



# MONEY DREAMS

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## Townsend Public Affairs Overview

- TPA has represented over 300 clients, including over 250 local public agencies, such as cities, counties, water and sanitation districts, transportation agencies, school districts, community college districts, park and recreation districts, and other special districts, as well as nonprofit organizations.
- TPA has secured over \$3.1 billion in public sector funding for clients



## Funding Advocacy 101

- **Research:** Where to find funding
- **Writing:** How to craft competitive grant applications
- **Advocacy:** How to be your own best funding advocate



## Research

- State
- Federal
- Regional/County
- Private Corporate/Foundation
- Public Private Partnerships





## Research: Additional Resources



- Grants.gov - <https://www.grants.gov/>
- CA State Grants Website - <https://www.grants.ca.gov/>
- State/Federal Agency "ListServs"
- Your Elected Officials and District Staff
- Nonprofits/Private Organizations



## Research: First



- Register your organization on SAM.GOV. Get your Unique Entity ID (UEI).
- Subscribe to California Grants Portal today.
- Register your organization on Grants.gov today. Select staff members to be your point of contact.



## Funding Opportunities: Competitive Grants



— BUREAU OF —  
RECLAMATION



- Bureau of Reclamation
  - Drought Response Program
  - Water and Energy Efficiency Grants
- State Water Resources Control Board
  - Drinking Water/Clean Water State Revolving Funds (SRF)
  - Safe and Affordable Drinking Water (SADW) Fund



## Funding Opportunities: Competitive Grants

- CaIOES/FEMA
  - Building Resilient Infrastructure Communities (BRIC)/Hazard Mitigation
  - State and Local Cybersecurity Grant Program
- California Air Resources Board / AQMD Clean Vehicle Funding
  - Electric Vehicle Charging Infrastructure
  - Vehicle Replacement/Vouchers





## Funding Opportunities: State and Federal Earmarks

- State Earmarks:
  - Direct funding for specific projects
  - Political, not competitive process
  - Not transparent or advertised
  - Dollar amounts depend on State Budget health
  - Lay groundwork in Q1
- Federal Earmarks (CPF, CDS)
  - Direct grant awards to various programs
  - Political, not competitive process
  - Very transparent and structured
  - Returned in FY 22, 0.5% to 1% of discretionary
  - House Members get 15 projects
  - Senate Members do not have a cap
  - Application typical opens in February/March



## Writing Your Proposal

- Review Grant Requirements
- Tailor Your Project: Be Flexible
- Review Past Awards
- Attend Grant Webinars – Ask Questions!



## Writing Your Proposal



imgflip.com



*“Without data, you’re just another person with an opinion.”*

-W. Edwards Deming



## Writing: Data



- SB 535 Disadvantaged Communities Map
- CalEnviroScreen 4.0
- CA Department of Water Resources Disadvantaged Communities Maps
- CA Department of Parks and Recreation Community Fact Finder



## Writing: Final Review

- Multiple Sets of Eyes - Non-Technical
- Formatting and Consistency of Information
- Review Attachments



## Advocacy: Best Practices

- Secure Letters of Support from Elected Officials and Stakeholders
- Debrief Unsuccessful Applications
- Build Relationships with Funding Agencies
- Never Return Funding



Questions?



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