



CONNECT THE DOTS TO COLLECT THE DOLLARS

Stepping Up Your Grant Writing Game



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DAVE KIEWER, PE
J-U-B Engineers



NANCY WETCH, PE
Gray & Osborne



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20+ years of municipal experience
Areas of Expertise:
Water, Wastewater, Stormwater

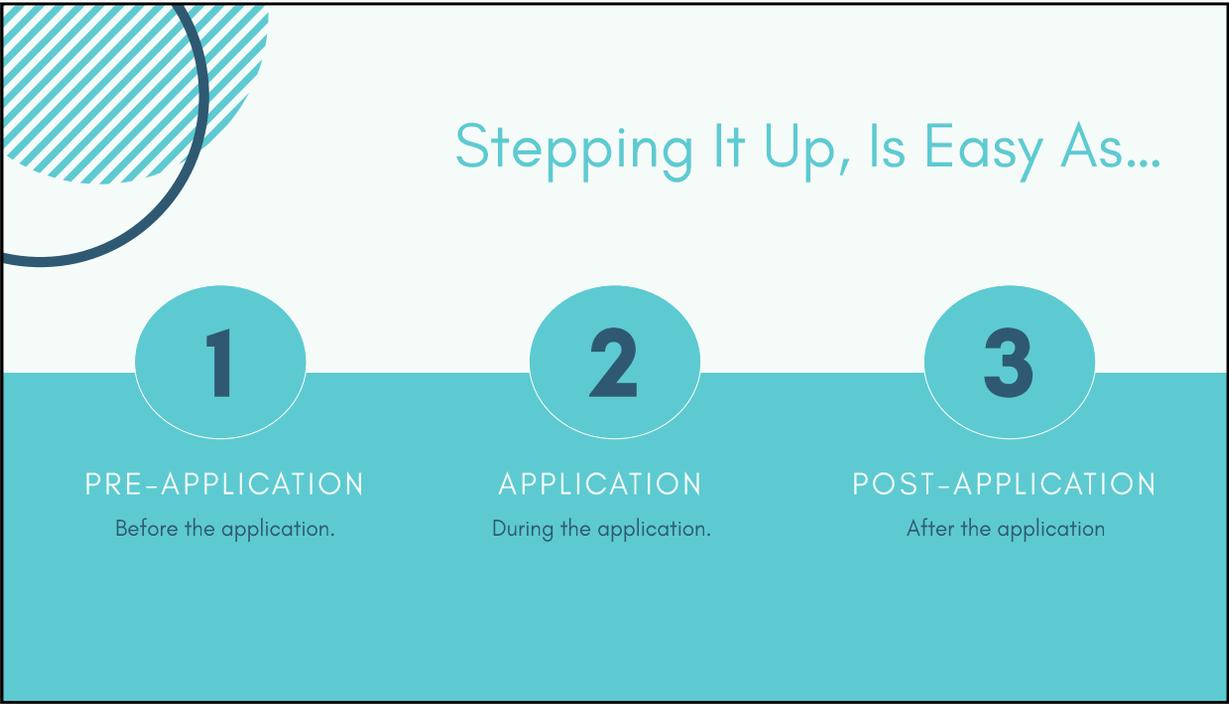


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 7+ years of Municipal, Special Purpose District,
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 Recreation, Transportation, Facilities, Stormwater

Stepping It Up, Is Easy As...



- 1**
PRE-APPLICATION
 Before the application.
- 2**
APPLICATION
 During the application.
- 3**
POST-APPLICATION
 After the application





TIP:

The groundwork should include creating a detailed/accurate cost estimate that includes all anticipated project costs (design, engineering, cultural resources, surveying, permitting, project administration, construction, sales tax, etc.).

TRICK:

Ask a neighboring municipality what unexpected costs they came across on a similar project that they had not accounted for. Learn from their mistake!



PERFECT THE PITCH
Successful projects SOLVE problems.



LEARN THE LINGO



TALK WITH GRANT
PROGRAM STAFF



ATTEND GRANT
WORKSHOPS



PARTICIPATE IN
A TECH TEAM

TIP:

Lists are your friends. For example:

LIST: If new to the municipal grant writing world, create a "cheat-sheet" of all the acronyms (e.g. TIB, WSDOT, WSDOH, CDBG, BMP, MCL, SRTS, CERB, DWSRF, RCO, WWRP, etc.).



DIVY UP THE DOLLARS
Leverage alternative funding sources



**STEP 2:
APPLICATION**
ARE YOU READY?

Don't Test Your Timeframe



READ
All instructions and/or
guidelines

IDENTIFY
Required application
attachments

HIGHLIGHT
Critical due dates

FOR EXAMPLE

TRANSPORTATION IMPROVEMENT BOARD (TIB)

Project Listed in 6-year TIP • Cost Estimate Signed by Licensed PE • WSDOT Crash Data • Funding Partner Commitment Letter(s) • WSDOT Written Concurrence*

RECREATION AND CONSERVATION OFFICE (RCO)

Recreation / Conservation Plan (Approved and Current)*

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

Citizen Participation Documentation Form • Title VI Certification
Public Hearing Minutes • Grievance Procedure

*As applicable to specific project and/or funding program

TRICK:

Write down the due date(s) **at least two weeks before it's actual due date**. This builds in a little extra "just in case" time for you and your team to complete the application and required attachments.



Sell Your Story

You've perfected your pitch,
now it's time to make the sale.



I like to see an application **with details**, and a **clear explanation of what the problem is and how it can be solved**...I want as many details as possible in the narrative so I can get up to speed on a project I know nothing about.
Tell me the compelling story...the devil is in the details.

CYNTHIA WALL, Ecology

WRITE TO YOUR AUDIENCE



WHAT **CAN** THEY FUND?

WHAT DO THEY **WANT** TO FUND?

WHAT ARE THEIR **PRIORITIES**?

KEEP IT SIMPLE

<p>HOW? How did you get here?</p>	<p>WHY? Why does this project matter?</p>
<p>WHO? Who is involved?</p>	<p>WHAT? What will the end result be?</p>

**REVISE,
REVIEW,
REPEAT**

 Write with Purpose

 Use Plain English

 Use Good Grammar

 Use Spellcheck

TIP:

Using “Buzz Words” that match the grant program’s priorities can strengthen your application. For example:

PROBLEM: The lack of stormwater facilities along this corridor results in **poor water quality**.

SOLUTION: The installation of low-impact development (LID) stormwater facilities will **increase water quality** through several Best Management Practices (BMPs).





TIP:

The peer review is a great opportunity for someone to “score” the application using the grant program’s point matrix - giving you an idea of how your project stacks up or where it falls short in points. Never miss out on the “easy” points!

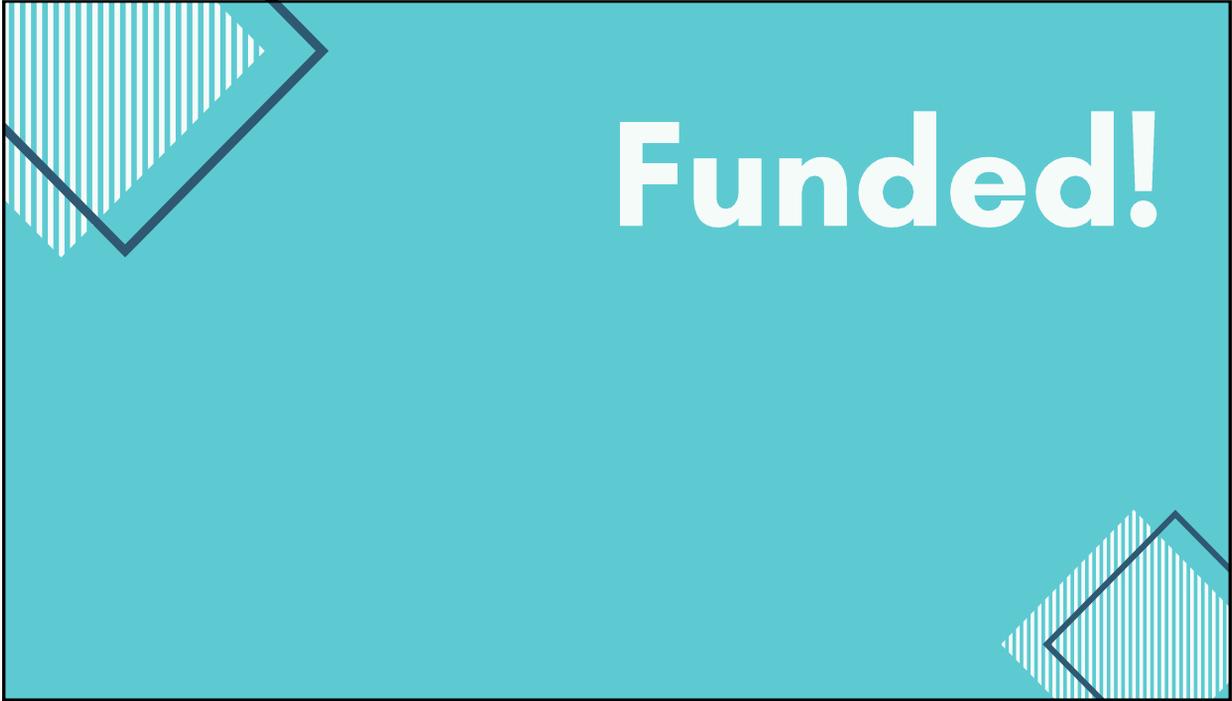


A successful application is one that **clearly demonstrates** or documents **the need** for the project (such as nitrate exceeds maximum contaminant level (MCL) or current well sources have diminished capacity) and presents alternatives to be evaluated to address the need.

JANET CHERRY, Office of Drinking Water

STEP 3: POST-APPLICATION

FUNDED? OR NOT TO BE FUNDED?





ACTIVE COMMUNICATION
Understand deliverables and expectations.

PROACTIVE PROBLEM SOLVING
Work together to find a solution.

INVEST FOR SUCCESS
Your success means their success.



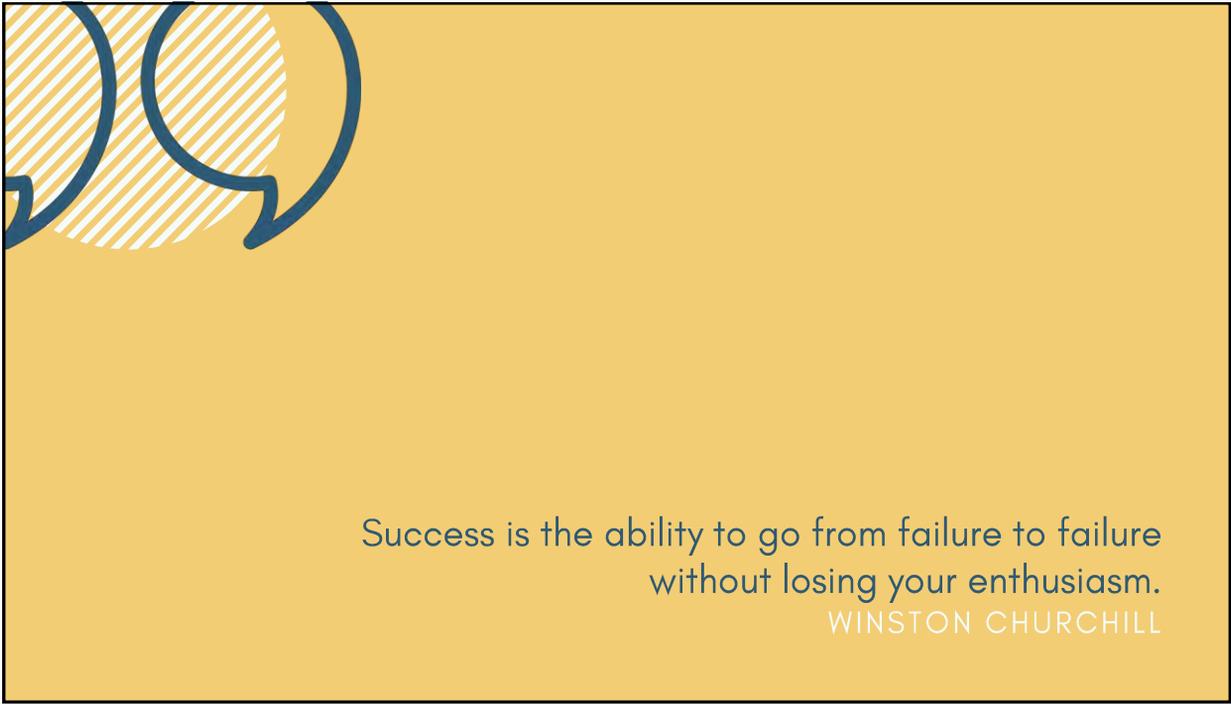
There's no such thing as a free lunch.
MILTON FRIEDMAN

TIP:

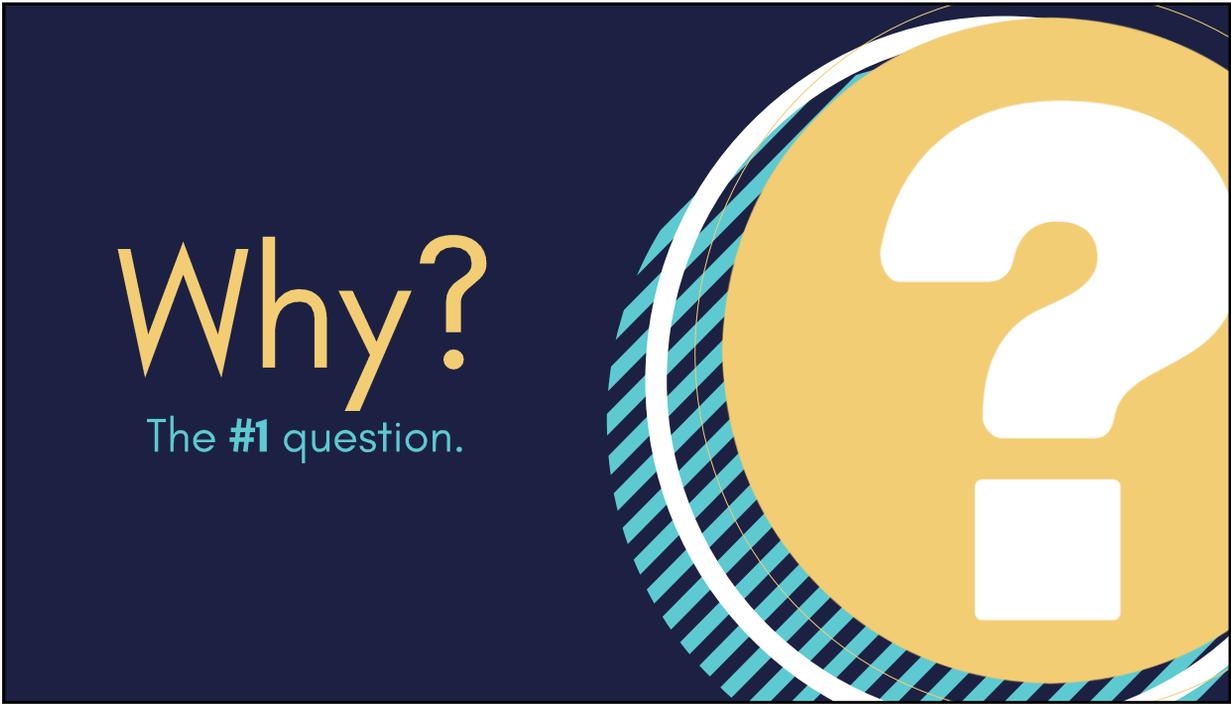
Keep the original grant application handy throughout the entire process following the award. Sometimes the application and award are separated by several months or more. Don't forget what you promised to deliver with your project!



Not Funded.



Success is the ability to go from failure to failure
without losing your enthusiasm.
WINSTON CHURCHILL



Why?
The #1 question.

TRICK:

If feasible, request copies of successfully funded projects. See what they did right/well and use that to improve your application next time! For example:

RCO: All project applications are available for review.

ECOLOGY: Project manager is able to provide examples, templates, and other resources if requested.



Fail Now to Succeed Later



Get Creative



Persistency Pays Off

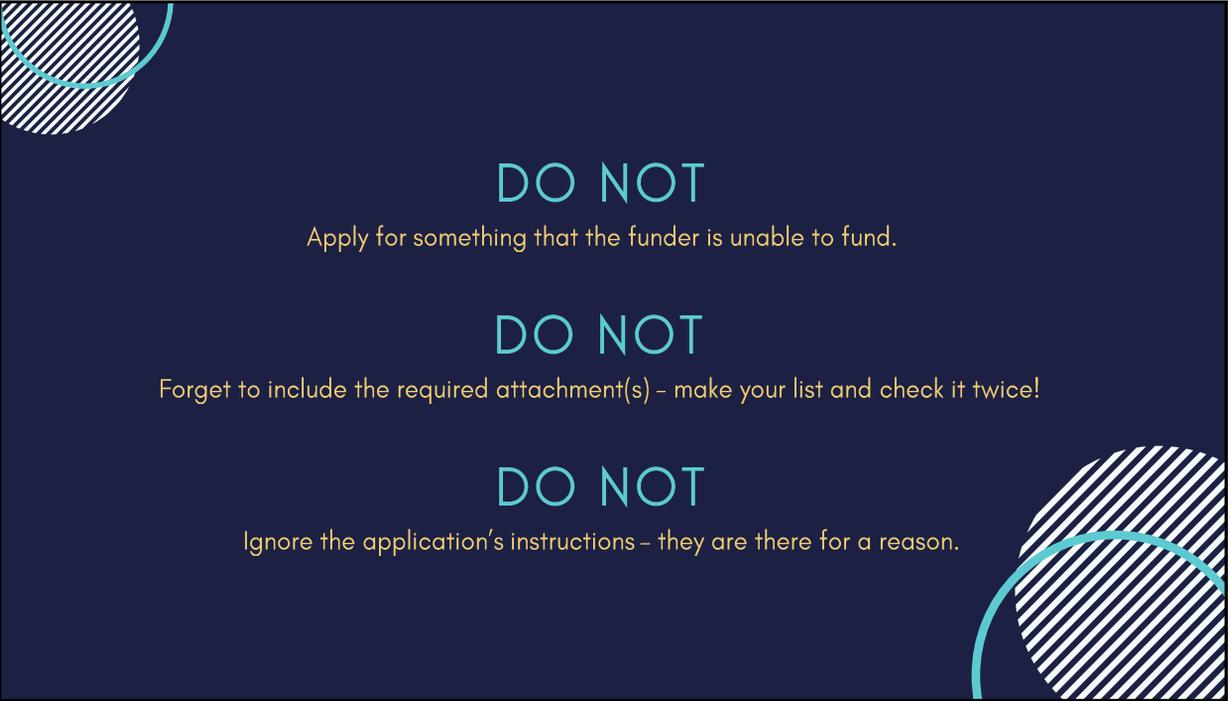


Utilize Outside Resources



Don't bury the lead. We occasionally receive very long, well-written applications that go into great detail about a problem...but that never explain what they are building or **how it will solve/prevent the problem.**

DAVID DUNN, Ecology



DO NOT
Apply for something that the funder is unable to fund.

DO NOT
Forget to include the required attachment(s) - make your list and check it twice!

DO NOT
Ignore the application's instructions - they are there for a reason.



Don't use canned language or some vague/generic paragraph to answer a question in the application. If you don't have enough time to invest in a thoughtful, complete application, don't start one to begin with.

CYNTHIA WALL, Ecology

#1 Mistake



GRANT RESOURCES

- Attend the IACC Conference
- Attend other conferences (AWC, NRPA, etc.)
- “Writing a Successful Application” Question by Question Guidance for Stormwater Projects – Ecology Combined Program FY2021 ([PDF](#))
- Summary of Some Grant and Loan Programs for Drinking Water and Wastewater Projects, September 2019 ([PDF](#))
- Transportation Funding Sources in Washington State, October 2019 ([PDF](#))
- Washington Fund Directory ([Online](#))
- Public Works Board – Resources ([Online](#))
- Grant Writing for Dummies, Dr. Beverly Browning

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