What I had and What I got:
Learning from two successful grant submittals to Ecology RFP’s

*PS* - writing backwards to create an intense Abstract and a complete Executive Summary

Grant Writing Workshops, September 2012
Tanyalee Erwin, Manager, Washington Stormwater Center
Recognize this? From Eric’ morning presentation… Let’s use it!

Preparing proposals: overview
(Eric’s 10–step program for proposals)

Objective = get funded; produce a few gems, not lots of trash
Agencies do not act – people do
PM is in charge (yes, they really are!)

0- Do your homework
1- Study the RFP thoroughly
2- Identify your audiences
3- Choose tactics and approach
4- Build your team
5- Develop battle plan and time line - the Gantt chart
6- Write – make the reviewer’s job easy! (Most people start here, w/o the “easy”)
7- Edit
8- Get independent preliminary review AND FIX THE PROBLEMS!
9- Assemble
10- Ship it
The 3 Basic Proposal Questions

• 1) What is the problem?
• 2) Who cares and why?
• 3) What will you do about it?
  – You must……..

• Answer each in 2 sentences, each sentence <20 words, and NO JARGON!
• Until you do this, you DO NOT KNOW!
  And therefore you will fail.
FY 2008 Stormwater Management Implementation Grants Program

ABSTRACT: What we started with... Stormwater runoff, LID, polluted creek, salmon bearing stream, 100+ year infrastructure, urban area, a research and education institution
Constructing the words

• WHO
• Is going to do WHAT
• HOW
• WHEN
• And because WHY

• *Short writing exercise*- begin!
What we got

- Washington State University, in partnership with the City of Puyallup will retrofit obsolete stormwater infrastructures at the Puyallup Center. The project will design, construct and monitor bioretention and permeable paving, improving protection for adjacent salmon-bearing streams and creating unique opportunities for demonstration and education within a major urban area.
Recognize this? From Eric’ morning presentation… Let’s use it!

The 3 Basic Proposal Questions

• 1) What is the problem?
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FY 2010 Water Quality Financial Assistance Program
(Centennial/319/SRF)

Abstract: What we started with:
a community problem, needed education in a popular park, 303(d) listing of an important salmon-bearing stream; a research institution; initial restoration program
Constructing the words

- WHO
- Is going to do WHAT
- HOW
- WHEN
- And because WHY

- *Short writing exercise- begin it!*
What we got

• Washington State University, in partnership local agencies and the Puyallup Tribe, will conduct science, restoration and education projects along Clarks Creek. The project will implement elements to restore aquatic habitats and riparian areas through the reduction of fecal coliform and sediment loadings.
The Puget Sound Action Agenda identified stormwater as a major source of polluted runoff into Puget Sound. We needed to stop polluted runoff into neighboring streams and properties. The WSU Puyallup campus (1894) had old infrastructure so we approached the idea for combining retrofit with education and research. Study showed LID would significantly reduce flows.
Constructing the words

• Situation Statement (the elevator speech you would use to explain what you do to your grandmother)
• Explain how this is problem (background or who said). The more, the better.
• Other information that enlightens the reader why this is so important
• What you are going to do to fix it
• Why you can do this work (credentials)
• How this investment can be leveraged (or associated benefits)

SHORT WRITING EXERCISE- BEGIN IT!
What we got

- With the creation of the Governor’s Puget Sound Partnership in 2007, stormwater management has become a significant public issue. The City of Puyallup, in partnership with the WSU Puyallup Research and Extension Center, proposes to significantly reduce stormwater volumes and improve water quality treatment at the Center through this urban stormwater retrofit project. The Center has been in operation for over 100 years. With 371,000 sq. ft. of impermeable surfaces on the south portion of the campus, for any rain event, all water passes off roofs and over paved surfaces into the original storm sewer system. No stormwater flow control or treatment exists on the site and stormwater is discharged from these surfaces to Woodland Creek which confluences with Clark’s Creek and eventually the Puyallup River. Clark’s Creek is a salmon bearing stream and is a 303(d) water body. To better understand the existing conditions, Clear Creek Solutions Inc. was retained to analyze existing and then post-LID retrofit flow volume and durations for the full site using the Western Washington Hydrological Model version 3 (WWHM3). Low impact development (LID) integrated management practices (IMP’s) including bioretention and permeable paving will be installed to reduce impacts to receiving waters, as well as provide performance monitoring and public education for the Puget Sound region. The location of the WSU Puyallup Center affords the Puget Sound region with a sustainable opportunity to continually show the methods of LID stormwater management by viewing a system at work.
FY 2010 Water Quality Financial Assistance Program
(Centennial/319/SRF)

Executive Summary

Executive Summary: What we started with:

Restoring waters that can be “fixed” is a high priority in Puget Sound. A local creek was polluted with bacteria and low dissolved oxygen levels. We wanted to research solutions while providing education. We already had several projects underway that could work in tandem with this new effort.
Constructing the words

• **Situation Statement** (the elevator speech you would use to explain what you do to your grandmother)

• **Explain how this is problem** (background or who said). The more, the better.

• Other information that enlightens the reader **why this is so important**

• What you are going to do **to fix it**

• **Why you can do this work** (credentials)

• **How this investment can be leveraged** (or associated benefits)

• **SHORT WRITING EXERCISE- BEGIN IT!**
The renewed emphasis on restoring Puget Sound has helped to bring focus to the issue of nonpoint source pollution of Washington’s waters. Recognizing that nonpoint source pollution is strongly linked to local land uses and individual actions, Washington State University is proposing to combine science in action with education and demonstration strategies to reduce fecal coliform and sediments in Clarks Creek. Clarks Creek is a designated 303 (d) water body in Washington, with an accepted TMDL Water Quality Report (2008). The Puyallup Center has begun restoration work along its Clarks Creek property buffer analyzing groundwater moving through planted stands of alder and poplar. The Center and Pierce County will daylight 100 feet of the WSU Woodland Creek culvert in Summer 2009. As the Water Quality Implementation Plan is created for Clarks Creek, Washington State University, in partnership with the City of Puyallup, Pierce County, the Puyallup Tribe and Friends of Clarks Creek, will contribute to restoring Clarks Creek with the implementation of two pilot tests at DeCoursey Pond, urban homeowner riparian plantings, sediment reduction techniques and youth and adult education programs. The Center has provided information, demonstrations, and education to the region since 1894 and will continue to use its science faculty and extension specialists to address the critical issues of water quality for the region.
Good Luck!!!