






Funding Strategies for Flood Mitigation

How do you get the money?

Who do you need to convince?	What matters to these folks? Example pitches.	What evidence can you use? \$ (least expensive) – \$\$\$ (most expensive)
 Local elected officials	<p>Community health, safety, and welfare; budgets; competing demands and priorities; electability</p> <ul style="list-style-type: none"> • Project creates jobs and brings new funding to the area • Protecting our community is worth the cost • Project is a win-win; • Project complements other municipal plans and departmental strategies • Project reduces impacts of climate change on underserved neighborhoods 	<ul style="list-style-type: none"> \$ Show impact on city department budgets and planning processes. \$\$\$ Use neighborhood-level data and data from familiar peer municipalities. \$\$\$ Estimate money saved from having project in place (cost avoidance study).
 Local taxpayers	<p>Fees; taxes; quality of life; community stability</p> <ul style="list-style-type: none"> • A small investment now will avoid tragedies with enormous future costs • Your neighbors are participating • Project will provide safe and reliable infrastructure • Project will improve neighborhood safety 	<ul style="list-style-type: none"> \$ Show that similar projects have increased property values in other communities. \$\$\$ Point out savings from decreased flood risk and lowered insurance premiums. \$\$\$-\$\$\$ Share data from questionnaires, surveys, and comments from public meetings.
 Local business owners	<p>Regulatory predictability; economic impacts and efficiency; debt avoidance</p> <ul style="list-style-type: none"> • Project creates jobs • Good return on investment • Local economic drivers will be sustained • Project will bring new people to the area 	<ul style="list-style-type: none"> \$ Get data showing trends in population and employment so that you can explain how your project can contribute to economic development. For growing communities, your project can help sustain growth. Otherwise, your project can help retain and attract residents. \$\$\$ Estimate jobs and income that can be protected or created as a result of the project (economic income analysis).
 State and federal agency partners	<p>Quantifiable costs and benefits; reliable data; logical procedures</p> <ul style="list-style-type: none"> • Protecting our community is worth the cost • Doing Y will most likely result in Z • Avoidance of damage and expenses from natural hazards • Project increases safety of people and infrastructure 	<ul style="list-style-type: none"> \$ Get letters of support to demonstrate community buy-in. \$\$ Compare costs of different actions to achieve a specific goal. \$\$\$-\$\$\$ Estimate cost-effectiveness through a benefit cost analysis by comparing project costs (construction, administration, etc.) and project benefits (avoided costs, community improvements, etc.). \$\$\$-\$\$\$ Estimate positive impacts on amenities that people value even though they do not pay for them, such as health, clean air, and recreational opportunities.
 Foundations, philanthropists, impact investors	<p>Climate change impacts on people and the environment; obligations to future generations; equitable outcomes; environmental stewardship</p> <ul style="list-style-type: none"> • Climate change is threatening the world as we know it – we must act • Project improves racial and environmental justice • Project improves clean air and water, abundant wildlife • Project provides green infrastructure, alternative energy • Project is the right thing to do for future generations • Project supports neighborhood decision-making 	<ul style="list-style-type: none"> \$ Show how the project will benefit underserved individuals and neighborhoods. \$ Take compelling photos, organize site visits, get quotes from community members who will benefit from the project. \$ Show how the philanthropic investment will serve as a catalyst and be leveraged to secure additional funding. \$\$ Explain who will bear the costs and who will receive the benefits.