



Clean Water
State Revolving Fund

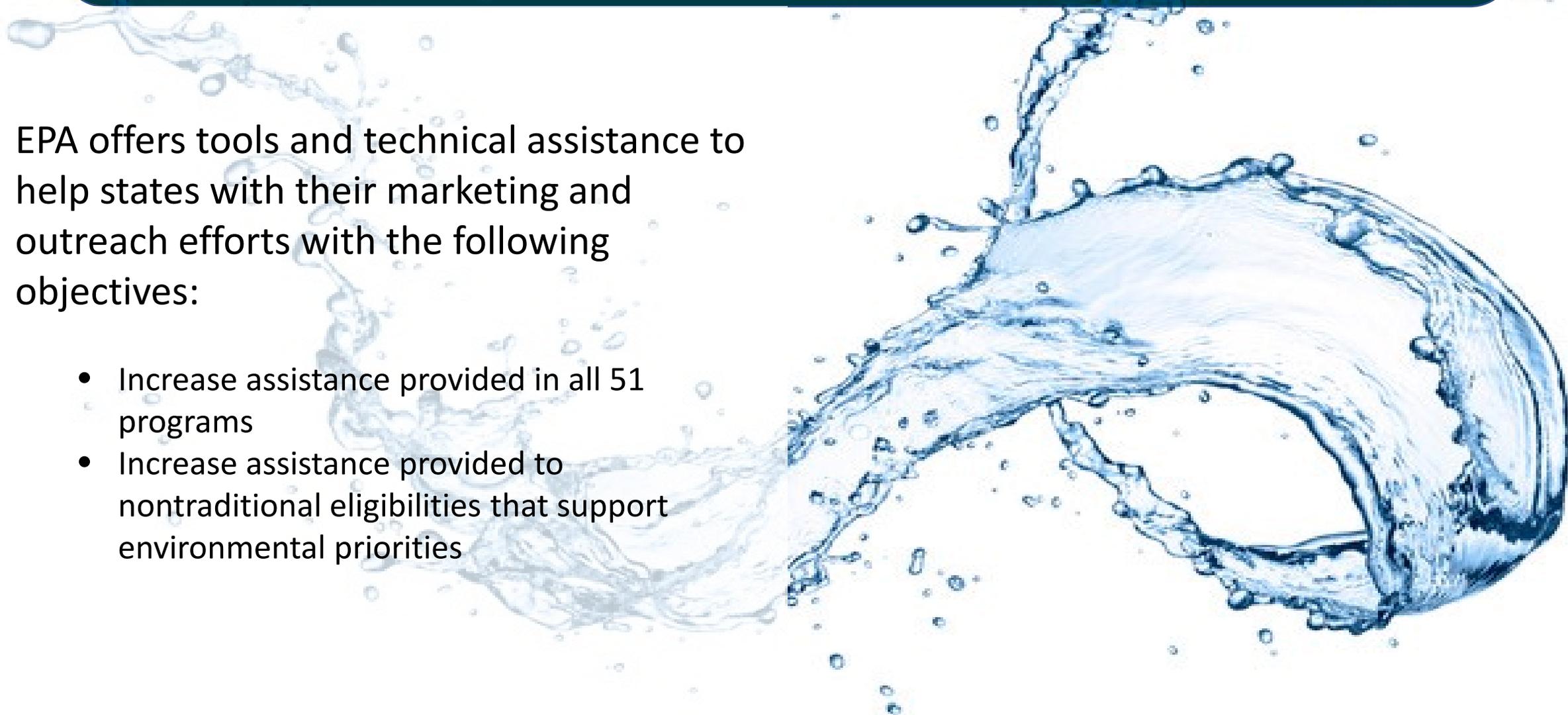
State Revolving Fund Marketing and Outreach

November 2018

Objectives

EPA offers tools and technical assistance to help states with their marketing and outreach efforts with the following objectives:

- Increase assistance provided in all 51 programs
- Increase assistance provided to nontraditional eligibilities that support environmental priorities



Activities



Marketing Workgroup

- Quarterly Calls
- SharePoint
- Publications



State Surveys, Focus Groups, & Pilots



Internal EPA Collaboration

- Nonpoint Source Program
- National Estuary Program
- Brownfields Program

SharePoint



Clean Water SRF Marketing & Outreach Sub Workgroup

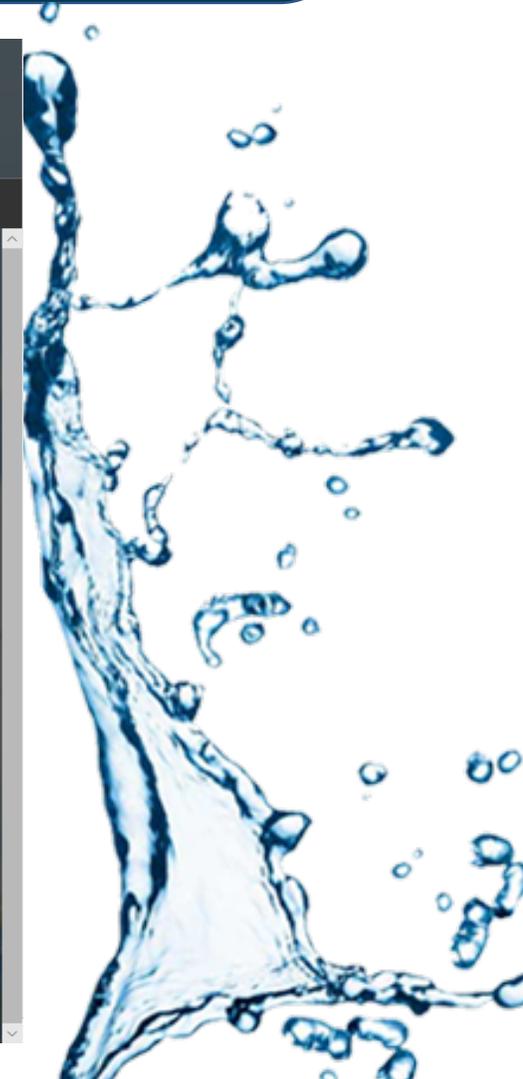
★ Following Share

Search + New Upload Share Copy link Sync Download Export to Excel All Documents

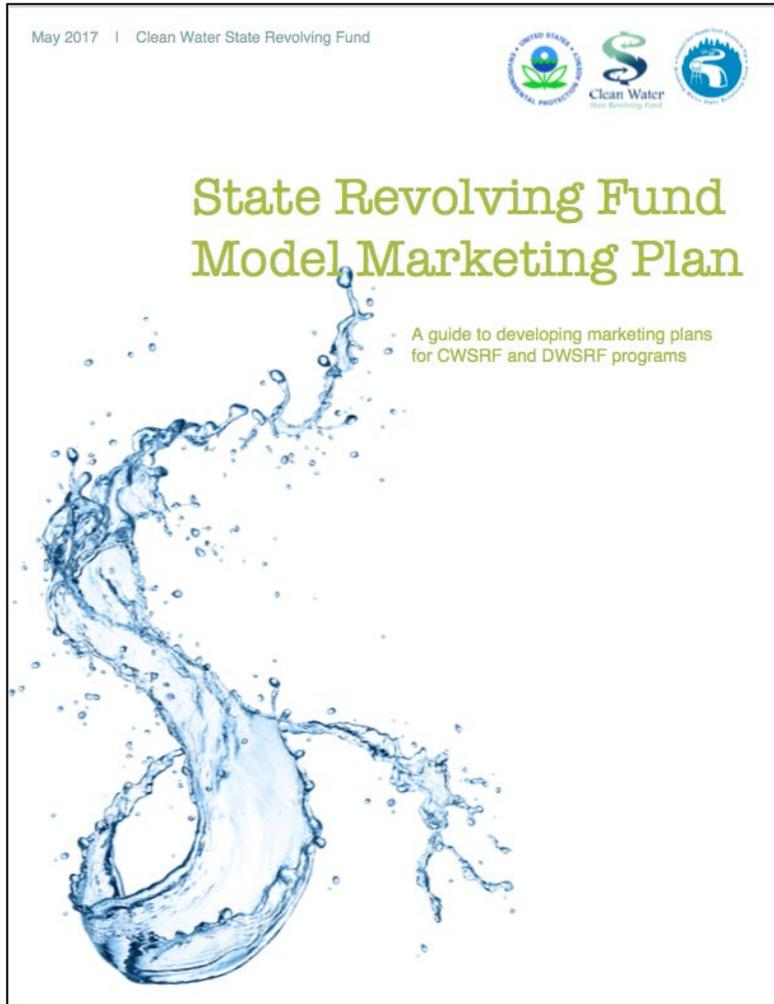
Materials > State Materials

Name	Modified	Modified By	+ Add column
Brochures & Handouts	May 23, 2017	Goralczyk, Michael	
Fact Sheets	May 18, 2017	Goralczyk, Michael	
Flow Charts	May 11, 2017	Souders, Alison	
Marketing Plans	May 18, 2017	Goralczyk, Michael	
Newsletters	May 11, 2017	Souders, Alison	
Presentations	May 11, 2017	Souders, Alison	
State Annual Reports	May 11, 2017	Souders, Alison	
State Surveys	May 17, 2017	Goralczyk, Michael	
Success Stories	May 17, 2017	Goralczyk, Michael	
Videos	May 17, 2017	Goralczyk, Michael	

Return to classic SharePoint Feedback



Model State Marketing Plan



Worksheet #3a Water Quality Priorities



1. Clean Watershed Needs Survey (CWNS)

What are the primary infrastructure needs in the state as shown by the most recent CWNS, and how do the needs compare with the types of projects the CWSRF has traditionally funded? Consider looking at average CWSRF funding in each category for the most recent 3-5 year period.

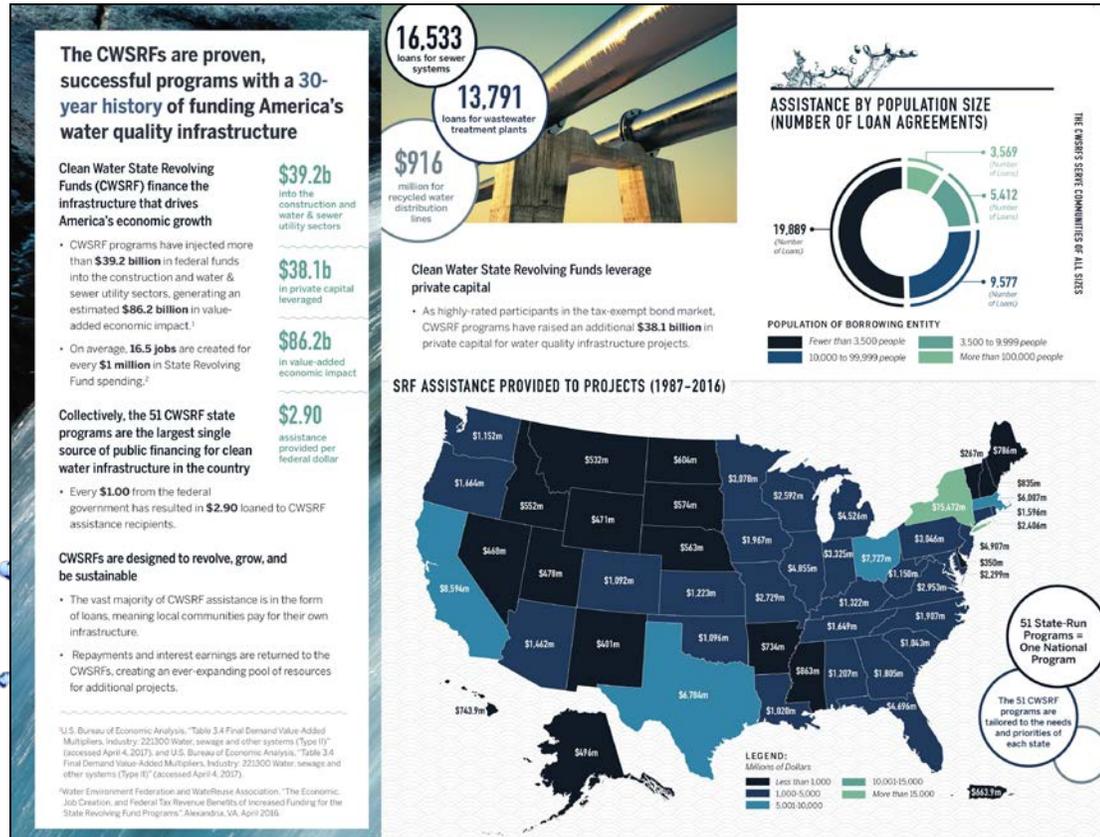
Data Sources: Clean Watershed Needs Survey (most recent issuance), Clean Water State Revolving Fund National Information Management System

Category	CWNS Needs (\$M) Year: _____	% of Total CWNS Needs	CWSRF Funding (\$M) Year(s): _____	% of Total CWSRF Funding
I Secondary Wastewater Treatment				
II Advanced Wastewater Treatment				
III Conveyance System Repair				
IV New Conveyance Systems				
V Combined Sewer Overflow Correction				
VI Stormwater Management Program				
X Recycled Water Distribution				

SRF Brochures

National Brochure

- Audience: Congress, national associations, policymakers



SRF Brochures



Customizable State Brochure

- Professionally designed by a graphic design firm
- Certain fields (interest rate, eligible projects types) can be customized using basic Adobe Acrobat
- Logos and pictures can be customized with Adobe Pro

A 30-year history of funding xxxxxxxxxxxx's clean water infrastructure

OUR EXPERIENCED STAFF WILL HELP GUIDE YOU THROUGH EVERY STEP OF THE PROCESS

Letter of Interest (STEP 1) → Application (STEP 2) → Priority Ranking (STEP 3) → Environmental Review (if required) (STEP 4) → Technical Review & Bidding (STEP 5) → Loan Closing (STEP 6) → Funds are disbursed as you incur expenses (STEP 7)

\$XXM Total projects funded in xxxxxxxxxxxx in history of program

Special incentives for small communities

Assistance packages range from **\$XXX,XXX** to over **\$XM**

City X saved \$XXX using the CWSRF

HOW TO GET STARTED:

Applications are accepted year-round

LEARN MORE:
www.yoursiteurl.com
xxx.xxx.xxxx
youremail@email.com

CWSRF = Clean Water State Revolving Fund

Clean Water State Revolving Fund
Renewing xxxxxxxxxxxx Clean Water Infrastructure

THE LARGEST SINGLE SOURCE FOR FUNDING AMERICA'S CLEAN WATER INFRASTRUCTURE

SRF Brochures



 **Your CWSRF is a proven source of long-term funding for wastewater, stormwater, & water quality infrastructure**

PUBLIC, PRIVATE, & NONPROFIT ENTITIES ARE ELIGIBLE

- Cities, towns, counties and other municipalities
- Political subdivisions
- Native American Tribal governments
- Irrigation districts
- Special districts
- Utilities
- Sanitary districts
- 501(c)(3) nonprofit groups

TERMS & TOOLS TO GET YOUR PROJECT DONE

- Planning & design funds
- Interim financing
- Below-market rate construction loans
- Loan forgiveness
- Technical assistance

 **Your repayments are returned to the fund to create a growing source of financing for your future projects**

SAVE BIG WITH CWSRF

\$1,000,000 PROJECT



\$333,673 total savings from using the CWSRF as opposed to market financing

1% interest and a 20-year term on the CWSRF loan

VERSUS

3.5% interest and a 20-year term on the market financing

Figure not to scale. Administrative costs include federal requirements and fees (if applicable).



2017: \$XXM In projects funded!

A WIDE VARIETY OF YOUR PROJECT NEEDS MAY BE ELIGIBLE

- Sewer collection & conveyance systems
- Publicly owned treatment works
- Combined sewers
- Nonpoint source projects
- Estuary conservation & Management Plans
- Decentralized wastewater treatment projects
- Stormwater collection, conveyance & treatment
- Water efficiency & conservation
- Water reclamation & reuse

 **Below-market funding is available for everything from planning to construction**

YOU BENEFIT FROM MORE THAN JUST SAVING WITH A LOW INTEREST RATE

- Terms up to 30 years
- No interest on unused loan portion
- Can cover up to 100% of a project
- Coordinates with other Federal & State funding sources
- No match or cash reserve required
- Dedicated project manager
- Repayment may be fixed or variable depending on your needs
- Low annual debt service
- Loan repayment doesn't begin until project completion
- No maximum funding limit
- Multi-year commitments
- Repeat borrowing is easier



Surveys

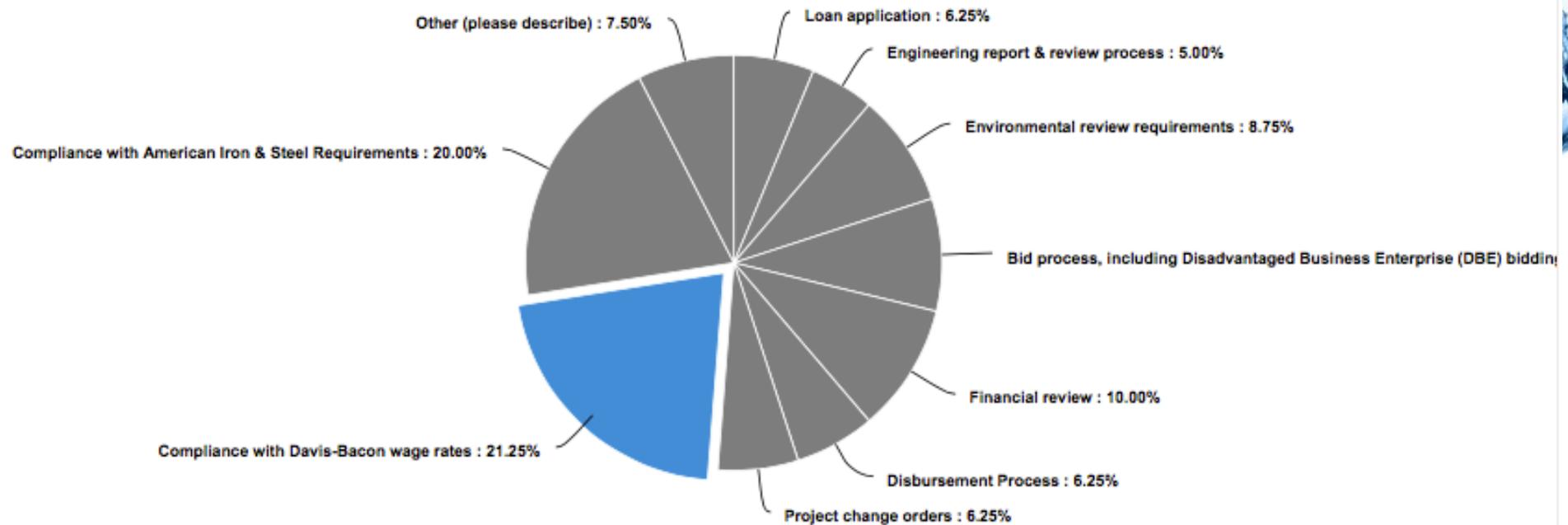


- Surveys can:
 - help identify common misperceptions about the SRF
 - reveal opportunities to attract more customers
 - provide State programs with feedback from their borrowers on the application and lending process
- Eleven states have conducted marketing surveys:
 - 2017: FL, OK, OR, NH, NC, AR
 - 2018: NE, NV, AZ, VT, AR

Surveys



From a consultant's perspective, please select up to five (5) aspects of the CWSRF loan process that you feel are the LEAST user-friendly



Focus Groups

- Surveys feed into focus groups
- Guided discussion and listening session
 - Topics:
 - Water quality and wastewater infrastructure financing
 - Comparing various financing options
 - Financing traditional and non-traditional projects
 - Awareness and perceptions of the CWSRF program
 - Davis-Bacon, American Iron & Steel and Disadvantaged Business Enterprise
 - Cost calculator for the federal requirements
 - Perceptions of CWSRF marketing materials



Focus Groups

Common Take-Aways:

- The annual debt service and impact to user rates are often more important than the total interest cost.
- Many communities use the CWSRF for lesser-known financial benefits other than the low interest rate.
- The perceived risks associated with the federal requirements (related to audits or noncompliance) can be a bigger deterrent than the cost.
- Time is Money. The faster an applicant can make it through the CWSRF process, the more appealing it will be.
- There are more effective ways to communicate about interest rate savings and additional subsidy.

Marketing Pilots



Vermont

- 20 municipalities and 20 nonprofit groups invited to Burlington to workshop the implementation details of a new sponsorship program

• 10:1 → no cap

LIKE

• Gray + GREEN STORMWATER

• DATA INFRA - INCLUDE IN SPONSOR

• ROBUST ELIGIBLE COSTS!

• JOINT RANKING

GRANT ELIGIBILITY -
DOES IT STICK ↑

Appealing

- Acquisition costs -
- Broad scope of eligib
- \$ Project won't fail if trad project does
- #P:5 - Combining several project

Internal EPA Collaboration



- Nonpoint Source Program
- National Estuary Program
- Brownfields Program
- Decentralized Program

The Clean Water State Revolving Fund: A Powerful Financial Tool to Support Brownfield and Superfund Assessment and Cleanup



Land revitalization is the sustainable redevelopment of abandoned properties and contaminated sites into public parks, restored wetlands, and new businesses. Cleaning up and reinvesting in these properties increases local tax bases; facilitates job growth; use existing infrastructure; takes development pressures off undeveloped, open land; and both improves and protects the environment.

EPA's Land Revitalization Program, including the brownfield, Superfund, and Resource Conservation and Recovery Act programs, fosters strong partnerships with communities to promote sustainable redevelopment of abandoned properties. The program provides technical assistance, outreach, and funding to assist communities in transforming their previously contaminated sites into sustainable redevelopment projects. EPA's Clean Water State Revolving Fund (CWSRF) can further support these efforts as a powerful financial instrument to address the water quality aspects of brownfield and Superfund site assessment and cleanup.

Funding for Contaminated Sites

A brownfield is a property whose expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. It is estimated that there are more than 450,000 brownfields in the United States. EPA's Brownfields Program provides grants and technical assistance to communities, states, tribes, and others to assess and safely clean up brownfield properties with real or perceived contamination. State and Tribal Response Programs also provide assistance to ensure protective and sustainable site cleanups.

EPA's Superfund program is responsible for cleaning up some of the nation's most contaminated land and responding to environmental emergencies, oil spills, and natural disasters. To protect public health and the environment, the Superfund program focuses on making a visible and lasting difference in communities, ensuring that people can live and work in healthy, vibrant places. Under the Superfund program, the parties responsible for the contamination are required to either perform cleanups or reimburse the government for EPA-led cleanup work. When there is no viable responsible party, Superfund gives EPA the funds and authority to clean up contaminated sites.

The CWSRF can augment resources currently available to assess and clean up brownfield and Superfund sites. The assessment and cleanup of a brownfield site to correct or prevent water quality problems may be eligible for CWSRF assistance. CWSRF-eligible brownfields and Superfund activities include, but are not limited to:

- excavation and disposal of underground storage tanks;
- constructed wetlands;
- excavation, removal, and disposal of contaminated soil or sediments;
- well abandonment;
- site assessments;
- cleanup of contaminated groundwater or surface water;
- environmental insurance premiums; and
- collection/remediation of stormwater generated at the site.



Clean Water
State Revolving Fund

Kelly Tucker
tucker.kelly@epa.gov
(202) 564-0608

<http://www.epa.gov/cwsrf>

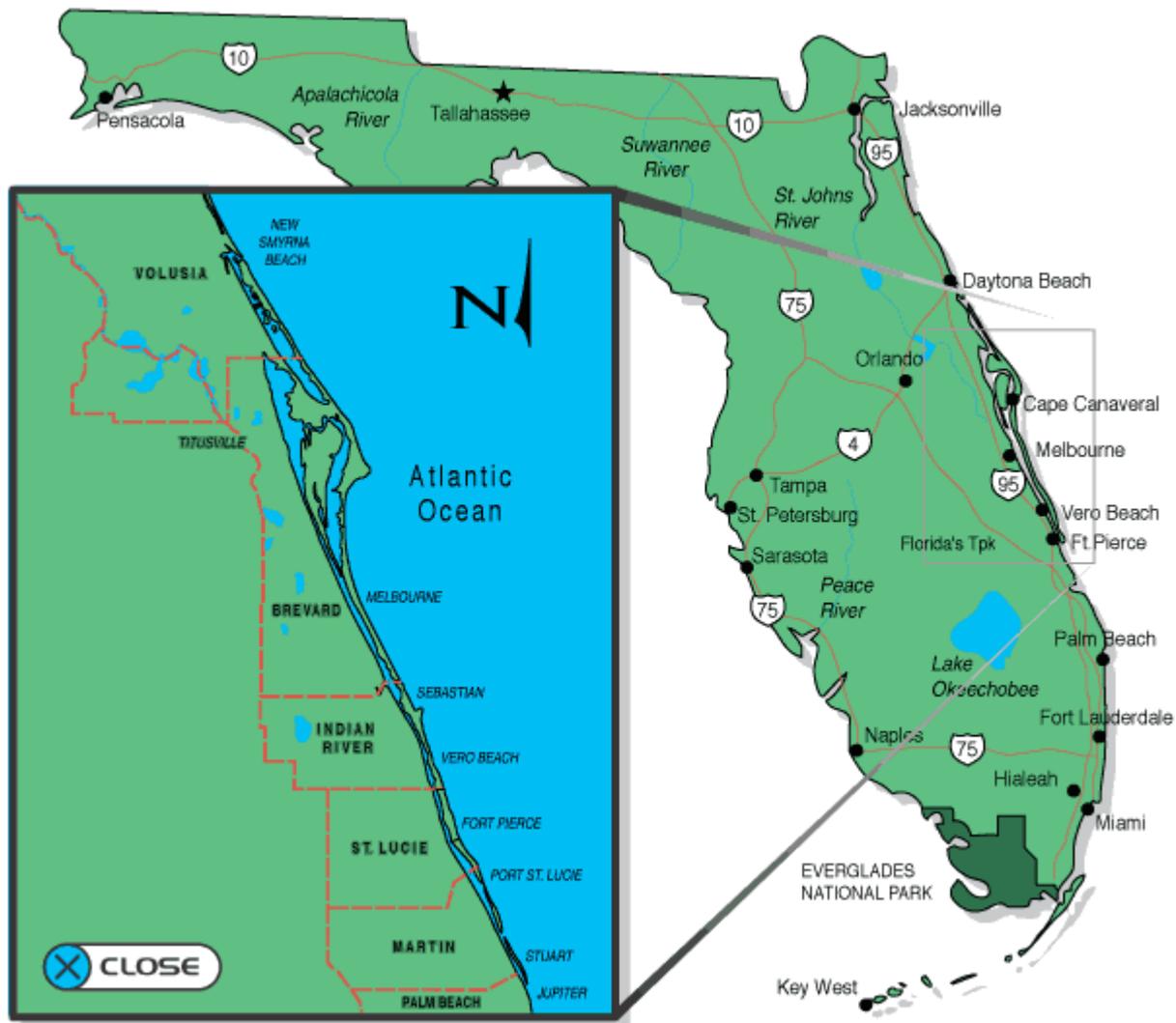


Targeted Marketing of the CWSRF Through Focus Groups

November 5, 2018



Indian River Lagoon





The Problem





Which impacts seagrass



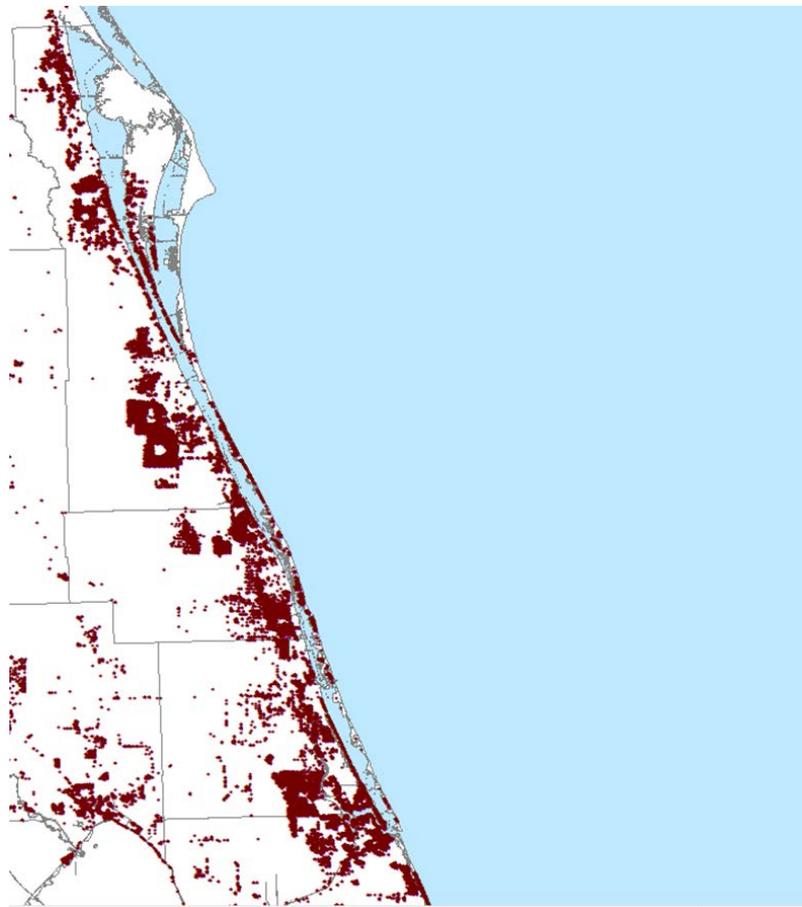


And causes fish kills





The Causes



Septic Systems

County	On-site systems
Volusia	100,000
Brevard	93,000
Indian River	37,000
St. Lucie	44,000
Martin	30,000



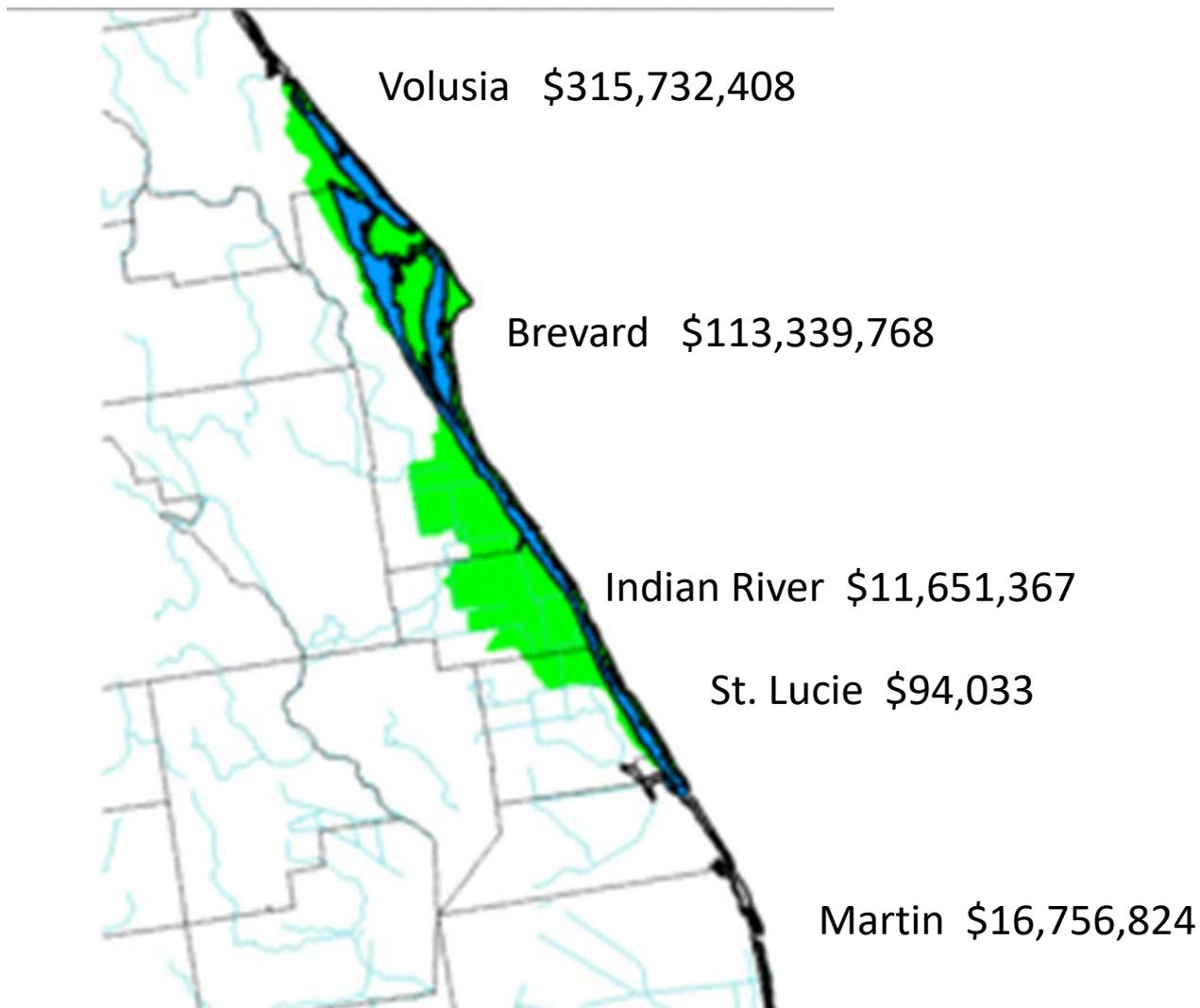
The Causes

Stormwater Runoff





Indian River Lagoon Funding





Marketing Subgroup

- In 2015 the marketing and outreach subgroup was formed at an EPA/State Workgroup Meeting
- Tasked with coming up with better marketing approaches to boost the profile of the CWSRF program
- Focus groups were the result and EPA contracted with Northbridge to assist



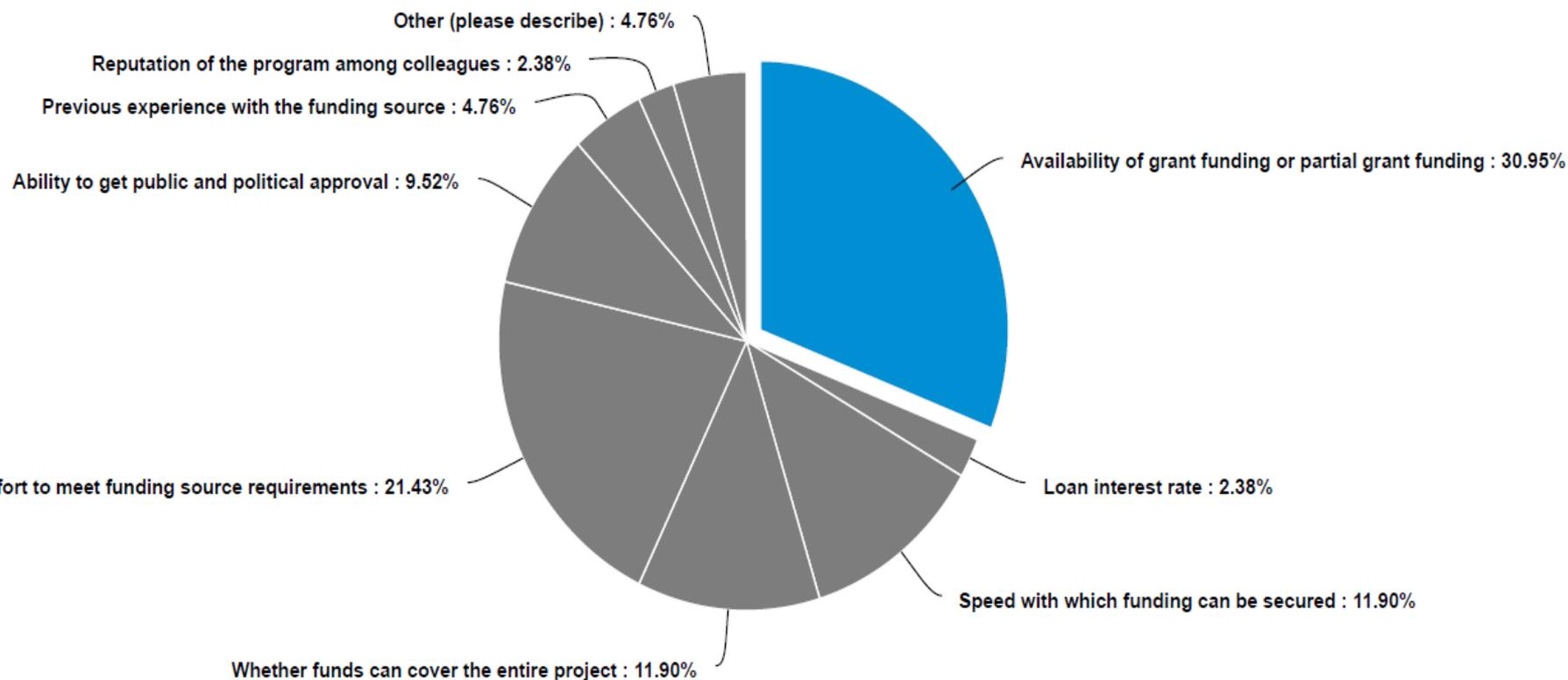
CWSRF Survey

- Consultants
- Non-borrowers
- Small disadvantaged Communities
- Local Governments in the IRL Watershed





Survey Results





Focus Group – June 28, 2017

- **Utility Directors and Engineers**
- **Public Works Directors**
- **Finance Staff**
- **Consultants**
- **Executive Director of the IRL NEP**



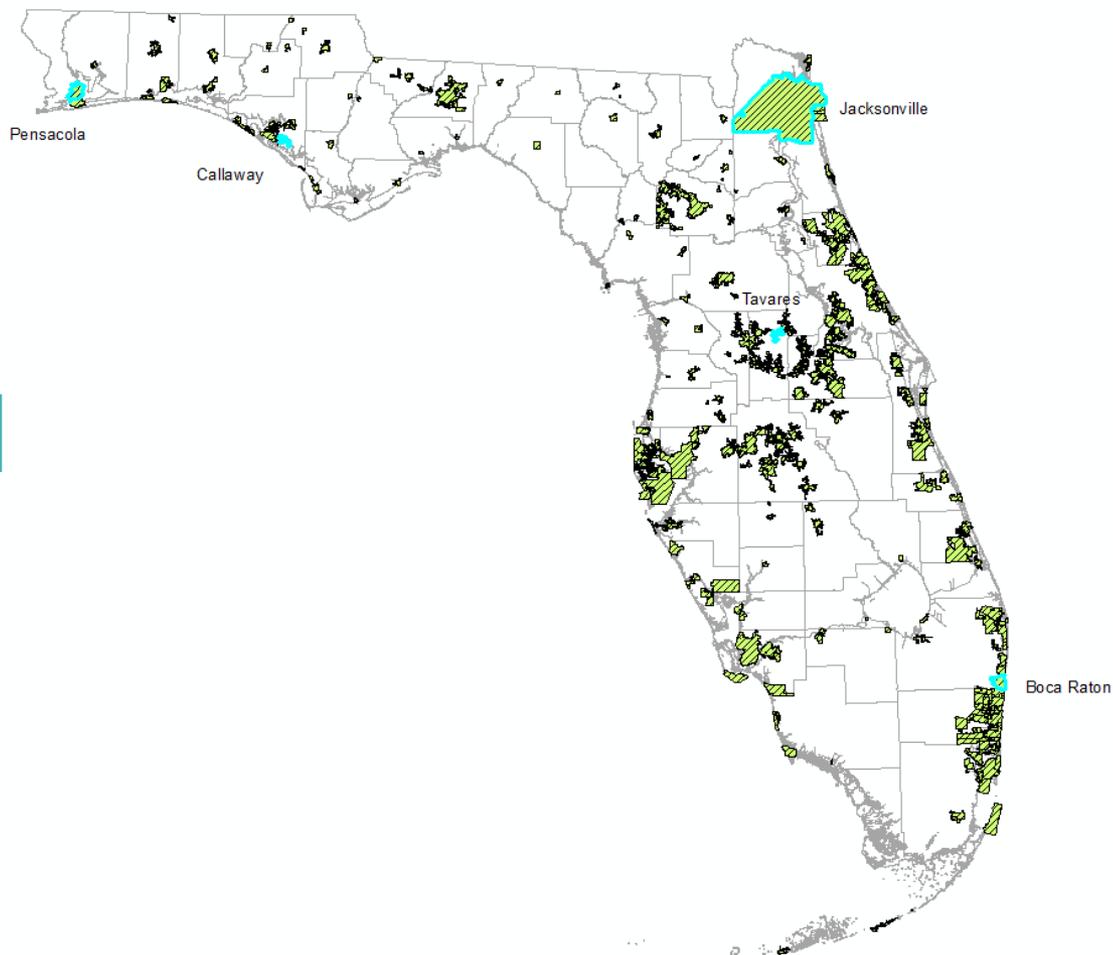
Focus Group Meeting Results

- American Iron & Steel and Davis-Bacon are cumbersome, but the primary problem is that they are not well-understood. The uncertainty and perception of risk may be more of a deterrent than the actual paperwork burden or cost
- Communities have experienced significant cost increases resulting from the Federal requirements, and believe that AIS and Davis-Bacon drive up bid costs because fewer contractors are willing to bid on SRF projects
- The current CWSRF marketing materials are too text-heavy and cumbersome to read and don't use phases that will appeal to the layperson
- We tend to target technical staff and should have targeted our marketing & outreach efforts to municipal finance and budget analysts
- Most potential customers prefer to find information on the CWSRF website, but the website is difficult to navigate
- The two percent service fee unpopular



Next Steps

- \$1.5 million in loans executed since the meeting
- Customized SRF 101 Sessions
- One-on-one Meetings





Next Focus Group Area











Impacted Systems

- Mexico Beach
- Port St. Joe
- Wewahitchka
- Panama City
- Springfield
- Callaway
- Lynn Haven
- Parker
- Youngstown
- Bay County

Bristol

Blountstown

Marianna

Grand Ridge

Cottondale

Chattahoochee



Questions?

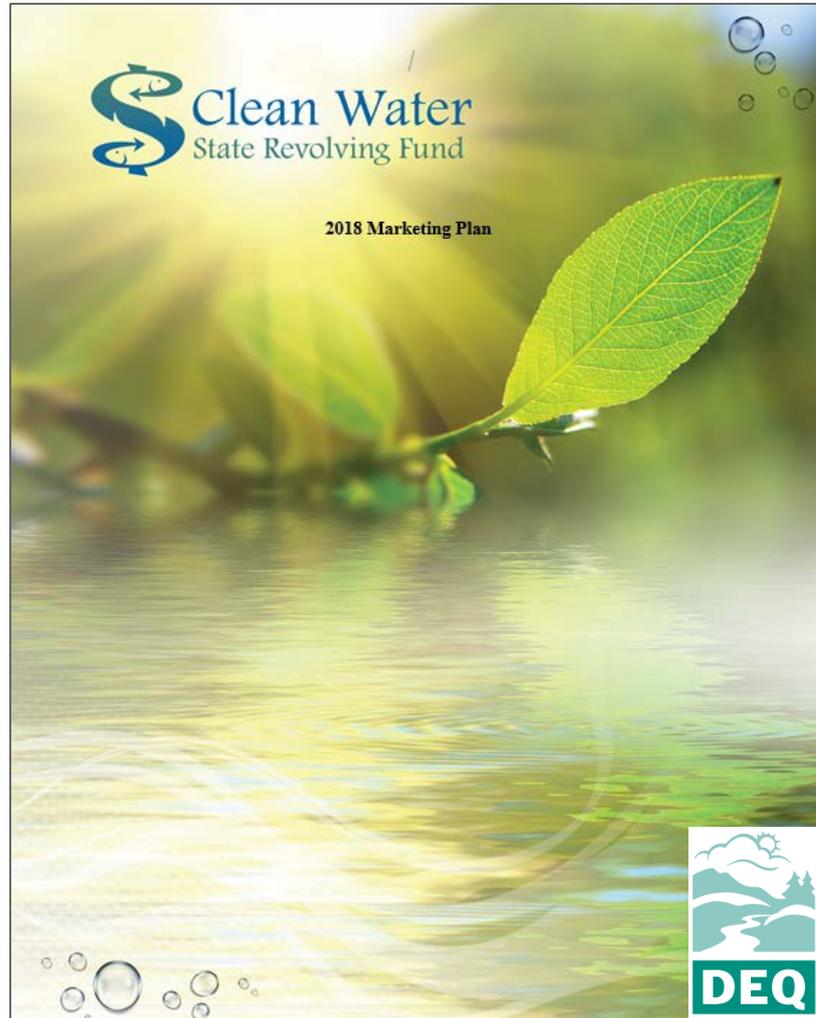


Oregon Clean Water State Revolving Fund

Marketing the Fund

November 2018
CIFA Conference

Starting with a plan



Goals

- ★ Expand our share of existing loan markets
 - Make application process easier to understand
 - Address potential borrower concerns
 - Create a steady stream of applications

- ★ Develop emerging markets
 - Irrigation districts
 - Explore alternative loan structures such as progressive design-build

Gathering data on perceptions and barriers:

- ★ Borrower survey
- ★ Discussions with other WQ state agencies
- ★ Focus group
- ★ Internal program staff survey
- ★ Industry events

Key messages



Below-market rate loans - 2017 average of 1.23 percent



Wide range of eligible projects, including green, resiliency and land easements



Planning loans



Millions available to loan



Principal forgiveness possible for lower-income communities and green projects

A new approach to marketing

- ✓ GovDelivery opt-in
 - ✓ Collaborate with other WQ programs
 - Workshops
 - ✓ Application support/Letter of Interest
 - ✓ Capitalize on strong relationships with existing borrowers
 - Build relationships to find new borrowers
 - ✓ Address actual and perceived program barriers
 - ✓ Publicize program improvements
 - ✓ Rework brochures based on focus group feedback and different audiences
 - ✓ Social and print media
 - ✓ Branding
 - ✓ Conferences
- To do ✓ Done/ongoing

Better brochures

Clean Water State Revolving Fund Timeline

DEQ Actions



Applicant's Actions

(503) 229-LOAN
oregon.gov/deq/wq/cwsrf



Pre-application assistance

Here to help

The Clean Water State Revolving Fund is here to help communities meet their water quality needs, from initial assessment to completed project.

We provide FREE assistance and below-market financing to public agencies, offering a team approach to help address water quality challenges, including:

- Financing options
- Stormwater and other nonpoint source pollution
- Issues specific to irrigation districts
- Explanation of DEQ requirements and guidelines for wastewater and stormwater facilities, facility planning and pump stations
- High level planning
- Preliminary facility needs assessment
- Loan application preparation
- Understanding state and federal environmental review regulations

◀ *Photo: View of Ashland Pond from pond-loop trail. A project financed by CWSRF.*



Tell us what you need

As a state program, we are dedicated to helping all of Oregon but have a particular focus on small, rural areas.

We help communities identify solutions to water quality issues and offer below-market rate financing.

The CWSRF program invites communities to return the attached form. A water quality expert will follow-up to discuss how we may help.

For more information about loan application assistance, please contact:

Jennifer Kenny
503-229-6312
kenny.jennifer@deq.state.or.us

Letter of Interest

State of Oregon Department of Environmental Quality

Water Quality Loan Application Assistance Request



Name:	Title:
Dept:	City/County:
Email:	Telephone:

Which area of assistance are you most interested in? Check all that apply:

<u>Financial sustainability</u>	<u>Financing</u>	<u>Non-point source</u>
<input type="checkbox"/> Budgeting	<input type="checkbox"/> Identifying funding sources	<input type="checkbox"/> Irrigation district
<input type="checkbox"/> Asset management	<input type="checkbox"/> Developing project scope	<input type="checkbox"/> Watershed
<input type="checkbox"/> Rates	<input type="checkbox"/> Loan application requirements	<input type="checkbox"/> Estuary
<input type="checkbox"/> Effective utility management		<input type="checkbox"/> Stormwater management
<u>Planning and Design</u>		<u>Other, please explain:</u>
<input type="checkbox"/> Preliminary needs assessment	<input type="checkbox"/> DEQ requirements pertaining to wastewater collection and treatment facilities, stormwater, facility planning or pump stations	_____
<input type="checkbox"/> Engineering report		_____
<input type="checkbox"/> Wastewater plan requirements		_____

Accessibility Documents can be provided upon request in an alternate format for individuals with disabilities or in a language other than English for people with limited English skills. To request a document in another format or language, call DEQ in Portland at 503-229-5696, or toll-free in Oregon at 1-800-452-4011, ext. 5696; or email deqinfo@deq.state.or.us.



Publicity

Financing Wastewater Treatment in Rural Oregon

By Jennifer Kenny, Program Analyst, the DEQ Clean Water State Revolving Fund

The Oregon Trail computer game, popular in the 1980s, presented players with challenges that pioneers encountered such as finding enough food and the safest travel route. Often, the game ended with the dreaded message, “You have died of dysentery.” Fortunately, Oregon is now largely free of such illnesses thanks to advances in public health and laws such as the Clean Water Act.

However, we can’t take water quality for granted. Treatment systems need ongoing maintenance and eventually, an upgrade or replacement. Financing the work is often the hardest part of wastewater management. This is especially true for smaller communities which pay more per capita for infrastructure.

Nationally, about 69 percent of wastewater treatment and collection facilities serve communities with a population of 10,000 or less, according to a 2014 report by the Congressional Research Service. A 2016 survey by the League of Oregon Cities found that common infrastructure needs include repair or replacement of wastewater treatment facilities and collection lines. These upgrades can cost anywhere from a few hundred thousand dollars to tens of millions.

Small communities often have limited financial, technical and legal resources and may have challenges qualifying for loans. Fortunately, bonds or traditional bank loans aren’t the only options for water treatment funding. Help is available



Enterpriste Wastewater Facility. Photo courtesy of Enterpriste.

opportunities for small communities is the Clean Water State Revolving Fund, a federal-state partnership established by the U.S. Environmental Protection Agency in 1987. The Oregon Department of Environmental Quality (DEQ) manages Oregon’s revolving fund, and helps public agencies finance the planning, design and construction of water pollution control facilities. The program offers below market interest rates and technical assistance statewide, but also has a mandate to help

Newsletter



2017 Annual Update

Spring 2018 | Volume 4 Issue 1

INSIDE THIS ISSUE

- 1 Year in review
- 1 Financing available for water quality projects
- 3 World Water Day
- 3 American Iron and Steel: What you need to know
- 4 Upcoming events

Year in review

The Clean Water State Revolving Fund provided \$37,256,625 in project assistance for state fiscal year 2017 (July 1, 2016 through June 30, 2017). Accomplishments include:

- Signed 11 new loans with local governments for water quality projects
- Three communities received principal forgiveness totaling \$1,288,383
- \$1,750,000 million in funds went to green projects
- DEQ awarded \$1,622,500 in increased project funding for two existing loans

Financing available for water quality projects

The Clean Water State Revolving Fund accepts [applications](#) for below market rate loans for plans, facilities, land purchase and other activities that mitigate or prevent water pollution. Eligible applicants are cities, counties, tribal governments, sewer and sanitary districts, various special districts, irrigation districts, soil and water conservation

districts, state agencies and intergovernmental entities.

Eligible Projects

- **Point Source** - Includes wastewater system plans and studies, upgrades to existing wastewater treatment facilities or collection systems, new wastewater facilities, sewer replacement, combined sewer overflow correction and stormwater projects.
- **Nonpoint Source** - Possible nonpoint source projects include, but are not limited to, irrigation system improvements, septic system repairs, conservation tillage, riparian habitat restoration, source water protection or stormwater best management practices.
- **Estuary Management** - Planning or implementing activities that benefit water quality within the Tillamook Bay Estuary and the Lower Columbia River Estuary.
- **Planning** - May include water quality monitoring, data collection and measurement, evaluation, analysis, security evaluations, report preparation, environmental review, public education and review process and any other reasonable activity leading to a written plan.



State of Oregon
Department of
Environmental
Quality

Continued on page 2



Social Media

OregonDEQ @OregonDEQ
 Tweets: 6,478 | Following: 1,158 | Followers: 2,763 | Likes: 5,675

U.S. EPA Region 10 @EPA/region10 - Oct 15
 Our Clean Water State Revolving Fund program helps @OregonDEQ and other states fund multi-phased projects like this Coos Bay Wastewater Plant to improve wastewater treatment and protect sensitive watersheds.

Oregon Ghost Aquarium @ghostaquarium - Oct 12

Oregon DEQ added 5 new photos
 October 15 at 8:49 AM

Coos Bay is finishing an ambitious project – made possible with a \$24.5 million loan from the Clean Water State Revolving Fund – to build a new wastewater treatment plant. The plant, which was built in 1964 and upgraded in the 1970s and 1990s, wasn't designed to meet current peak flows and the pumps couldn't keep up during intense storms increasing the chances of sanitary sewer overflows. The new plant will treat sewage to meet current water quality standards, increase capa... See More

Washington Department of E...
 Government Organization

Grants Pass Daily Courier
 News & Media Website

Portland Fire & Rescue
 Government Organization

Skamania County Sheriff's Office
 Law Enforcement Agency

Portland Bureau of Emergency ...
 Government Organization

Pages Liked by This Page
 Places: Portland, Oregon > Community Organization > Government Organization > Oregon DEQ

Email (HTML) | Email (Plain Text) | Text Message

From: DEQ Online Subscriptions <ordeq@public.govdelivery.com>
 Subject: Clean Water State Revolving Fund Intended Use Plan, Update #2

Update #2 of the Clean Water State Revolving Fund's 2018 Intended Use Plan is now available on DEQ's website.

DEQ did not receive any public comments on the update.

Visit DEQ's website to read the plan and to learn more about the Clean Water State Revolving Fund at: <http://www.oregon.gov/deq/wq/cwsrf/Pages/CWSRF-IUP.aspx>

If you have questions about the plan, please contact Lee Ann Lawrence at 503-229-5622 or via email at Lawrence.LeeAnn@deq.state.or.us

NEWS AND ANNOUNCEMENTS:
 Follow us on Twitter | Find us on Facebook or
 Visit Oregon.DEQ



Follow-up

- ★ Outreach after tabling events
- ★ Direct contact following One Stops
- ★ Check-ins with former borrowers
- ★ Recommended contacts by colleagues

Up next



Regional workshops and presentations

- Application-to-loan process overview
- Special topics: AIS, facility planning etc



Collaboration with agency programs



Key messages for non-agency partners



Internal marketing



**Crooked River Wetlands Complex,
2018 Pisces Award Winner**

Questions?

Jennifer Kenny

Oregon DEQ

Kenny.Jennifer@deq.state.or.us

503-229-6312

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CW\$RF
OKLAHOMA

A **FOCUS** ON IMPROVEMENT



November 5, 2018

Presented by

Tonya White

Marketing & Outreach Manager

Oklahoma Water Resources Board, Financial Assistance Division

OWRB
the water agency

Oklahoma Water Resources Board (OWRB) partnered with the Environmental Protection Agency (EPA) & Northbridge Environmental Management Consultants to conduct a Focus Group of municipal representatives & service providers on July 7, 2017

Advantages:

- ✓ Low cost of borrowing
- ✓ Low interest rates
- ✓ Sure funding

CWSRF financing satisfaction score averaged 7.3

Disadvantages:

- ✓ Too many federal rules
- ✓ Costs associated with AIS/DBE & EID
- ✓ Paperwork

The eleven participants represented decision makers in large communities & consulting engineers that worked with large and small borrowers throughout the state

Participants were generally experienced with the CWSRF program

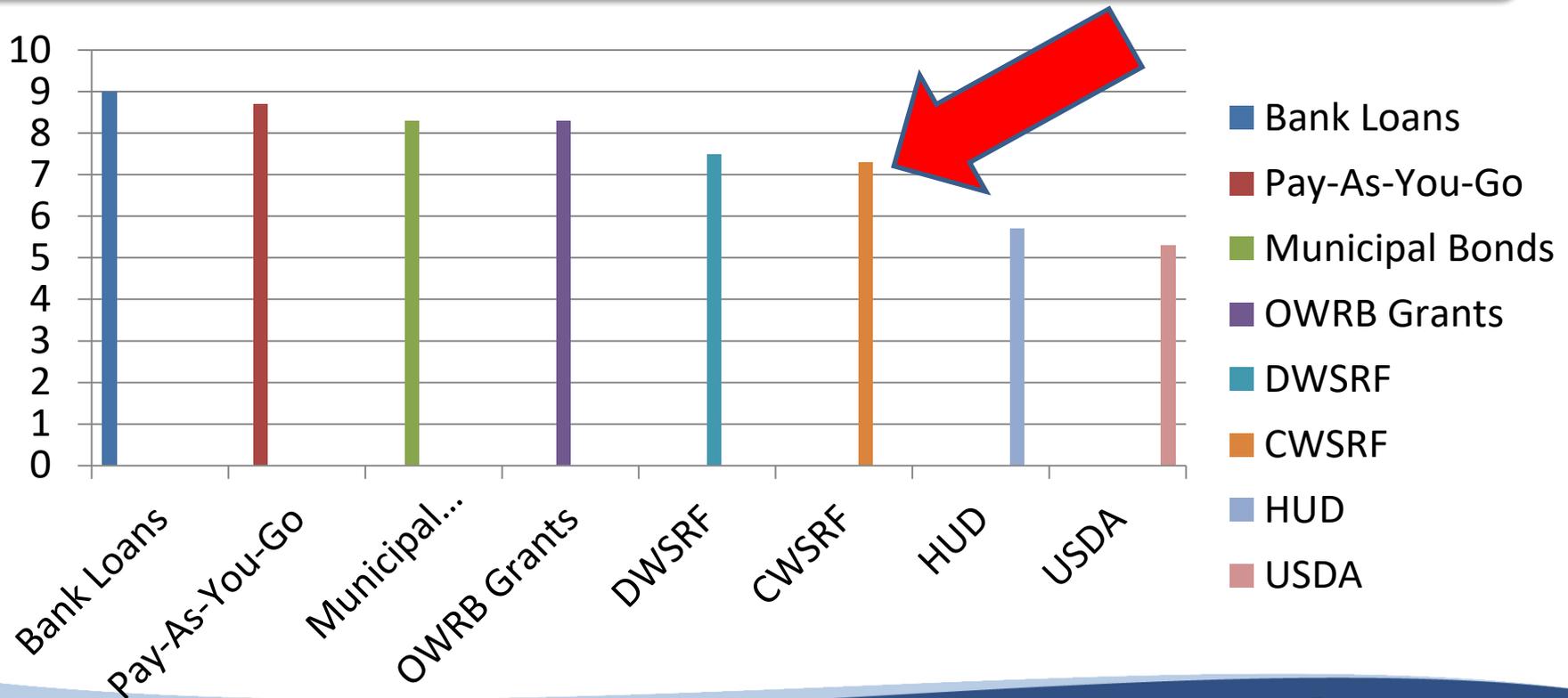
Overall, the participants had positive impressions of OWRB staff & the CWSRF - considering CWSRF financing the 'default option' to pursue for certain categories of projects



Focus on Group Perception of Oklahoma's CWSRF program



Comparison Of Various Financing Options & Satisfaction With Each



Focus Group Question

First thought when you see the words
'Clean Water State Revolving Fund'?



'...I want to solve problems where we can have clean water for the future generations, and the CWSRF makes a good contribution to that goal.'

'The SRF leverages funds to solve more problems. It makes more sense to finance long-life projects where the people benefiting from the project are paying.'

'Opportunity for partnerships. SRF projects bring together multiple funding sources.'

'Best source for funding beyond small grants for wastewater projects because it's low interest and easy to use, the very cooperative staff to make it work well for the client, and it's very flexible. It's a pleasure to work with them to accomplish the solution to the problem.'

Focus Group Input

Specific aspects of the SRF programs that discourage program use



'If they use the SRF, after the fact there can be audits by the EPA OIG that can be stressful for communities.'

'The regulatory agencies place extra requirements on the construction side, not the finance side, which makes them less desirable...The costs that keep them away are the extra requirements.'

'We had a meeting with a regulatory agency to try to streamline construction requirements, and (the requirements) seemed inherent to the program.'



Focus Group
Conclusions & Recommendations
Immediately addressed for
Oklahoma's CWSRF program

Increase Outreach to Municipal Finance Staff

Highlight the Financial Flexibility of CWSRF Funding

Focus Communication on Specific Types of Non-Traditional Projects

Provide Up-Front Funding for Engineering Costs

Consider Flexibility on the 1.25x Debt Service Reserve Requirement

Publicize Positive Changes to the CWSRF Application & Loan Process

Revise Marketing Materials to be more Appealing & Effective

Continue to Streamline State-Level Requirements

Create Consistent & Transparent Policies for Distributing Loan Forgiveness

Reduce the Burden of the Federal Requirements

Focus on Target Areas for Improvement within Oklahoma's CWSRF program



Development of a position titled **Marketing & Outreach Manager**

Provid
Oklah

Incr
pro



Focus on Target Areas for Improvement within Oklahoma's CWSRF program

Development of a position titled **Marketing & Outreach Manager**

Expansion
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Focus on Target Areas for Improvement within Oklahoma's CWSRF program

*Development of a position titled **Marketing & Outreach Manager***

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Focus on the Marketing of Oklahoma's CWSRF Program

2018 Annual Report



Clean Water State Revolving Fund

Financial Assistance Division | Oklahoma Water Resources Board



OKLAHOMA CITY WATER UTILITIES TRUST

ORF-17-0017-CW, ORF-17-0017-CWA, ORF-17-0017-CWB

BINDING COMMITMENT

Approval: \$48,800,000 Approval Date: 12/19/2017

ASSISTANCE PROVIDED

Loan Amount: \$48,800,000 Funded Date: 12/19/2017

Percent Complete as of 6/30/2018: 5.04% Additional Subsidization: N/A

GPR: N/A Estimated Savings: \$6,267,000

The Oklahoma City Water Utilities Trust (Trust) located in Oklahoma County currently serves 136,363 sewer customers. The city's population according to the 2010 US Census was 679,969.

This project addresses two of the Trust's Wastewater Treatment Plants (WWTP). Chisholm Creek and Deer Creek. The Chisholm Creek WWTP is an Activated Sludge treatment plant with a designed capacity of 33.5 million gallons per day (MGD) whose receiving stream is Chisholm Creek, which is listed on Oklahoma's 303(d) list of impaired waterbodies for Nitrate. The Deer Creek WWTP is a Bio Disc WWTP with a designed



OKLAHOMA

capacity of 15 MGD whose receiving stream is Deer Creek. The Creek is also listed on Oklahoma's 303(d) list of impaired waterbodies for Escherichia coli, turbidity, chlorophyll, and enterococcus.

The Oklahoma Clean Water State Revolving Fund (CWSRF) proceeds will be used for several projects and studies, including rehabilitating of the Chisholm Creek Wastewater Treatment Plant (WWTP) to reduce maintenance expenditures, consulting two engineering studies related to future construction of a combined wastewater treatment infrastructure in northern and western Oklahoma City, replacing 50,000 linear feet of sewer lines that have a history of failures, overflows, or high maintenance costs, and conducting other sewer line repairs as needed.

The Trust will also utilize the funds to refinance a loan and for a construction project to increase the capacity of the Atoka Dam spillway and to replace the existing chute. The spillway project will also replace additional deteriorated infrastructure while helping the receiving stream, North Buggy Creek, with sediment and erosion. The Oklahoma Conservation Commission issued an opinion that they believe that the structural renovations to the Atoka Dam will improve the water quality

RURAL WATER & SEWER DISTRICT #4
LINCOLN COUNTY, OKLAHOMA
P. O. BOX 178
ATOKA, OK 74824
318-375-2425 - FAX 918-375-2215
email: lrcwd@rot.net

To Whom It May Concern:

On behalf of Rural Water & Sewer District #4, Lincoln County, I would like to express our gratitude to the Oklahoma Water Resources Board as well as other agencies that are working together for the benefit of our district and other districts in Oklahoma.

The leadership of these agencies providing a plan to assist public water supply systems, like ours, to address and develop plans to meet our individual, current and long term needs is truly an essential need for our continued success.

Through this ground breaking positive partnership our district has received assistance in a rate analysis, water loss audit, mapping, system sustainability planning (still in progress) along with positive and encouraging feedback. We now have a five year plan in place for improvements and currently looking for funding to complete and upgrade needed areas of our system.

I cannot express my appreciation as a manager for the invaluable help I have received from these agencies. I have seen and felt their dedication, compassion, knowledge, leadership and excitement as they continue to lead our strategic planning and preparation for the ever changing circumstances to keep us organized and financially stable.

Sincerely,

Lawrence Chapman
Lawrence Chapman
District Manager

2018

Loan Recipients

- Altus Municipal Authority
- Bixby Public Works Authority
- Broken Arrow Municipal Authority
- Galumet Public Works Authority
- Ganton Public Works Authority
- Choctaw Utilities Authority
- Coalgate Public Works Authority
- Inola Public Works Authority
- Lawton Water Authority
- Oklahoma City Water Utilities Trust
- Porum Public Works Authority
- Sapulpa Municipal Authority
- Tulsa Metropolitan Utility Authority
- Weleetka Public Works Authority
- Wilburton Public Works Authority

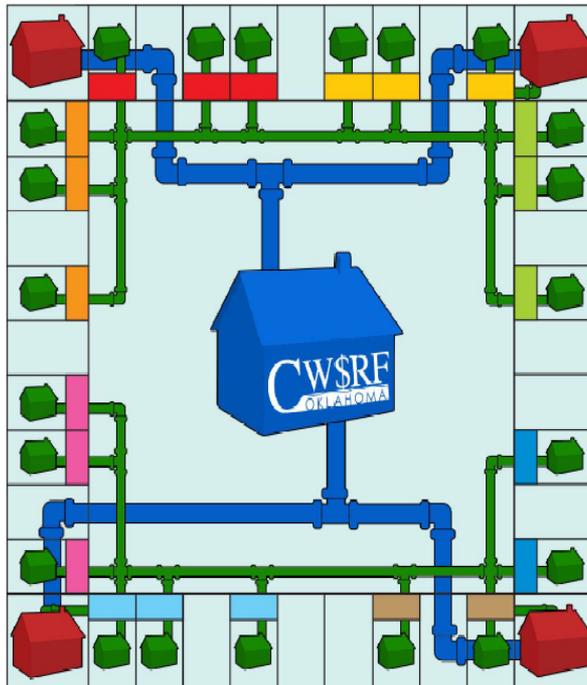


Rain Garden & Roundabout CWSRF Projects



Focus on the Marketing of Oklahoma's CWSRF Program

2019 Intended Use Plan CLEAN WATER STATE REVOLVING FUND



EXECUTIVE SUMMARY

The Clean Water State Revolving Fund (CWSRF) loan program was established under amendments to the 1987 Federal Water Pollution Control Act (FWPCA) as the Clean Water Act (CWA) to provide a renewable financing source for statewide wastewater infrastructure and polluted runoff control needs while protecting the State's surface and groundwaters.

Launched by \$14.5 million in State appropriated seed monies and \$521.1 million in subsequent state match monies and revenue bonds, the program has capitalized over \$160.7 million in federal grant funds to commit over \$1.3 billion in low-interest construction and refinancing loans since 1990 (Table 1).

TABLE 1: APPROVED LOANS AND GRANTS BY TYPE

TYPE OF FUNDING	NUMBER	AMOUNT
Financial Assistance Loan	347	\$1,079,880,000
Clean Water State Revolving Fund Loan	323	\$1,995,939,377
Drinking Water State Revolving Fund Loan	198	\$1,280,308,800
Emergency Grant	581	\$48,484,848
REAP Grant	685	\$61,160,746
Drought Grant	4	\$418,848
Water for 5040 Drought Grant	4	\$1,800,000
TOTAL AMOUNT APPROVED	2,184	\$4,013,852,417
TOTAL ESTIMATED SAVINGS		\$1,332,274,544

The CWSRF owes its success largely to its "revolving" aspect, as loan repayments and investment earnings are continually recycled to fund new projects, ongoing commitments of federal funds, financing strategy, which provides loans at 40% below market interest rates, and ease of today's loan application and approval process.

During SFY 2019, the OWRB will continue offering financing at approximately 40% below market rates. A 30-year maximum term loan is available to applicants whose projects have a useful life at least equal to the requested term.

In addition to providing substantial savings to communities across the state, the loans committed through the CWSRF contribute greatly to protecting human health, water quality, and economic viability of Oklahoma's communities.

To further maintain the health of the State's waters, the program may also fund structural and non-structural riparian zone (RZ) projects that reduce polluted runoff from urban and agricultural land. Such projects may include the following:

OKLAHOMA CWSRF 2019 INTENDED USE PLAN

SEVEN STEPS OF THE CWSRF PROGRAM

I. PROGRAMMATIC APPLICATION PROCESS

The purpose of the Programmatic Application is to "pre-qualify" - determining if the borrower qualifies to receive funding under the CWSRF program and assessing the eligibility of the proposed project. For the SFY 2019 we integrated the Programmatic Application Packet (Packet) into Oklahoma Advantages Assessment & Scoring for Infrastructure Solutions (OASIS). This integration will allow for on-line submission of the Packet and better tracking of the needs of the communities. OASIS can be found online at www.ok.gov/owrb. Each year the OWRB sends an electronic call for projects to municipalities, counties, tribal, and engineering service providers in order to identify eligible CWSRF projects. The notice details priorities of the OWRB and EPA as well as the Programmatic Application Process. The SFY 2019 Programmatic Application notice went out on February 26, 2018.

Projects currently on the SFY 2018 PPL that will not be approved for funding within SFY 2019 are encouraged to request to remain on the SFY 2019 PPL. The applicant may simply notify the OWRB and update any new project information that may affect its rating.

The OWRB reviews the submitted Programmatic Application based on CWSRF eligibility requirements. If the proposal is determined eligible, it will be rated on the CWSRF Integrated Rating System and placed accordingly on the PPL.

INTEGRATED PRIORITY RATING SYSTEM

The OWRB utilizes Oklahoma's approved CWSRF Integrated Rating System which combines several key areas of importance: project type, water quality restoration, water quality protection, points for current programmatic initiatives, and the most heavily weighted factor, a project's readiness to proceed. This rating is completed as a form entitled "SFY 2019 Integrated Priority Rating System for Distribution of Funds" found below. The Rating System is set forth in OAC 175.50-9-23.

Proposed projects receive points in five key areas as follows:

1. "Project Type Factor" (max. 70 points.) Projects that eliminate or reduce pollution, sustain compliance, increase capacity, reliability or efficiency, reuse wastewater, or other such improvements receive points that vary by project and/or waterbody.
2. "Water Quality Restoration Factor" (max. 20 points.) Projects located on waterbodies not meeting assigned beneficial uses. Points vary by waterbody requirement.
3. "Water Quality Protection Factor" (max. 10 points.) Projects for maintenance of beneficial uses located on specially protected waterbodies.

Name	CWSRF Project Number	Target Binding Commitment Date	Priority List Amount	Project Description
LATON PWA	OW-18-0011-CW	08/21/19	\$18,950	SDI assessment and (3) study to improve infrastructure and conform to regulations. (Cat. Planning and Assessment)
Valleyville PWA	OW-18-0009-CW	08/21/19	\$24,000	Planning and design for the rehabilitation of sewer line and manholes to reduce (1) (Cat. Planning and Assessment)
W300 PWA	OW-19-0021-CW	08/22/19	\$30,000	Plan and design for the sewer main replacement in W300. (Cat. Planning and Assessment)
Wester PWA	OW-19-0003-CW	08/22/19	\$60,000	SDI assessment with recommendations of improvements and cost estimates. (Cat. Planning and Assessment)
Sutro PWA	OW-17-0007-CW	09/18/18	\$11,500,000	Construction of new 500' diameter water storage tank and related water supply facilities with an associated 10' diameter 10' water storage tank, design, engineering, bidding, or construction system, including and site work. (Cat. I)
Calumet PWA	OW-19-0007-CW	07/18/18	\$671,334	Rehabilitation and replacement of sanitary sewer mainlines and line replacement. (Cat. III)
Codgate PWA	OW-19-0009-CW	02/23/20	\$480,000	Improvements to the Tangle Hill Station and replacement of approx. 1,000' linear feet of sewer main. (Cat. III)
Waverly VA	OW-14-0011-CW	09/17/14	\$4,300,000	Replacement of 10 miles of sanitary sewer line to correct for (1) and replacement of Phase 1 storm water pipe. (Cat. III, IV, V)
Corr PWA	OW-18-0005-CW	10/24/18	\$3,900,000	Replacement of the existing wastewater treatment facility including a final application system for final application of treated effluent. (Cat. I, II, III)
Big Lake PWA	OW-18-0017-CW	08/21/19	\$353,549	Installation of a sewer pump for land application and upgrade to irrigation pump and existing lift station. (Cat. I)
Widened PWA	OW-19-0008-CW	12/11/19	\$400,000	Replacement of 10' station and replacing approx. 3,000' linear feet of sewer main. (Cat. III)
Cowles PWA	OW-19-0002-CW	09/18/19	\$11,988,518	WSPF and station system improvements. (Cat. III)
Tulia MUA	OW-19-0002-CW	10/24/19	\$19,710,000	Sanitary main and WSPF related improvements and new interconnections. (Cat. I, II, III, IV, V, VI, VII, VIII)
Chesaw PWA	OW-14-0003-CW	11/20/14	\$13,900,000	WSPF improvements to meet 2011 Waterkeeper Master Plan including the addition of sanitary lines, final clarifier, replacement of main pipe lift station, and other opportunities. (Cat. I)
Widened PWA	OW-18-0005-CW	09/18/19	\$3,200,000	Construction of a new sanitary sewer line. (Cat. III)
ES City PWA	OW-18-0004-CW	08/18/19	\$129,240	Construction including the construction of 100,000 gallons per minute (GPM) flow line. (Cat. IV, V)
Chickasha MUA	OW-17-0017-CW	09/19/17	\$6,492,000	Update existing Stormwater Master Plan and associated recommendations/infrastructure improvements. (Cat. IV, V, VI, VII)
Ember Arrow MUA	OW-17-0005-CW	11/20/18	\$25,800,000	Construction of approximately 2.5 miles of trail areas including application of easements for placement. (Cat. III)
OKlahoma City MUA	OW-17-0002-CW	07/17/17	\$3,900,000	Sanitary main collection system replacement to decrease inflow and infiltration and increase collection system integrity. (Cat. II, III, IV)
OKlahoma City MUA	OW-18-0002-CW	06/18/19	\$1,700,000	Sanitary sewer collection system replacement to decrease inflow and infiltration and increase collection system integrity. (Cat. III, IV, V, VI, VII, VIII, IX, X)
Perry MUA	OW-17-0005-CW	11/20/18	\$480,000	Construction of a new sanitary sewer line. (Cat. III)

OKLAHOMA CWSRF 2019 INTENDED USE PLAN



Focus on Target Areas for Improvement within Oklahoma's CWSRF program

*Create Consistent and Transparent Policies for Loan Forgiveness /
Planning & Design Assistance/Develop A Process Where Planning, Design and
Engineer Costs Could be Funded Up-Front*



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Focus on Loan Forgiveness Structure & Info Delivery for Oklahoma's CWSRF program

OASIS Integration into PPL Process for SFY2019

A resource designed to quantify the environmental, social & economic benefits of a wastewater or non-point source project to the community it serves. Enhanced to provide direct submission of a project to the CWSRF Project Priority List, eliminating the need for a paper application and questionnaire.

OASIS In

- ✓ Quick Reference Guide
- ✓ Pollution Control Pr
- ✓ Webinar training co



ining Provided

- Water/Nonpoint Source
- ounsel and Financial Advisors

G

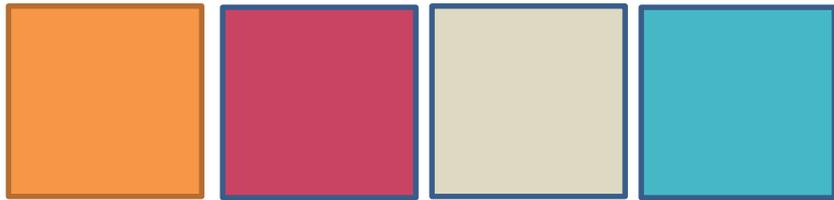
- ✓ Initial Govdelivery 'blast' to include all contacts within OWRB-FAD database
- ✓ Received a members' contact list from each COG within the State of Oklahoma
- ✓ Received a members' contact list from Oklahoma Rural Water Association
- ✓ Oklahoma Municipal League assisted by forwarding information out to their members list twice during weekly, email wrap ups

Reached

Expansive Outreach

33% Increase in PPL Submissions over SFY 2018 & 24% Increase over SFY 2017

Success



Focus on Target Areas for Improvement within Oklahoma's CWSRF program

Continue to Streamline State-Level Requirement

In Oklahoma



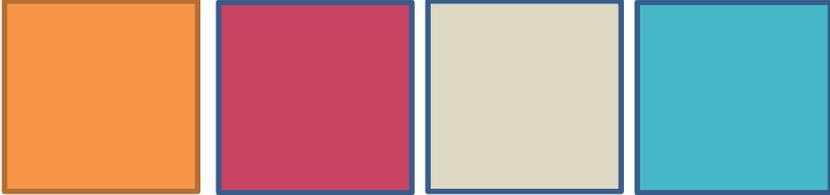
that authority

- ✓ Communication & coordination pathways for more s

utilize modern technology

- ✓ *Initiated a Focus Group to review Davis-Bacon electronic reporting systems and provide feedback and recommendations*
- ✓ *Received approval for contract agreement and software purchase October 2018*
- ✓ *Continuing to work toward implementation*

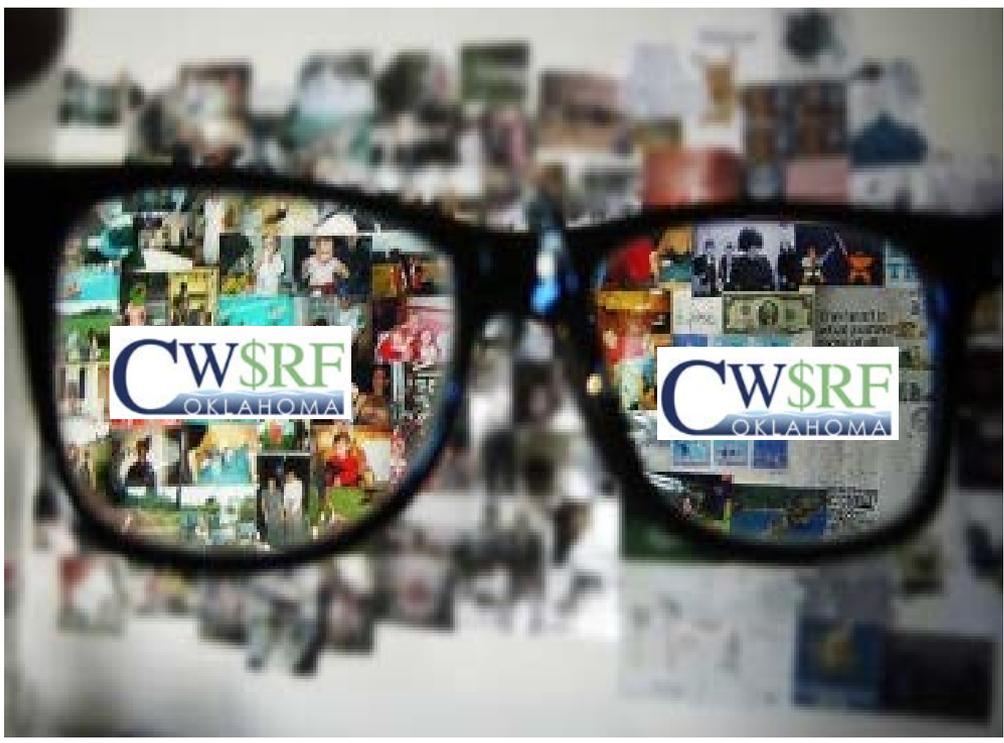
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Focus on Target Areas for Improvement within Oklahoma's CWSRF program

Reduce the Burden of the Federal Requirements/ American Iron & Steel

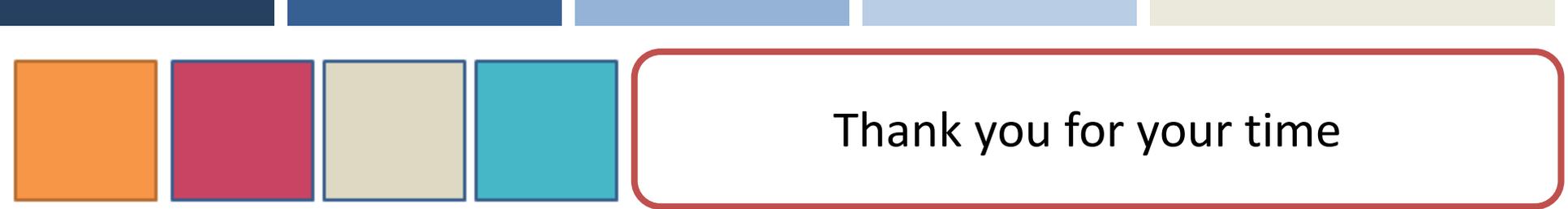
- ✓ *October 2017 an SRF American Iron & Steel Requirements Training/Webinar was initiated by the Oklahoma SRF programs for assistance recipients
Topic details included: AIS requirements, including background, product coverage, project compliance, certification letters and the waiver request process*
- ✓ *Continue to follow up with AIS Compliance regarding conference presentation opportunities within the state of Oklahoma*



Oklahoma's CWSRF Focus Group provided several areas where action could be applied and improvement recognized

OWRB's goal is to research suggestions provided, determine availability or appropriateness, make necessary adjustments and remain open to change for opportunities to assist the citizens of Oklahoma through CWSRF

Continued OWRB Implementation Focus **is required** and a **commitment of information follow up** to our Focus Group participants must occur for overall success



Thank you for your time

Tonya White

Marketing & Outreach Manager
For Financial Assistance Division

tonya.white@owrb.ok.gov

FAD@owrb.ok.gov

Oklahoma Water Resources Board
3800 North Classen Boulevard
Oklahoma City, OK 73118
Phone: 405.530.8800

OWRB
the water agency