

WEBINAR

# Finding Funding to Fit Your Needs

February 21, 2023 | 11 a.m. CST

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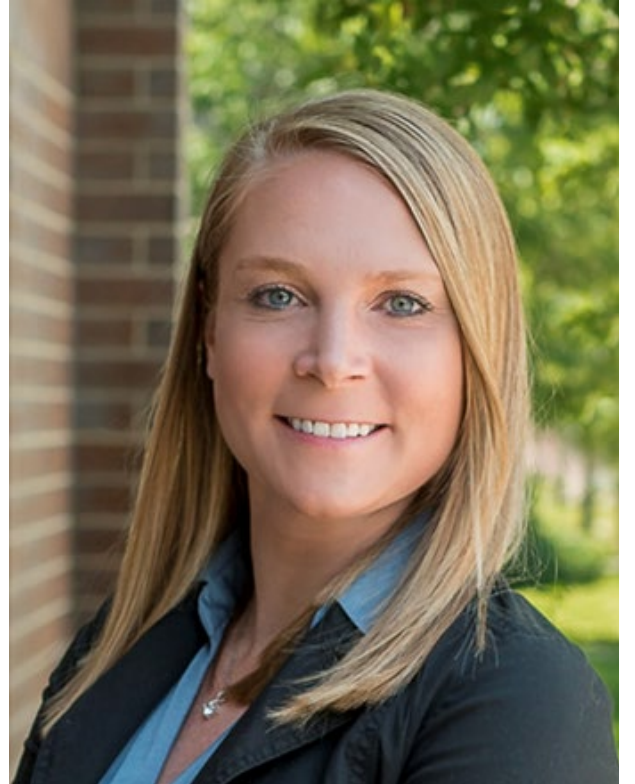
MEET THE PRESENTERS



**Diane Wessel, AICP**  
Community Development Specialist



**Art Bahr**  
Community Development Specialist



**Shannon Gapp, AICP**  
Project Planner and Landscape Designer

# Presentation Outline

New Funding

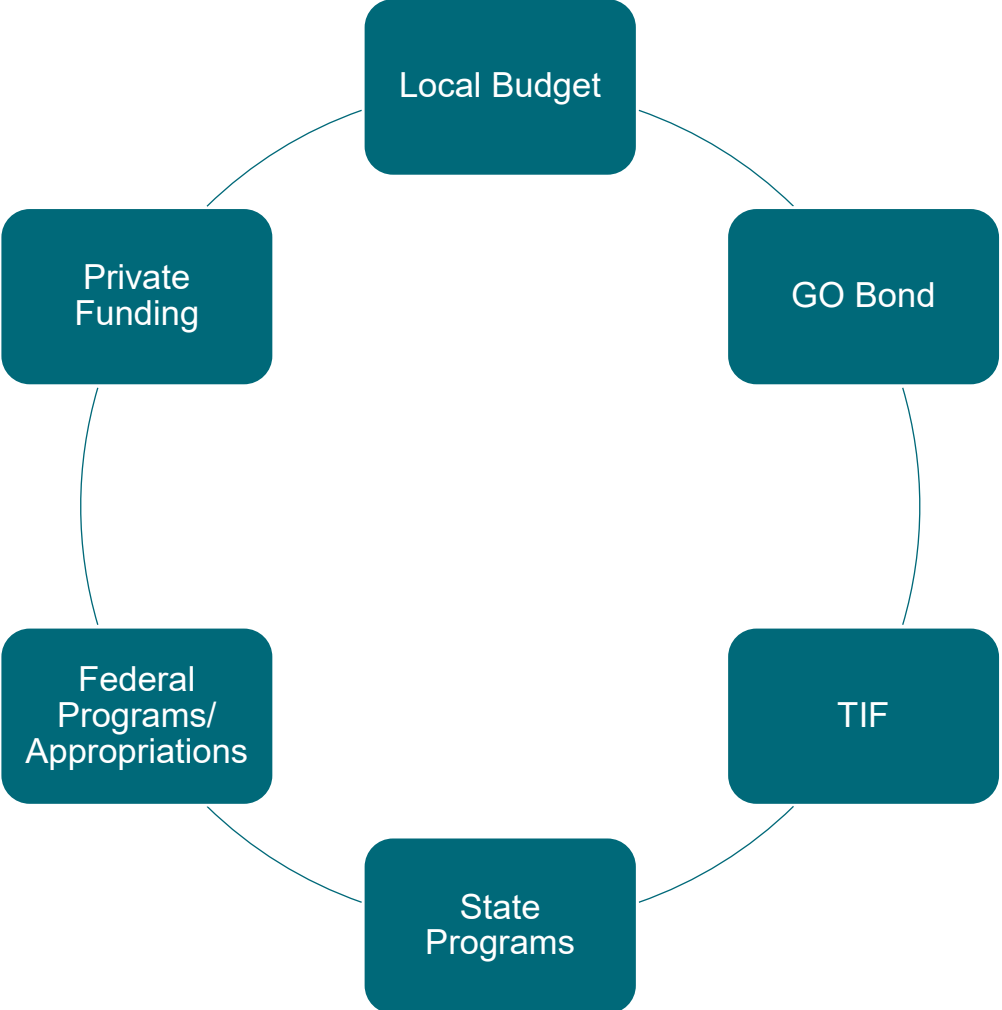
Tradition Funding Sources

Position Your Community for Success

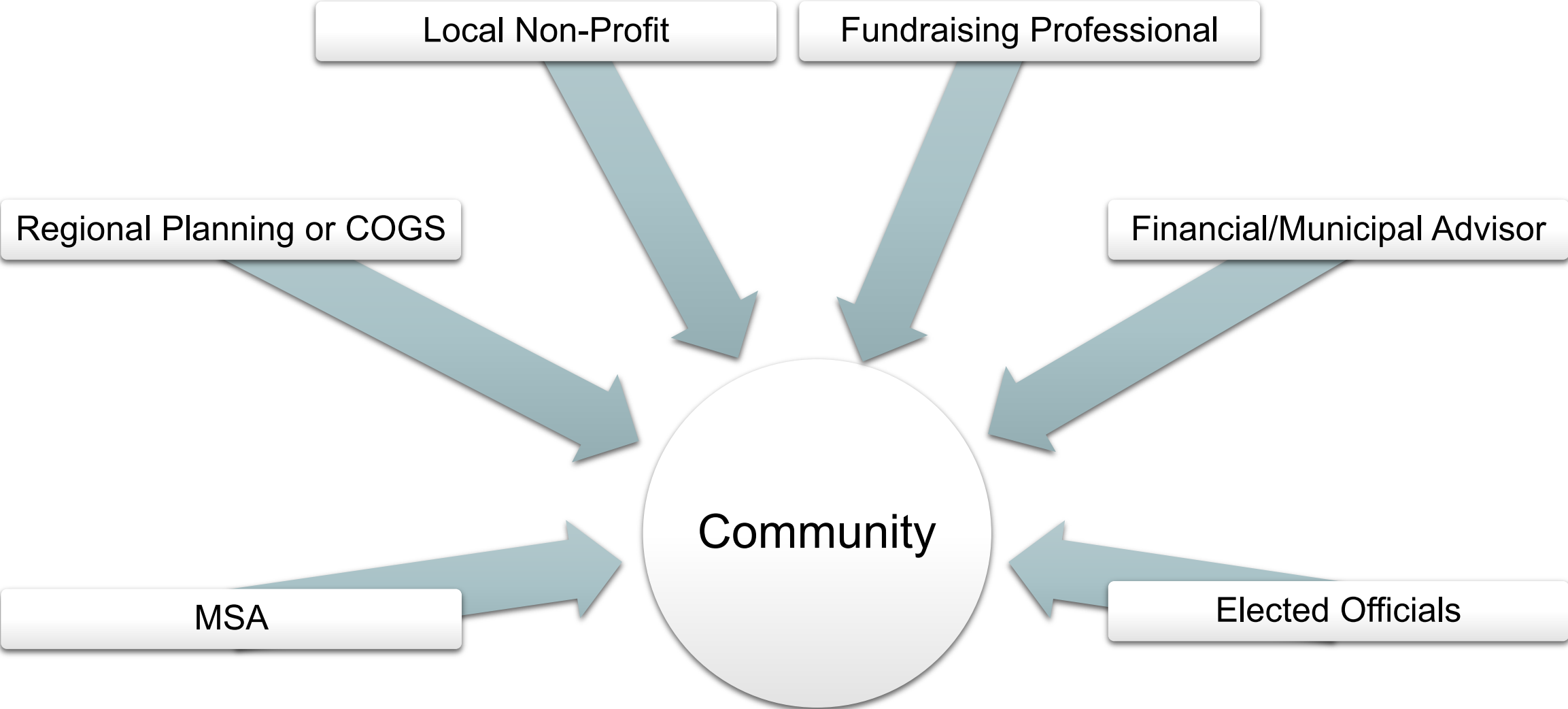
Q&A

State-specific Breakout Rooms

# Where can communities get money?



# Who can help?









**New Funding**

## Bipartisan Infrastructure Law (BIL)

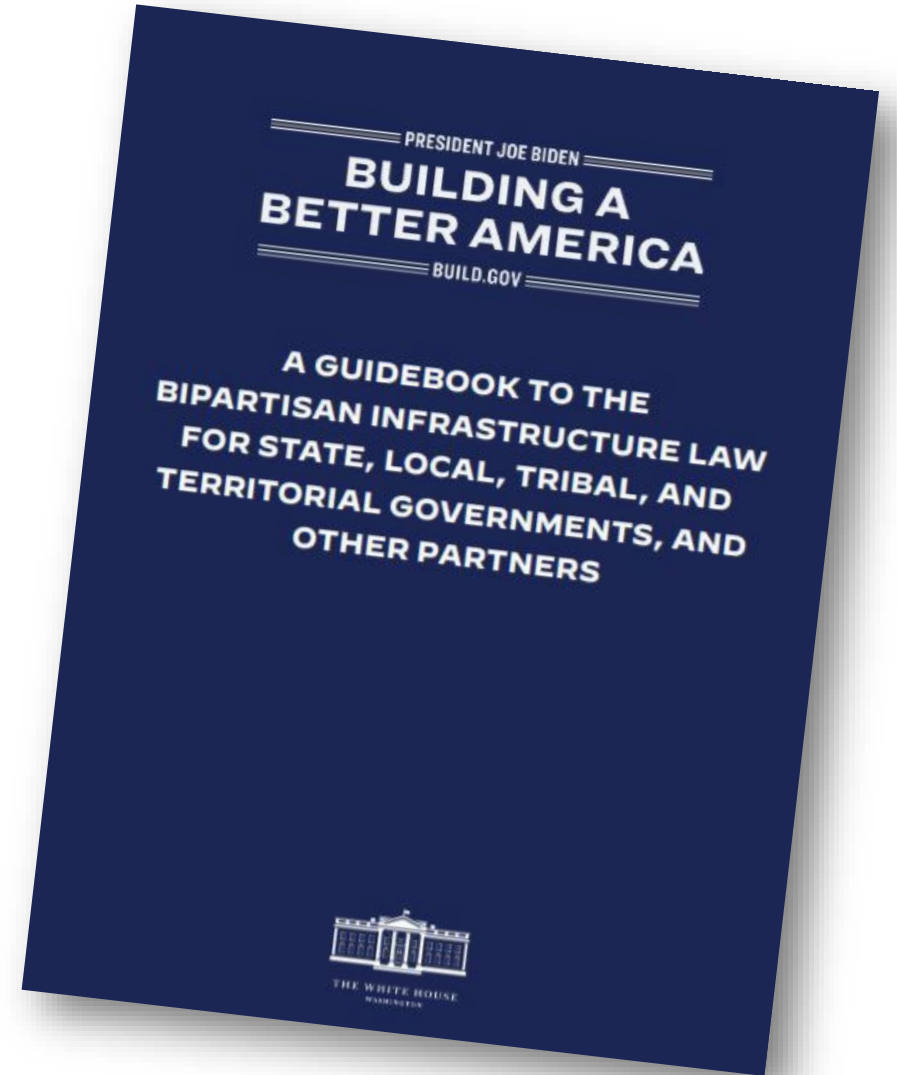
- Community infrastructure

## Build Back Better Act (BBB)

- Human infrastructure

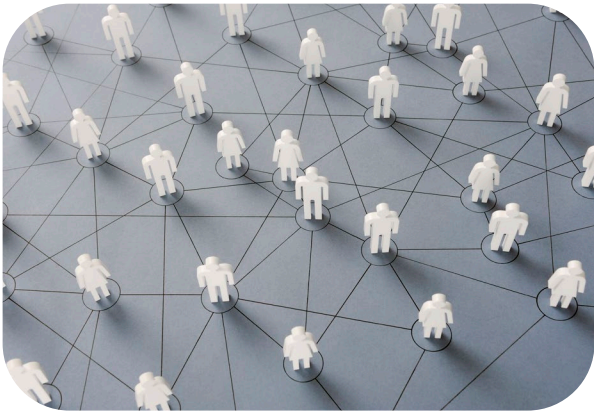
## Inflation Reduction Act (IRA)

- Sustainability, climate, and resilience





# New Federal Programs



Community  
Connectivity



Climate  
Resilience

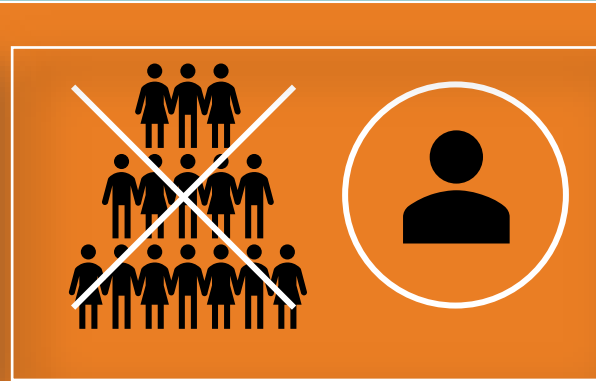


Clean  
Energy



Drinking  
Water

# How can smaller communities qualify for these large projects?



Think  
community-  
wide

Join your  
neighbors

Few will be  
eligible

Storytelling  
will be  
crucial



IT'S ALL ABOUT CONNECTIVITY

**Reconnecting Communities Pilot**

**Neighborhood Access and Equity Program**

**Active Transportation Infrastructure Investment**





IT'S ALL ABOUT RESILIENCY

**Promoting Resilient Operations for Transformative, Efficient,  
and Cost-Saving Transportation (PROTECT)**

**Healthy Streets**

**Environmental Justice Government to Government**





IT'S ALL ABOUT ENERGY

**Charging and Fueling Infrastructure – Community Charging**

**Clean Heavy-Duty Vehicles**

**Assistance for Latest and Zero Building Energy Code Adoption**





## Operational Sustainability of Small Public Water Systems

## Midsize Drinking Water System Infrastructure Resilience & Sustainability



**Environmental Review Implementation Funds**

**Low-Carbon Transportation Materials**

**Grants to Reduce Air Pollution at Ports**



# EJScreen: Environmental Justice Screening and Mapping Tool

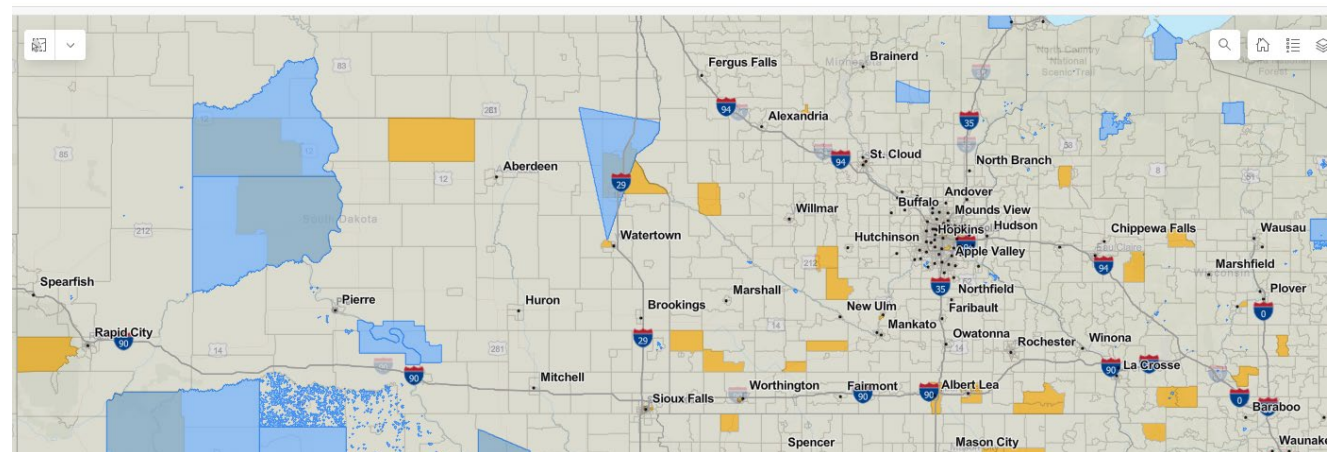
## Unique Criteria

- Justice 40
- Disadvantaged Communities
- Qualifications Example
- Merit Criteria



Transportation Disadvantaged Census Tracts (Historically Disadvantaged Communities)

**User Instructions:** On the list to the right, select your state of interest. Use the +/- icons or mouse wheel to zoom into the map. Click and drag the map area to pan. Use the select tool on the left to select US Census tracts within your area of interest. Indicators will be visible in orange. Single-click on a Census tract to view the tract number and Transportation Disadvantage categories. The icon is the legend for the visible map layers. Use the home button to return to the home view.





# **Traditional Sources**

# TRADITIONAL SOURCES



**USDA** United States  
Department of  
Agriculture

**Rural Development**



U.S. DEPARTMENT OF HOUSING  
AND URBAN DEVELOPMENT



**FEMA**

**EDA**

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



**BROWNFIELDS AND  
LAND REVITALIZATION**



## TRADITIONAL SOURCES

### USDA Rural Development

#### **Water and Waste Disposal Loan and Grant Program**

- Eligible projects
- 40-year payback period

#### **Community Facilities Direct Loan and Grant (USDA-CF)**

- Eligible projects
- Eligibility

#### **SEARCH (Special Evaluation Assistance for Rural Communities)**

- Eligible projects
- Eligibility



# TRADITIONAL SOURCES

## HUD – CDBG

### Public Facilities (PF)

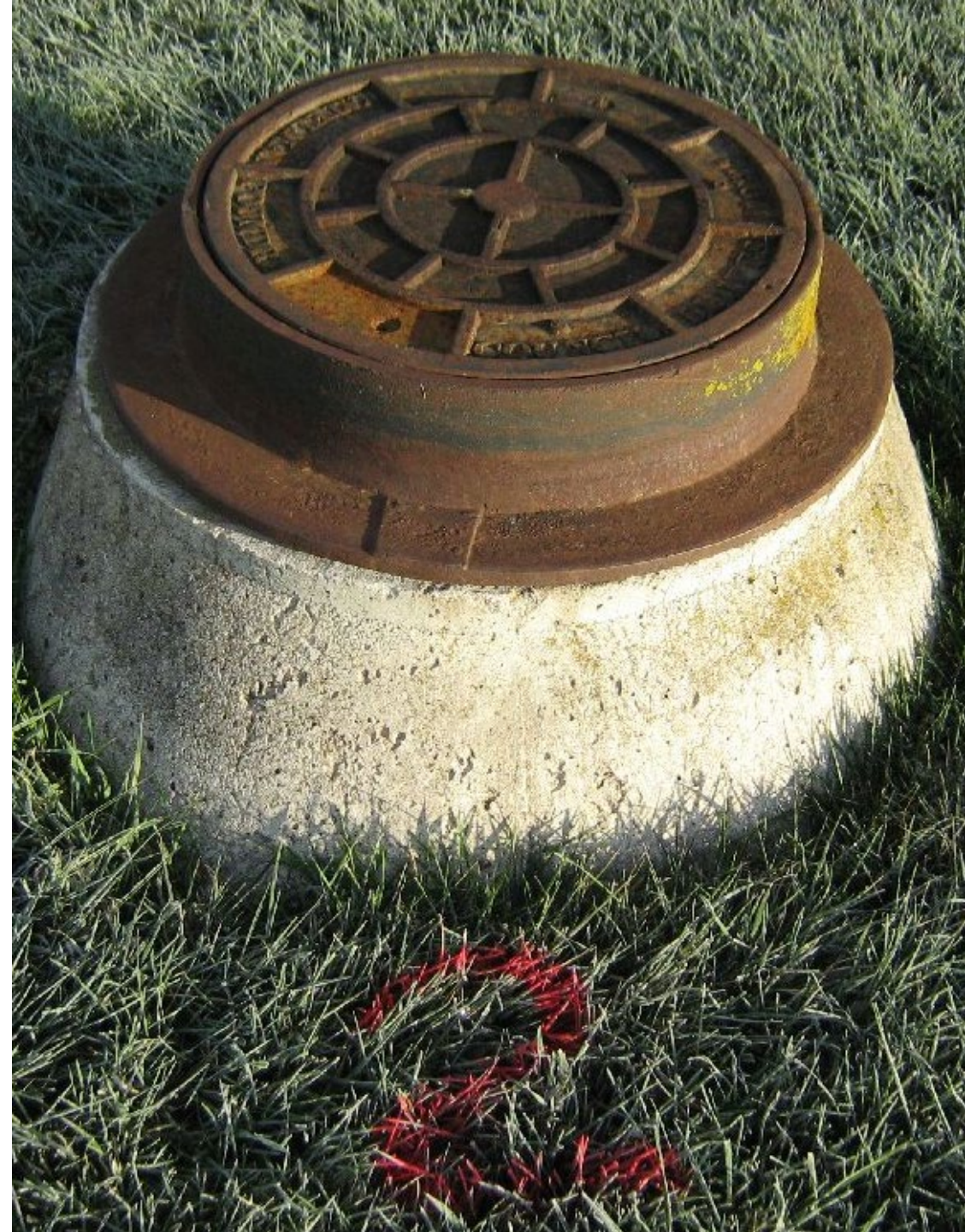
- Grants up to \$1,000,000 (2 to 1 ratio) (WI)
- Funds water, sewer, and flood and drainage improvements
- Low-to-Moderate Income benefit

### Public Facilities Economic Development Grants

- For business expansion and job opportunities for Low and Moderate-Income individuals

### Planning Grants

- Grants up to \$50,000
- Comprehensive Plans, Development Plans, Neighborhood Plans etc.





# TRADITIONAL SOURCES

## FEMA

- Building Resilient Infrastructure and Communities (BRIC)
  - Reduce Future Risks
- Flood Mitigation Assistance (FMA)
  - Reduce Flood Risk
- Hazard Mitigation Grant Program (HMGP)
  - Develop plans to mitigate disaster losses
- Public Assistance (PA)
  - Respond to and Recover from major disasters



# TRADITIONAL SOURCES

## EDA

- **Public Works Program**
  - Distressed Communities
  - Upgrade physical infrastructure
- **Planning**
  - Offers planning assistance and resources.

Typical EDA programs center around economic development that can be tied to a regional benefit.

Many one-time opportunities!



# TRADITIONAL SOURCES

## EPA

- **Assessment Grants**
  - Planning, Assessment, and Outreach
- **Revolving Loan Fund Grants**
  - Loans for cleaning up sites
- **Cleanup Grants**
  - Cleanup activities at sites owned by the applicant
- **Multipurpose Grants**
  - Assessment and cleanup activities
- **Job Training Grants**
  - Provides environmental training



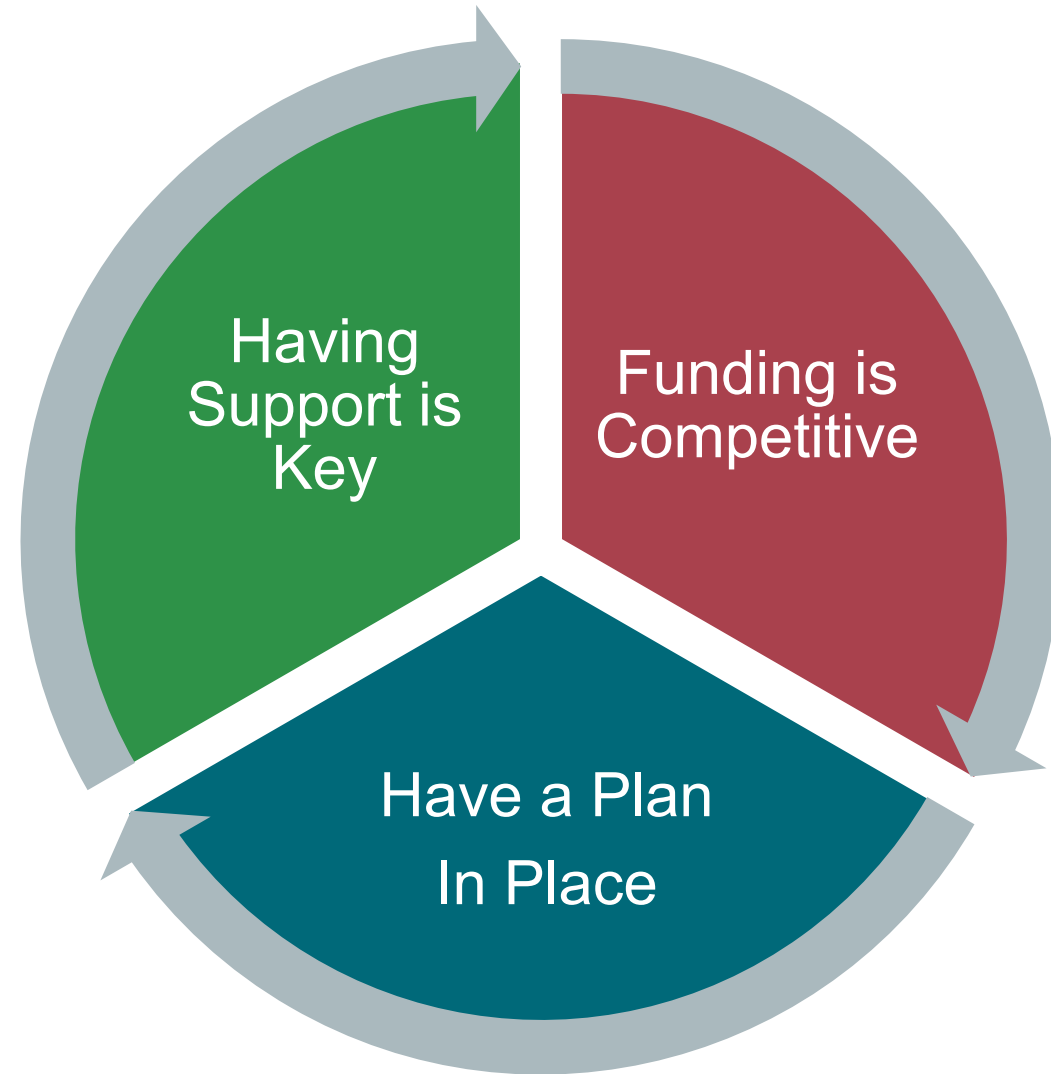




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**Position Your Community for Success**

# PROJECT READINESS



# PROJECT READINESS



- Listen
- Learn
- Educate
- Collaborate
- Empower
- Implement

# PROJECT READINESS

## Planning, Planning, Planning!

Are there funds for planning?



- Water Modeling
- Water System Study
- Wastewater Facility Plan
- I/I Study
- Stormwater Management Plan

- Street Evaluation
- Traffic Study
- ADA Evaluation
- Intersection Evaluation
- Safety Audits/ Assessments
- Complete Streets Initiatives
- GIS Inventory/ Condition Database

- Comprehensive Plan
- Downtown Master Plan
- Housing Study
- Annexation Study
- Strategic Plan

- Comprehensive Outdoor Recreation Plan/Parks Master Plan

- Space Needs Analysis
- Existing Facilities Evaluation
- ADA Evaluation

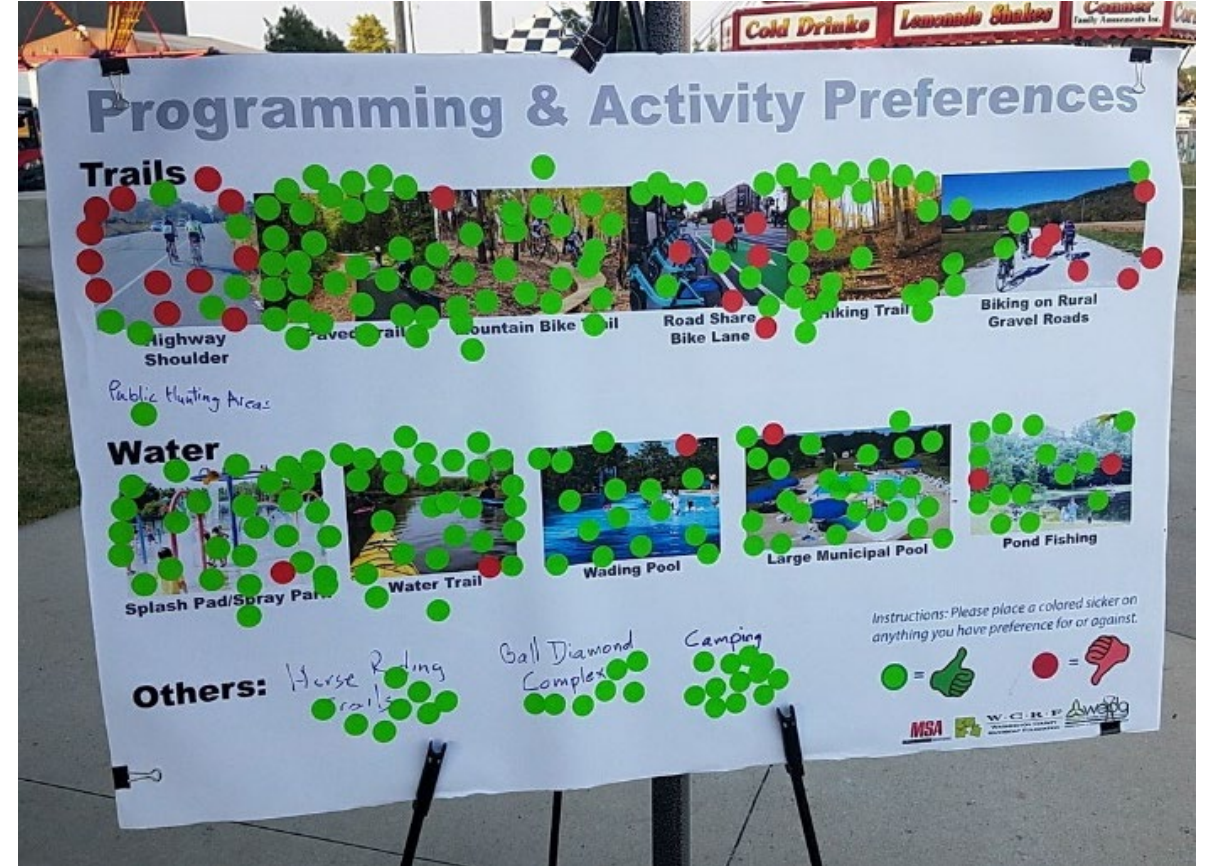
# PROJECT READINESS





# PROJECT READINESS

## All Ages and Abilities



**WORK  
OUT  
LOUD**

# **DISCUSS & PRIORITIZE PRIORITIES**



**SHOUT IT OUT!**

Community engagement and  
support increase funding  
success.



# PROJECT READINESS

## Have a Plan in Place

- Pull your facilities plan
- Update your comprehensive plan
- Modernize your park plans
- Create a strategic plan
- Develop a road improvement prioritization plan
- Review your CIP
- Communicate your plan





## How to Stand Out

- Have a Plan
- Income / Eligibility Criteria
- Establish Priorities
- Need
- Impact
- Build a Consensus Now!



## Additional Considerations

- Not everyone is eligible for every program
- Every community is different
- Sources can be highly competitive and are not guaranteed
- Funding “obstacles”



**If funding were announced tomorrow, are you ready?**





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**Q&A**

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**Thank you!**



MSA Newsletter Sign Up  
<https://bit.ly/3YLF5D6>



Funding Consultation Request  
<https://bit.ly/3leYDc2>

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## Breakout Sessions

You'll now be placed into breakout sessions based on the state in which you're located.



**Tara Walters**

Community Development Specialist  
Illinois



**Jim Holz, AICP**

IA State & County Market Lead  
Client Service Manager  
Iowa



**Britta Moline**

Community Development  
Specialist  
Minnesota



**Nicole Kruschel**

Community Development Specialist  
Wisconsin