



— BUREAU OF —
RECLAMATION

WaterSMART Grants: Water Marketing Strategy Grants

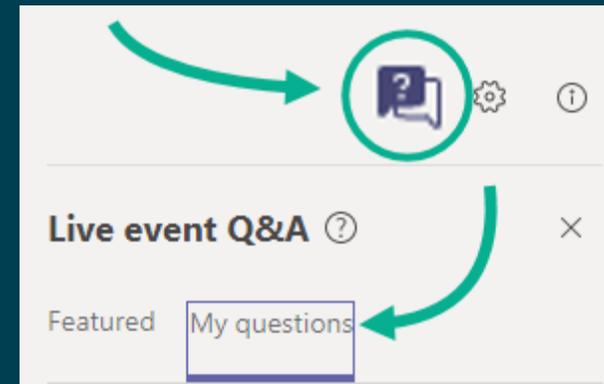
Avra Morgan, Katie Schultz, Ned Weakland
Water Resources and Planning Office
February 17, 2021

Getting Started

- To watch the recording, use the same link: [Join Live Teams Event](#)
- Attendees' cameras and microphones are muted
- A copy of the slides will be available on our website:

<https://www.usbr.gov/watersmart/watermarketing/>

- Questions and comments can be posted in the Q&A icon on the bottom of the menu bar



Agenda Overview

- WaterSMART Program Overview
- Water Marketing Strategy Grants NOFO Overview
 - Eligible Applicants and Projects
 - Required Project Components
 - Water Marketing Strategy Document Requirements
 - Evaluation Criteria
- Application Tips
- Financial Assistance

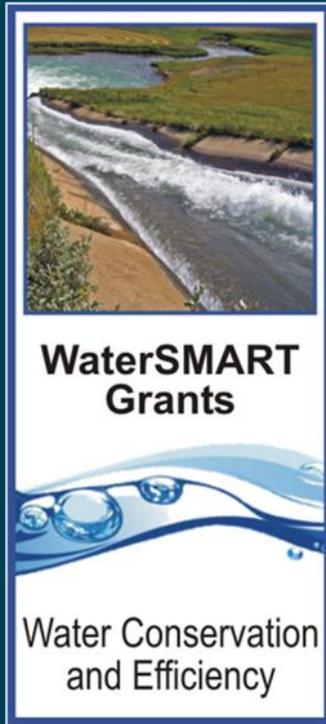


WaterSMART Program Overview

Provides a framework for Interior to support water supply reliability for multiple water users.



WaterSMART Program



Water and Energy
Efficiency Grants



Small-Scale Water
Efficiency Projects



*Water Marketing
Strategy Grants*



Water Marketing Strategy Grants – Overview

- **Program Purpose:** Cost-shared financial assistance to develop strategies to establish or expand water markets or water marketing activities
- **Projects Funded:** Collaborative planning efforts to develop water markets to address water supply reliability and increase water management flexibility
 - Pilot activities integral to the development of a strategy – i.e. the movement of water on a pilot basis in compliance with applicable laws – can also be included.
- **Program Objective:** Water markets between willing buyers and sellers can be used to help water users meet demands efficiently in times of shortages, thereby helping prevent conflicts.



WMSG – Project and Applicant Eligibility

Eligible Applicants:

- Category A
 - States, Indian Tribes, irrigation districts, and water districts;
 - State, regional, or local authorities, which include one or more organizations with water or power delivery authority as members; and
 - Other organizations with water or power delivery authority.
- Category B
 - Nonprofit conservation organizations that are acting in partnership with and with the agreement of an entity described in Category A.

Eligible Projects:

- Development of a water marketing strategy to establish or expand current water markets or water marketing activities
- Planning activities that support the development of a water marketing strategy, this can include pilot activities if applicable

Note: Category B applicants must include with their application a letter from the Category A partner, stating that they are acting in partnership with the applicant and agree to the submittal and content of the proposal.



WMSG – Project and Applicant Eligibility, cont.

Ineligible Applicants:

- Federal government entities
- Institutes of higher education
- Individuals
- 501(c)4 organizations
- 501(c)6 organizations

Ineligible Projects:

- Other types of planning studies
- Construction activities
- Water conservation projects
- OM&R
- Title XVI Projects
- Water purchases
- Administrative construction costs
- On-farm improvement projects



WMSG – Award Information

Funding Group I:

- Up to \$200,000 in Federal funds*
- Completed within 2 years
- Smaller project scope
- Can be less complex
 - Few partners involved
 - Smaller geographic area
 - Builds on prior work

Funding Group II:

- Up to \$400,000 in Federal funds*
- Completed within 3 years
- Large project scope
 - More partners
 - Larger geographic area
 - More complex water markets

*50% or greater non-Federal cost share is required regardless of Funding Group



WMSG – Required Project Components

- Projects must address the 3 required project components
 - Outreach
 - Scoping and planning
 - Develop a strategy
- Prior work may be included with documentation
- Pilot project is optional



WMSG – Required Project Components

Three Required Project Components:

1. Outreach and Partnership Building

- Conducting outreach to potential partners, participants, and interested or affected stakeholders in the area through public meetings, webinars, notices, or other forms of communication and outreach
- Hosting workshops to gather information on the development of the water marketing strategy
- Making available the draft strategy document for public review and comment



WMSG – Required Project Components, cont.

2. Scoping and planning activities may include:

- Conducting financial or economic analyses to identify potential buyers and sellers, assess demands for the water market, and research the cost of implementing the water market.
- Researching different water marketing approaches
- Analyzing water rights issues or legal requirements
- Quantifying water rights, consumptive use, diversions, and return flows to determine how much water is available for marketing and to avoid impacts to downstream water users.
- Analyzing economic, social, community, and environmental impacts of potential market/transaction(s)
- Conducting hydrologic or engineering studies related to water supply, use of infrastructure, or hydrologic impacts of water marketing
- Analysis of decision support tools



WMSG – Required Project Components, cont.

- *Pilot Activities - Optional*

- Pilot activities integral to the development of a strategy – i.e. the movement of water on a pilot basis in compliance with applicable laws – can be included
- A description of the types of pilot activities undertaken, how the activities were implemented and their duration
- The outcomes of all pilot activities including what was learned, and who this information informed others and was incorporated into the strategy
- *Caution that this will trigger environmental compliance requirements*



WMSG – Required Project Components, cont.

3. Development of a Water Marketing Strategy Document

- A water marketing strategy is a written document that describes a proposed approach to establish or expand a new water market or water marketing activities based on the results of components 1 and 2
- There are 4 strategy document content requirements that apply to the development of a water marketing strategy



WMSG – Strategy Document Content Requirements

- There are strategy document content requirements that must be included in the strategy.
- The level of detail in the strategy document may vary depending on how much prior planning has occurred, the level of complexity of the issues being addressed, and how close the project is to implementation
- Planning and scoping activities support strategy development



Evaluation Criteria

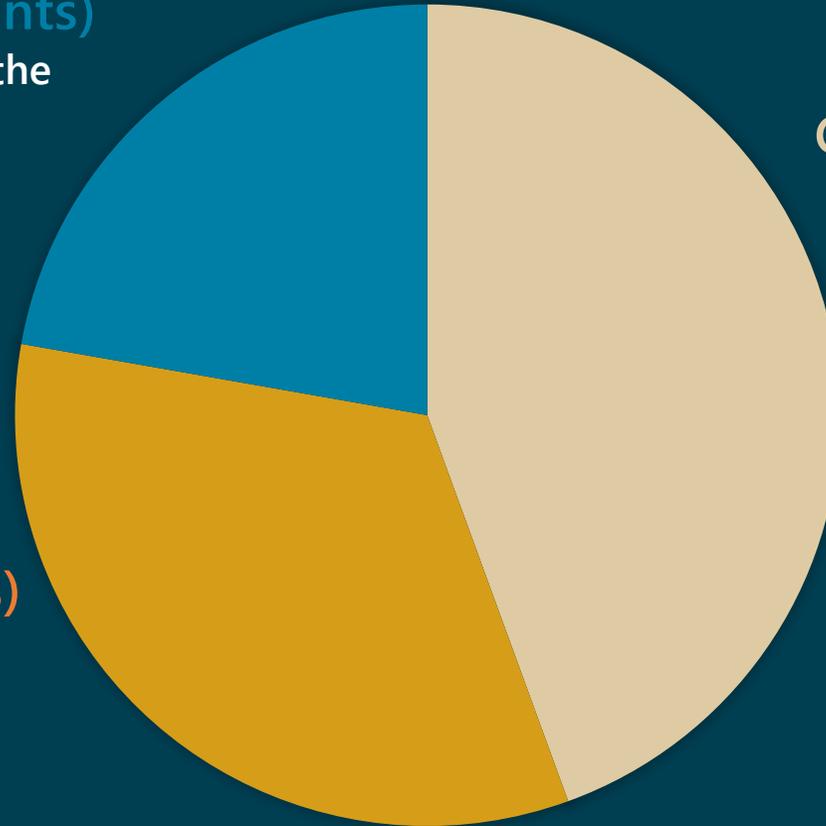
Applications will be evaluated against the evaluation criteria which comprise a total of 90 points.

Criterion C - Ability to Meet Program Requirements (20 points)

Scored based on the extent to which the proposal supports the program requirements.

Criterion B - Level of Stakeholder Support and Involvement (30 points)

Scored based on the extent to which the proposal demonstrates the strategy is supported by a diverse set of stakeholders.



Criterion A - Water Marketing Benefits (40 points)

Scored based on the extent to which the proposed water marketing strategy will result in significant benefits to water supply reliability.



WMSG – Required Planning Steps & Reporting

Conduct Outreach and Planning Activities

- Informing and obtaining input from potential market participants and stakeholders within the relevant geographic areas
- Studies to explore the potential to develop a new water market, or to conduct water marketing activities

- A written Water Marketing Strategy consisting of the 4 strategy document content requirements
- Must be submitted to Reclamation for review to ensure compliance with program requirements.

Development of a Water Marketing Strategy Document

Performance and Final Reports

- Interim performance reports: compares actual accomplishments to previously set milestones, reasons why milestones were not met, schedule, etc.
- Final Report: details whether the project objectives were met, discussion of the benefits achieved by the project and how the water marketing strategy demonstrates collaboration



WMSG - Program Requirements Summary

Eligible Applicants

Category A and B applicants

Funding Groups

Funding Group I: Up to \$200,000 for strategies completed within 2 years
Funding Group II: up to \$400,000 for strategies completed within 3 years

Cost Share

50% or more non-Federal cost-share is required

Required Project Components

1. Outreach and Partnership Building
2. Scoping and Planning Activities (Pilot activities are optional)
3. Development of a Water Marketing Strategy Document

Evaluation Criteria

Applications will be evaluated against the evaluation criteria which comprise a total of 90 points.

FOA Deadline: Wednesday, April 7, 2021, at 4:00 p.m. MDT



Application Tips



Application Tips

How do I get a grant?

Search notice of
funding opportunity
(NOFO) number
R21AS00278 on
[grants.gov](https://www.grants.gov).

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Application Tips

Which WaterSMART NOFO is right for me?

- The most successful projects fit well with the NOFO
- Review the objective of the NOFO, the eligible project types and the evaluation criteria carefully
- Make sure you present your project in a way that aligns with the NOFO. You may want to make minor revisions.
- Application Tip: Call the Program Coordinator (Avra Morgan: 303-445-2906, or Katie Schultz: 303-445-2188) to discuss which NOFO your project fits best under and see past successful applications at www.usbr.gov/WaterSMART



Application Tips

General Tips

- Important: Read everything in the NOFO
- Give yourself plenty of time to write and submit the proposal
- Copy and paste evaluation criteria into your application
- Answer all parts of multipart questions
- Provide support for your answers
- Do not assume the Application Review Committee knows you
- If your application is not awarded, ask for a debriefing
- Previously successful applications are on our website at <http://www.usbr.gov/WaterSMART>



Application Tips

Preparing your budget

- Should represent all project costs, including those to be paid with Federal funds and non-Federal cost share.
- Must not include costs for work that is being funded under another Federal financial assistance agreement or contract
- Application Tip:

Email BOR-SHA-FAFOA@usbr.gov if you have questions about your budget as you are preparing your proposal.

D.2.2. Application Content: The application must include the following elements to be considered complete:

- Mandatory Federal Forms
 - SF-424 Application for Federal Assistance
 - SF-424 Budget Information (A or C Form, as applicable to the project)
 - SF-424 Assurances (B or D Form, as applicable to the project)
 - SF-LLL Disclosure of Lobbying Activities (if applicable)

These forms may be obtained at www.grants.gov/web/grants/forms/sf-424-family.html

- Title page
- Table of contents
- Technical proposal and evaluation criteria (limited to X pages)
 - Executive summary
 - Background data
 - Project location
 - Technical project description

• Project Budget

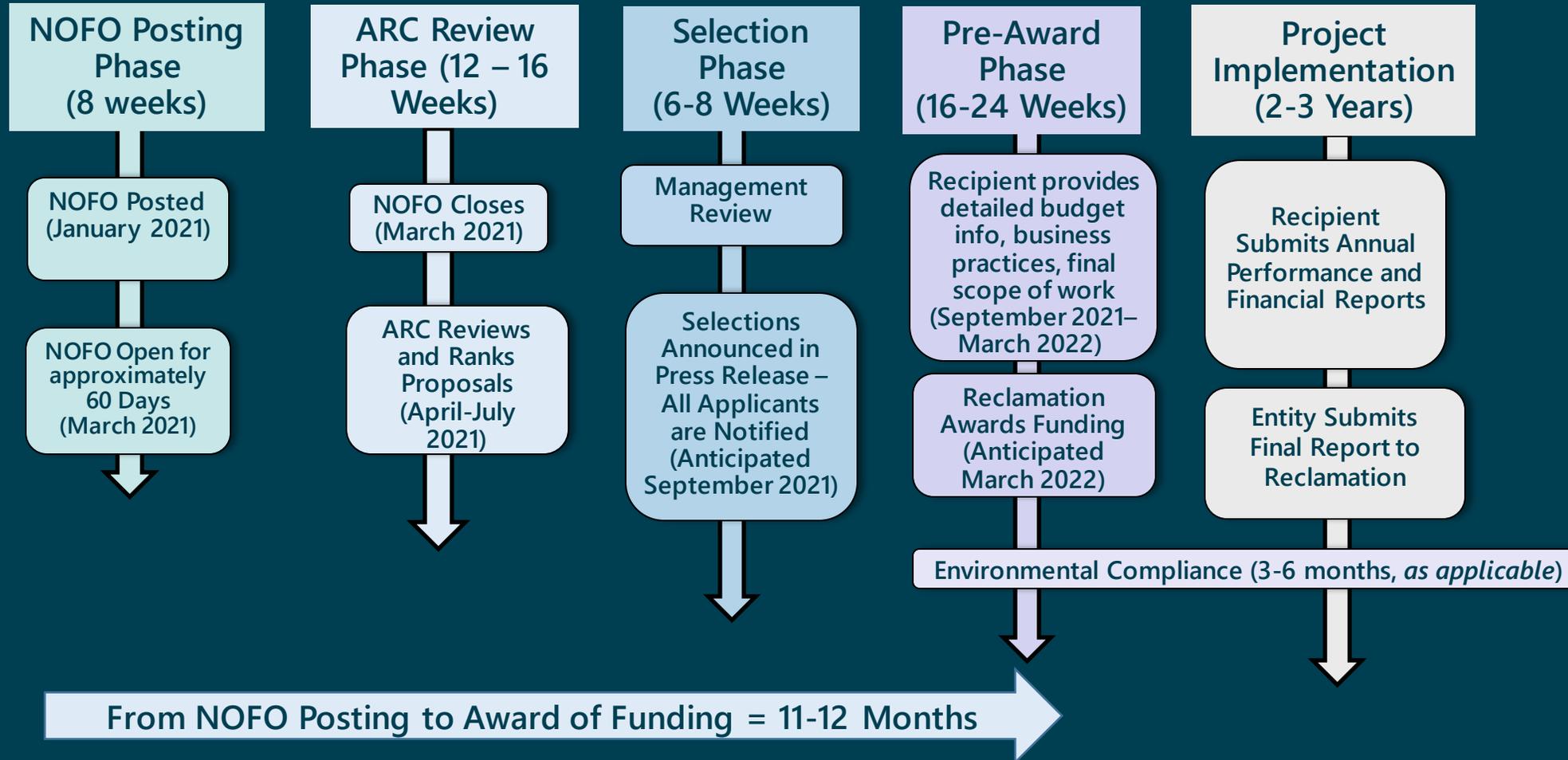
- Funding plan Budget proposal
- Budget narrative
- Environmental and cultural resources compliance
- Required permits or approvals
- Letters of funding commitment
- Letters of project support
- Official resolution*
- Unique Early Identifier and System for Award Management*

It is highly recommended that application packages be structured in the order identified above.



WaterSMART Selection Process

Sample schedule



Denver Financial Assistance Staff – Ned Weakland

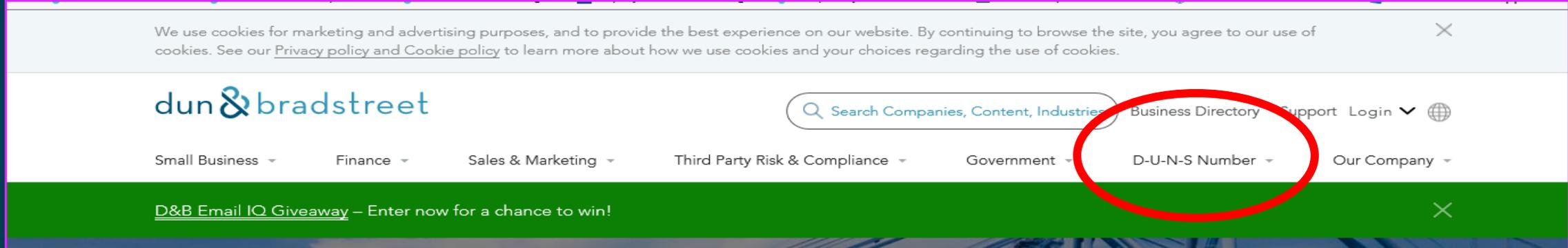
Role of Denver Financial Assistance staff

- Answer questions about financial assistance requirements during the application process (e.g., registration in ASAP or SAM.GOV, how to use Grants Solutions, budget requirements, etc.)
- Leads the process to develop a financial assistance agreement



System Requirements for Applicants

- DUNS number - <https://www.dnb.com/>
 - Must have a DUNS number for the applicant organization

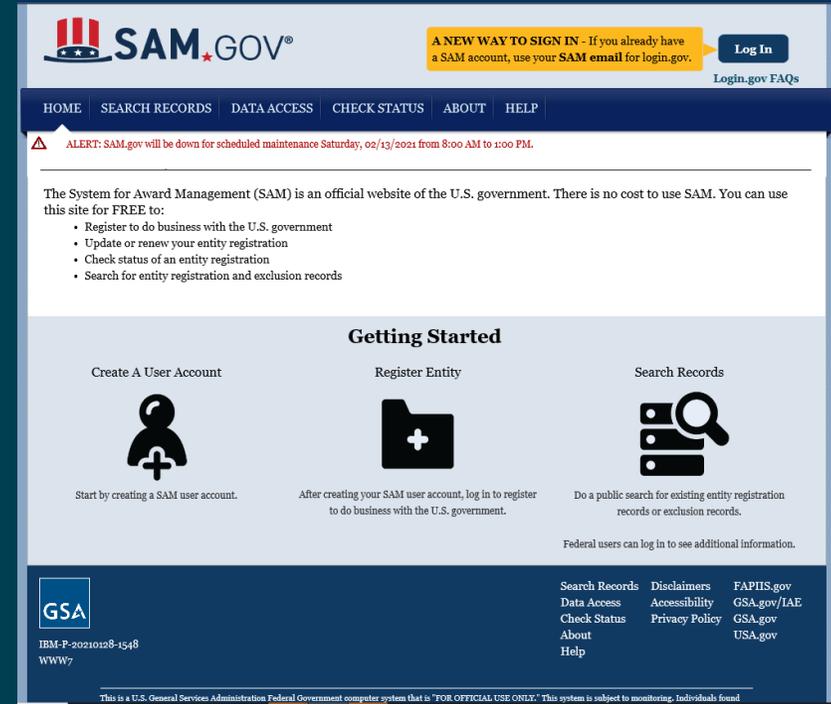


The screenshot shows the Dun & Bradstreet website interface. At the top, there is a cookie consent banner. Below it is the Dun & Bradstreet logo on the left and a search bar with the text "Search Companies, Content, Industries" in the center. To the right of the search bar are links for "Business Directory", "Support", and "Login". Below the search bar is a navigation menu with several items: "Small Business", "Finance", "Sales & Marketing", "Third Party Risk & Compliance", "Government", "D-U-N-S Number", and "Our Company". The "D-U-N-S Number" link is circled in red. At the bottom of the screenshot, there is a green banner with the text "D&B Email IQ Giveaway – Enter now for a chance to win!".

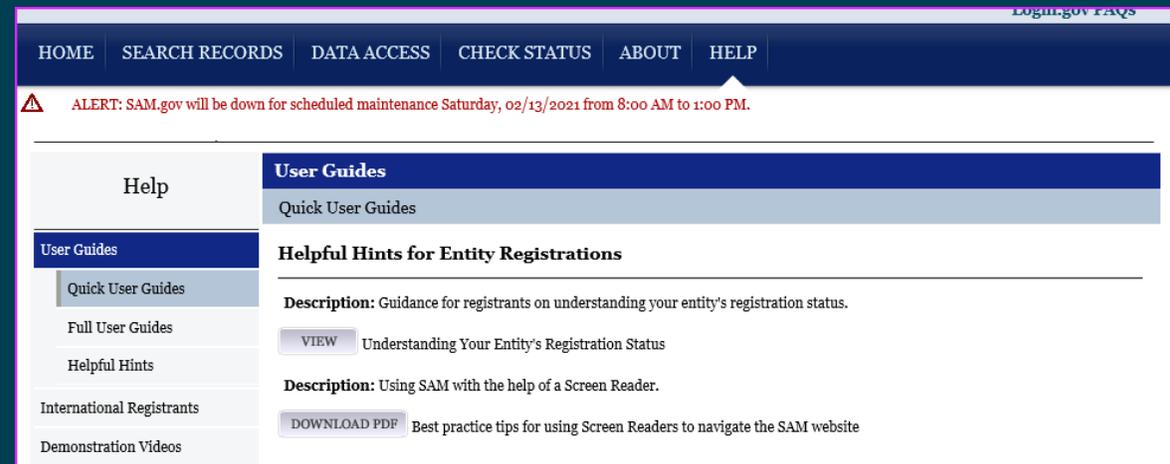


Sam.gov registration (System for Award Management)

- Begin registration process *prior to* starting to prepare your application
- Sam.gov required at the time of submission of application
- See NOFO p. 22
 - **Meeting the requirements set forth above is mandatory.** If the applicant is unable to complete registration by the application deadline, the unique entity identifier must be obtained, and SAM registration must be initiated within 30 days after the application deadline in order to be considered for selection and award. You can find additional information on how to complete a SAM registration here: sam.gov/SAM/pages/public/loginFAQ.jsf.



The screenshot shows the SAM.gov homepage. At the top, there is a navigation bar with links for HOME, SEARCH RECORDS, DATA ACCESS, CHECK STATUS, ABOUT, and HELP. A yellow banner on the right says "A NEW WAY TO SIGN IN - If you already have a SAM account, use your SAM email for login.gov." with a "Log In" button. Below the navigation bar, there is a red alert banner: "ALERT: SAM.gov will be down for scheduled maintenance Saturday, 02/13/2021 from 8:00 AM to 1:00 PM." The main content area features a heading "Getting Started" with three columns: "Create A User Account" (with a person icon), "Register Entity" (with a folder icon), and "Search Records" (with a magnifying glass icon). Each column has a brief description of the action. At the bottom, there is a GSA logo and a list of links including Search Records, Data Access, Check Status, About, Help, Disclaimers, Accessibility, Privacy Policy, FAPIIS.gov, GSA.gov/IAE, GSA.gov, and USA.gov.



The screenshot shows the SAM.gov Help page. The navigation bar is the same as in the previous screenshot. The alert banner is also present. The main content area is titled "Help" and has a sidebar on the left with links for "User Guides", "Quick User Guides", "Full User Guides", "Helpful Hints", "International Registrants", and "Demonstration Videos". The main content area is titled "User Guides" and has a sub-heading "Quick User Guides". Below this, there is a section titled "Helpful Hints for Entity Registrations" with two entries. The first entry is "Understanding Your Entity's Registration Status" with a "VIEW" button. The second entry is "Using SAM with the help of a Screen Reader" with a "DOWNLOAD PDF" button and a description: "Best practice tips for using Screen Readers to navigate the SAM website".



Sam.gov registration, cont.

- If you have a sam.gov registration
 - Verify that it is active (not expired)
 - Verify that POCs are current and update if needed
- ***If sam.gov is not active at time of selection the award process will be delayed***
- [Link: www.sam.gov](http://www.sam.gov)

The screenshot shows the SAM.GOV website homepage. At the top, there is a navigation bar with links for HOME, SEARCH RECORDS, DATA ACCESS, CHECK STATUS, ABOUT, and HELP. A yellow banner in the top right corner reads "A NEW WAY TO SIGN IN - If you already have a SAM account, use your SAM email for login.gov." with a "Log In" button and a link to "Login.gov FAQs". Below the navigation bar, a red alert banner states: "ALERT: SAM.gov will be down for scheduled maintenance Saturday, 02/13/2021 from 8:00 AM to 1:00 PM." The main content area features a heading "Getting Started" with three columns: "Create A User Account" (with a person icon), "Register Entity" (with a folder icon), and "Search Records" (with a magnifying glass icon). Each column includes a brief description of the action. The footer contains the GSA logo, contact information (IBM-P-20210128-1548, WWW7), and a list of links including Search Records, Data Access, Check Status, About, Help, Disclaimers, Accessibility, Privacy Policy, FAPIIS.gov, GSA.gov/IAE, GSA.gov, and USA.gov. A small disclaimer at the bottom states: "This is a U.S. General Services Administration Federal Government computer system that is 'FOR OFFICIAL USE ONLY.' This system is subject to monitoring. Individuals found..."



Sam.gov User Guide

<https://www.sam.gov/SAM/pages/public/help/samQUserGuides.jsf>

User Guides

Quick User Guides

Helpful Hints for Entity Registrations

Description: Guidance for registrants on understanding your entity's registration status.

[VIEW](#) Understanding Your Entity's Registration Status

Description: Using SAM with the help of a Screen Reader.

[DOWNLOAD PDF](#) Best practice tips for using Screen Readers to navigate the SAM website



If selected applicants must register in ASAP (Automated Standard Application for Payments)

- If selected for an award, Recipient is required to registering with ASAP
 - If selected, ASAP registration must be completed and active before proceeding with the grant award process
- System used by Recipient to drawdown funds, track grant award account balances
- If already registered – you still must register specifically with Reclamation to be awarded funds
- ***Failure to register in a timely manner will delay the awarding of your grant***
- This is a multi-step process with specific deadlines to complete each step
 - Failure to complete a step by the stated due date will stop the process and it has to be started again from the beginning



Automated
Standard Application for Payments - on the Web



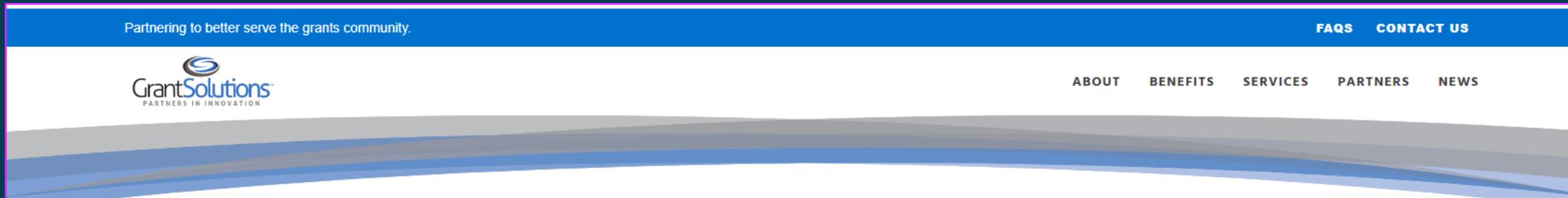
ASAP – Already registered?

- If you have an active/existing ASAP registration
 - Verify the POCs are current/updated
 - Verify that someone from your organization is able to login and access your ASAP account



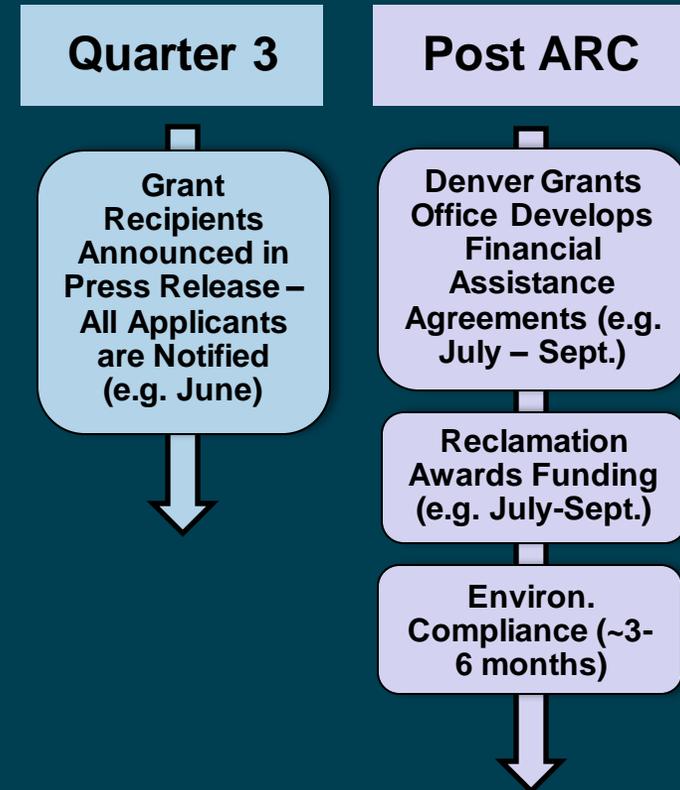
Grants Solutions

- System used by Reclamation to accept applications submitted through grants.gov, to award and administer grants
- Applicants continue to submit applications through grants.gov
- If selected, applicants must register in system required to receive and view awards, submit reports, request amendments



Pre-award Determinations

- **Your project was selected for funding! Now what?**
 - **Determination of allowability of costs and existence of appropriate business practices**
 - **Financial assistance agreement developed and finalized**
 - **Environmental compliance completed (*as applicable to the project*)**
 - **Recipients notified when work can begin**



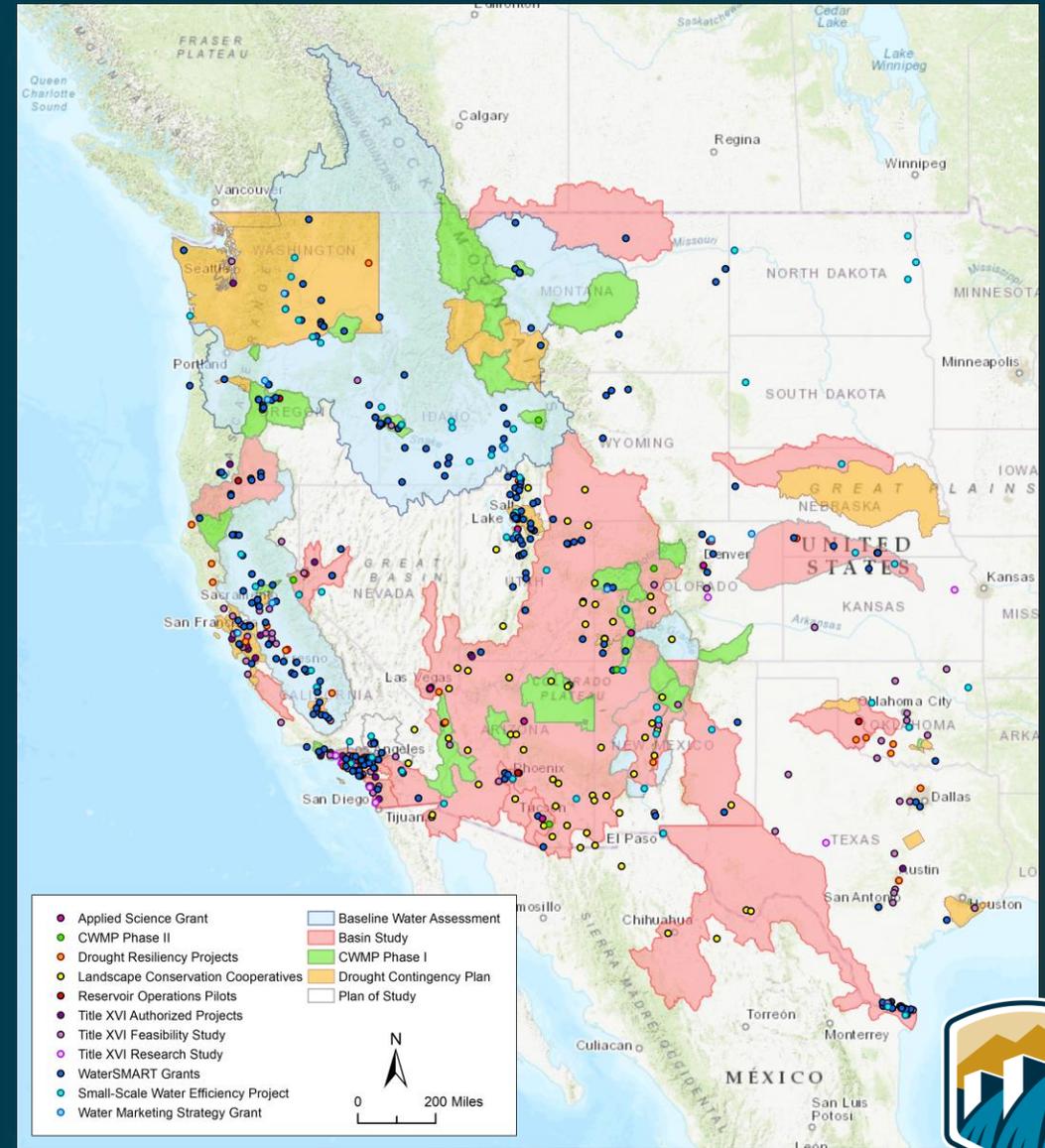
What to provide

- **Project Cost Support**
 - Documentation that supports the unit price for each budgeted item
- **Financial Management and Business Processes**
 - Financial Management
 - Procurement
 - Timekeeping
 - Equipment Use
 - Contract Management
 - Property Management
- **Audit**
 - Single Audit or
 - Pre-award Systems Survey

WaterSMART - *Data Visualization*

- Provides users with interactive maps of each WaterSMART Program and projects
- Includes Featured Project tours
- Shows program growth since 2010
- Recently updated with new application features

WaterSMART Data Visualization Tool



WaterSMART Program Links

Basin Studies	Basin Studies - https://www.usbr.gov/watersmart/bsp/index.html WWRA - https://www.usbr.gov/watersmart/wcra/index.html Reservoir Operations - https://www.usbr.gov/watersmart/pilots/index.html Applied Science Tools - https://www.usbr.gov/watersmart/appliedscience/index.html
Title XVI	https://www.usbr.gov/watersmart/title/index.html
WaterSMART Grants	Water and Energy Efficiency Grants - https://www.usbr.gov/watersmart/weeg/index.html Small-Scale Water Efficiency Grants - https://www.usbr.gov/watersmart/swep/index.html Water Marketing Strategy Grants - https://www.usbr.gov/watersmart/watermarketing/index.html
Field Services	https://www.usbr.gov/waterconservation/
Drought	https://www.usbr.gov/drought/
CWMP	https://www.usbr.gov/watersmart/cwmp/index.html



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WMSG – FY 2017 Project Examples

The New Cache La Poudre Irrigating Company, Inc., Colorado

- Partnering with Ducks Unlimited to develop a water marketing strategy that facilitates the temporary transfers of agricultural water to meet the demands of municipalities, rural economic development, and wildlife habitat.
- Emphasizes temporary water leases over permanent transfers to sustain Front Range agriculture while meeting other needs during shortages.
- Multiple stakeholders and collaborators.



WMSG – FY 2017 Project Examples

Central Oregon Irrigation District, Redmond, Oregon

- Developing a water transaction program to facilitate the trading of water between irrigation districts and for environmental flows on the Deschutes River.
- The Oregon Spotted Frog has accelerated the need to restore flows in the Deschutes River.
- Increases the reliability for irrigators (especially Junior users), protects flows in the river, and meets the needs of both agricultural users and municipalities.

