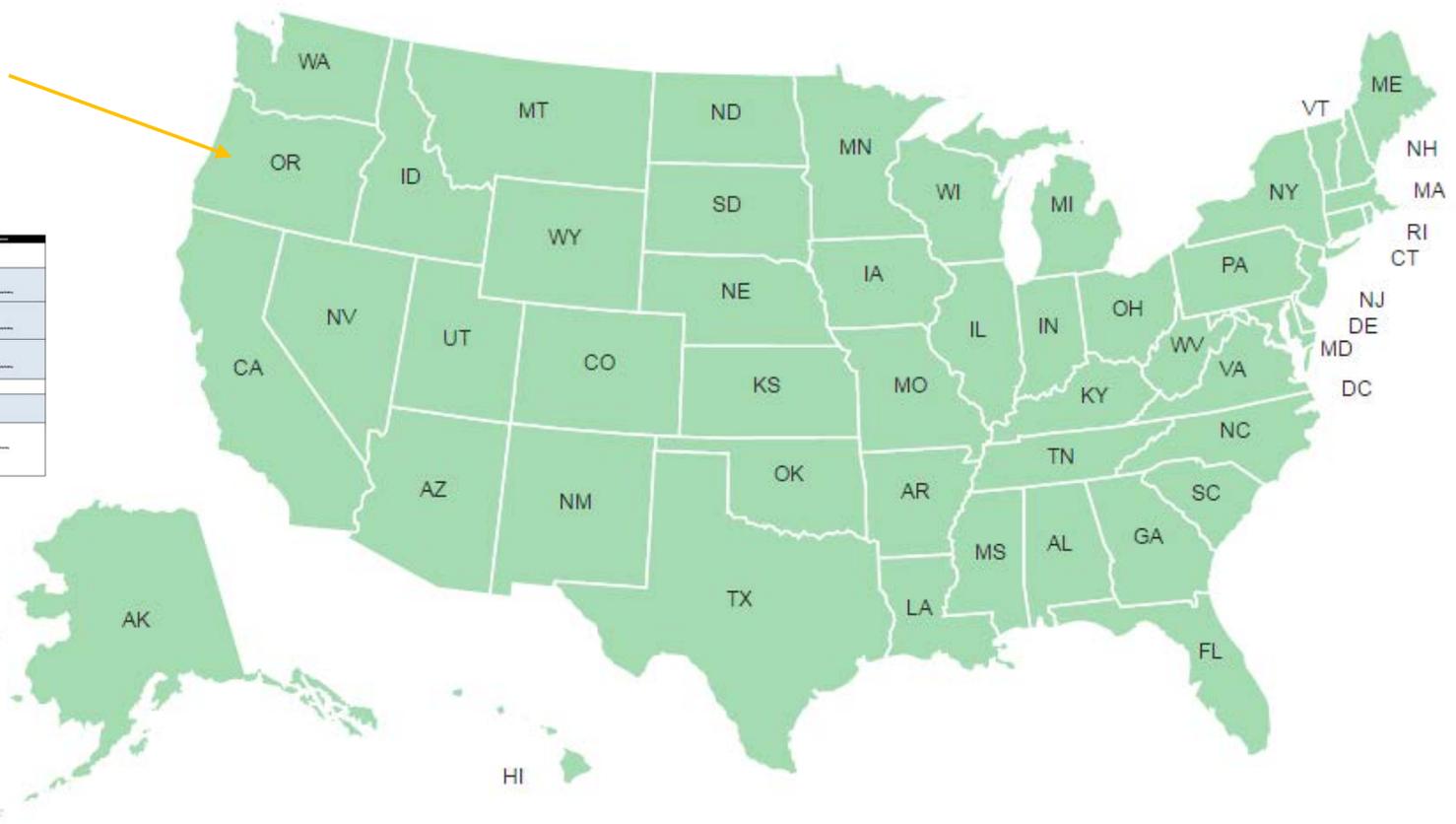
Step 2: Select “Funding Sources by State” under the Resources Tab

Funding Sources by State

Note: Some states may have additional resources listed below the map.

Click on the map below to view funding sources for each state:

Click on an individual state to view funding table.



State	Funding Source	Amount	Year	Notes
AK
AL
AR
AZ
CA
CO
CT
DC
DE
FL
GA
IA
ID
IL
IN
KS
KY
LA
MA
MD
ME
MI
MN
MO
MS
MT
NC
ND
NH
NJ
NM
NV
NY
OH
OK
OR
PA
RI
SC
SD
TN
TX
UT
VA
VT
WA
WI
WV
WY



Smart Management for
Small Water Systems

Grant(*loan*)writing 101

Right grant, right time, right project

Khris Dodson

Environmental Finance
Center



There's no such thing as free money

What's more painful: developing local revenue sources or administering a grant?

Is the project a funding priority: both for you and the funding source?

What type of planning have you done, and how do those suggest funding be directed?

- Comprehensive Planning
- Asset Management Planning
- Capital Improvement Planning





Developing your project idea

- See what else is out there; who's doing what...
- Have a chat session. How do we pay for this?
- Put ideas to paper
- Thoroughly describe proposed project
- State goals and objectives. Important!
- Establish a timeline
- Estimate costs for staff, materials, and equipment
- Plan for an evaluation of success
- Once you 'build it', how long do you need it, or want it to last? Plan for its future (O&M)



Keys to Success

Innovation and Creativity is important

Look for new solutions to old problems

How do you foster creativity?

Calling the Program Officer is one of the most important elements

85% of all successful grant seekers have had contact with the program officer



What keeps us from applying for grants?

REJECTED



Recycle your Rejected Proposal

Success means having one in three proposals funded

- Only 1 proposal in 5 is turned down because the idea wasn't good
- A rejected proposal is worth the free advice
- The success rate is higher for proposals turned in a second time; the success rate on a third submission is almost 1:1
- **Call the program officer, get feedback**
- **Rewrite, revise, resubmit**



What keeps us from getting grants?

“I’M NO RIGHT!”
“I’M NO GOOD!”



Appropriate Writing Style

- Write to the funding source
- 5 W's
- Never write in 1st person
- Be Clear & Concise: read aloud
- Write to inform
- Write to persuade
- Don't use biased language or hyperbole
- No opinions
- Use reputable data
- Establish credibility



Words that paint a picture

“Improved stormwater management will improve this community.”

“Closed businesses, damaged roads, water and mud in homes are all regular spring occurrences in the Town of Floodsville.”



The Title

The title is important. It should convey what the project is about. The title is your 'elevator speech'

No!: Local Waterfront Revitalization in the village of Littleville

Yes!: Creating a creekside Live/Work/Play district in downtown Littleville



Editing your Grant

- After you have finished your draft:
 - set it aside for a day
 - revise
- Have someone else read it
- Have them tell you what your project is about
- Edit for clarity and brevity



10 Reasons Why Proposals Fail

- Guidelines not followed
- Did not meet program priorities
- Incomplete
- Poor demonstration of need
- Appeared beyond applicant's capacity
- Implementation plan weak
- Unrealistic budget
- Cost greater than benefit
- Poorly written



Is it the Right Grant?

- Are you eligible?
- Can you match?
- How many funded?
- How much money/range?
- Can you meet requirements?
- What do they fund?
- Type of project?

Geographic Spread



Now, let's talk Money!



Some popular funding programs

USDA Rural Development

- Water/wastewater
- Community Facilities
- Distance Learning
- Telemedicine
- Housing Loans/grants

Community Development Block Grant

SRFs

- water/wastewater

Appalachian Regional Commission

Northern Border Regional Commission



Some popular funding programs

Economic Development

DEC, DNR, DEP, etc.

Department of Health

Department of Labor

**Parks, Recreation and Historic
Preservation**

Department of State

Energy Programs

Economic Development Agency

We're here to help...

Khris Dodson

Associate Director

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