Energy Program
WASHINGTON STATE UNIVERSITY

Green Transportation:

Steps to Writing Successful Grant Proposals

Organizer: Jim Jensen

WSU Energy Program

October 24, 2019

This program will be recorded.

Webinar Agenda

1. Introduction

2. Current grant and funding opportunities

3. Nuts & Bolts: A Primer of Grants Funding and Grant Writing

- *Approaches to different types of funding*
- *Grant writing essentials, asking critical questions*
- *Tips for getting started and finishing on time*
- *Commonly cited proposal weaknesses*

4. Final questions and wrap up

**Please feel free to ask questions throughout the webinar.
We want this to be an interactive discussion.**

Webinar Presenters

Jim Jensen, Sr. Bioenergy & Alt Fuel Specialist, Green Transportation Program, WSU Energy Program

Brad Gaolach, Associate Professor for WSU Extension and founding director for both WSU's Metropolitan Center for Applied Research & Extension and the Western Center for Metropolitan Research and Extension

Marianna Hanefeld, Executive Director/Mobility Manager, Snohomish County Transportation Coalition

Green Transportation Program

Legislative directive to the WSU Energy Program

(HB 2042 – Advancing Green Transportation)

Mission: establish and administer a technical assistance and education program for public agencies on the use of alternative fuels and vehicles.

Subscribe for news and announcements

www.energy.wsu.edu/GreenTransportationProgram.aspx

Request information via email

greentransportation@energy.wsu.edu

Why - Driving toward electrification

BREAKING NEWS! 100% clean electricity by 2045

$40 Million

Washington State Funding

- WSDOT-Public Transportation – Green Transportation Capital Grant (Due: 11/22)

- Ecology – Clean diesel grants (rebates, due 10/30)

- Commerce – Electrification of Transportation Systems (ETS)

- WSDOT-Innovative Partnerships – EV Infrastructure Program (public-private corridor charging) and EV car sharing pilot program

VW Settlements

Federal and state dollars

Ecology administers based on approved Mitigation Plan

Types of funding:

- Workplace charging (Due 11/7)

- Scrap and replace school buses (Due 12/12)

- Scrap and replace transit buses

- EV infrastructure

EAGL (Ecology's Administration of Grants and Loans) system

Additional Funding and Grants

- Fixing America's Surface Transportation Act (FAST Act) – corridors and charging infrastructure

- Low or No Emission Competitive Grants – for zero- or low-emission transit buses

- Utilities funding for EV infrastructure (fleet, workplace, public) – see Pacific Power, Puget Sound Energy

- Electrify America funding for EV corridors

Future funding—search grants.gov (federal) and other websites, local libraries, local industry

Nuts and Bolts: a Primer of Grants Funding

By Marianna Hanefeld
Executive Director/Mobility Manager
Snohomish County Transportation Coalition

Funding Resources

Public Sources of Funding

- Federal/State Agencies (Non-Competitive)
  - Formula Grants, Entitlements/Block Grants generally awarded through states, counties or cities

- Competitive
  - Federal/State agencies award specific grantees in response to a request for proposals or notice of funds available

Types of Funding

Private Sources of Funding

- Foundations
  - General support, Endowments, Project Grants, Challenge (Matching) Grants, Fellowship, and Capitol Grants

- Corporations
  - Direct Cash, Donations
    - Equipment, facilities, land, employee services, etc.
  - Marketing and Promotion Products, Sponsorships
    - Generate revenues

Advantages of Funding Sources

Public

- Purpose set by legislation
- Most likely to award large contracts
- More likely to pay all project costs
- Uses prescribed formats for proposals
- Most likely to offer technical assistance
- Funds available to a wider array of organizations

Private

- Focus on "emerging issues"
- Wide range in size of available grants
- Willing to support start-up funds
- Complex proposals are not always required
- May provide alternative forms of assistance
- Often fewer applications because of specificity

Disadvantages of Funding Sources

Public

- More bureaucratic

- Complex proposal requirements and compliance procedures

- Sometimes difficult to sell new ideas/high risk approaches

- Changing political trends…

Private

- Grants are usually smaller

- Information on policy and procedures and must be researched

- Limited staff, less opportunity for personal contact

- Less likely to cover all project costs (often no indirect)

Decision Points for Public Grants

Who is eligible?

What is the deadline(s)?

What is the award amount per grant?

How many projects will be funded?

Is there a match requirement?

Decision Points for Public Grants

Where do I get the full application?

What are the format requirements?

What forms are required and what/whose signatures are needed?

Who is the program contact?

Where do I submit the application and in what form?

Decision Points for Foundation Grants

- **Research foundations**
  - Select 5 to 10 related to project need

- **Check annual reports**
  - Look for matches

- **Develop/draft proposal**

- **Make contacts and ask questions**

- **Revise proposal**
  - Meet deadlines

Decision Points for Corporate Grants

- **Develop prospects through research**

- **Find and use a champion**

- **Determine match/ prepare proposal**

- **Make contacts**

- **Follow proposal requirements**
  - Application, presentation, etc.

Nuts and Bolts: a Primer of Grant Writing

By Marianna Hanefeld
Executive Director/Mobility Manager
Snohomish County Transportation Coalition

But I'm not a Grant Writer…

- What are your concerns about writing grants?

- What information do you need to ensure your grant is successful?

- Is there a "silver bullet" to writing a terrific grant?

Planning for your project

IN SHORT – START WITH
A GOOD IDEA –

WHAT IS THE ESSENCE
OF A GOOD IDEA?

Good ideas

- Take a *fresh look* at an ongoing problem

- Find a *special need* to be addressed

- *Create opportunities* for new groups of people

- Identify a *dilemma*, then develop steps to solve the problem

- May be *disruptive* to the status quo

- Develop something that *differentiates* it from other ideas that address the problem

Problem solving

- What will you do?

- How you will do it?

- When will you do it?

- What will happen as a result of what you do?

SETTING	CHARACTERS	PROBLEM	RESOLUTION

Asking yourself critical questions

- Is your organization prepared?

- Where are we in our process?

- Who is involved?

- What is the dilemma?

- Where will the work be done?

- Who will provide and receive the services?

- What is the need?

- HOW WILL YOU SOLVE THE PROBLEM?

The Essence of Grant Writing

Doing the Hard, Hard Work of THINKING…

The "basics of basics" of grant writing:

1. READ THE GRANT – the whole thing

2. TAKE NOTES – MAKE CHECKLISTS
   - Identify important requirements, dates, required documentation
   - Know your funder, do your research – priorities, previous grant awards, board members

3. FOLLOW THE DIRECTIONS – to the letter!

4. Be Aware of Grant Application Deadlines
   - Some grants have pre-applications and/or require you to be invited to apply
   - When in doubt, go back to #1!

5. SAVE AND BACK UP YOUR APPLICATION, DOCUMENTATION, LETTERS OF SUPPORT, ETC. "JUST IN CASE"

6. SUBMIT PRIOR TO THE DUE DATE (NO MIDNIGHT SUBMISSIONS)
   - A Deadline is a deadline!

Organizational readiness

- Match requirements

- Indirect costs

- Internal processes
  - Forms, processes, timelines
  - Who can approve – plans and budgets
  - Who can sign off

Where do I begin? Begin "with the end in mind"

Stephen Covey

What we will do.

- Project Description

What will happen as a result?

- Goals and Measuring Success

Grant writing essentials: when you start writing

- Goals and Objectives - *Specific & Defined*

- Expected results (specific)

- Measures of success
  - Short-long term outcomes
  - Evidence
  - Performance measures

- Work in blocks or sections

What are other "tips of the trade"?
(from the Grant Training Center www.granttrainingcenter.com)

- Know who you are and what you want to accomplish
- Know what you want to do and how you want to achieve it
- Don't waste time applying to the wrong program – find the right program for you and your idea
- Relationships do matter – know your funder
- Communicate clearly – be clear, be concise!

Commonly Cited Proposal Weaknesses

- Problem is not one of interest to funder

- Reader cannot locate scoring information

- Missing or incomplete answers

- Problem statement is not well defined, documented, or understandable

- Objectives are too vague or not measurable

- Objectives do not match problem statement(s)

Commonly Cited Proposal Weaknesses (cont.)

- Budget is not substantiated by the narrative and/or costs for budget items are inaccurate or inflated
- Use of jargon, abbreviations, and/or buzzwords
  - Readers may not know
- Staff responsibilities are not explained
  - Time commitment
- Evaluation is only summative
- Evaluation lacks details

Resources and Helpful links

- Grant Training Center – Dr. Mathilda (Tillie) Harris, Director

- Grants Magic U – Maryn Boess – *https://u.grantsmagic.org/*

- Grant Writing Workbook – Elizabeth Boughton, Ed.D, Eastern Michigan University – *https://aspdc.wayne.edu/docs/grantwriting-workbook.pdf*

- Puget Sound Grant Writer's Association *https://psga.memberclicks.net/learning-to-write-grants*

- 501 Commons *https://www.501commons.org/resources/training-and-networking-events*

- Foundation Center *http://foundationcenter.org/improve-your-skills/foundation-center-training*

Thank you for participating

For additional information or assistance, please email:

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