

DNR SURFACE WATER GRANT PROGRAM TIPS

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Discussion Topics

1. Surface Water Grant Program Overview + Grant Category Alignment
2. Application + Ranking
3. Wrap-Up

A scenic view of a lake surrounded by dense green forest, with a large rock formation in the foreground and a white text box overlay.

OVERVIEW + CATEGORIES

The Surface Water Grant Program offers competitive, cost-sharing grants for surface water protection & restoration.

State

Water Resources Account
\$6M annually

Federal

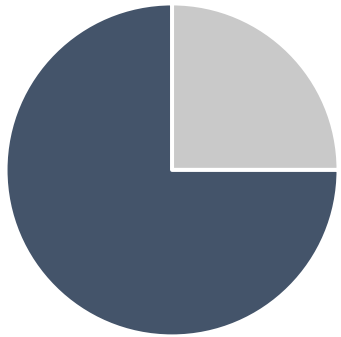
Clean Water Act
\$200,000 annually

→ for implementation
projects in watersheds with
9 Key Element Plans

FY24 Funding Allocation Breakdown

Rivers ~ \$285,000

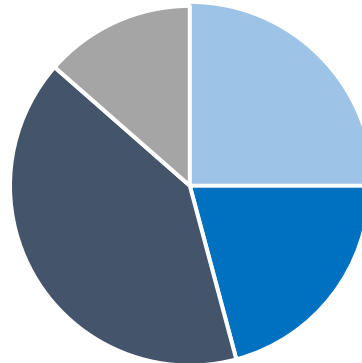
- 25% Planning
- 75% Management



■ Planning ■ Management

Lakes ~ \$1.2 M

- \$300K for HLR
- \$250K for LMPN
- 25% Planning
- 75% Management



■ Healthy Lakes & Rivers ■ LMPN
■ Management ■ Planning

AIS ~ \$4.5 M

- ~\$800K for CBCW
- ~\$750K for LMPN
- 40% Planning
- 60% Management



■ CBCW ■ LMPN
■ Planning ■ Management

Funding Source (estimated funding allocation) →	Rivers (\$285k)	Lakes (\$1.5M)	AIS (\$4.5M)
Category (maximum award) ↓			
Education (\$5k)	•	•	•
Surface Water Planning (\$10k)	•	•	•
Comprehensive Planning (\$25k)		•	
County Lakes (\$50k)		•	
Healthy Lakes and Rivers (\$1k)		•	
Surface Water Restoration (\$25k Rivers, \$50k Lakes)	•	•	
Management Plan Implementation (\$50k Rivers, \$200k Lakes)	•	•	
Ordinance Development (\$50k)		•	
AIS Prevention (\$24k)			•
AIS Early Detection and Response (\$25k)			•
AIS Population Management - Small (\$50k)			•
AIS Population Management - Large (\$150k)			•
AIS Research and Demonstration (\$500k)			•
Land Acquisition (\$50k Rivers, \$200k Lakes)	•	•	
Wetland Restoration Incentive (\$10k)		•	

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Surface Water Management (\$50k Rivers, \$200k Lakes)			
Wetland Restoration Incentive (\$10k)			

Section 1: Ecosystem Type
Pre-application

This project primarily focuses on (select one):

☐ Lakes
☐ Rivers
☐ Wetlands
☐ AIS

Section 2a: Application Type (check one)
Pre-application

Education and Planning Grants:

- ☐ Surface Water Education
- ☐ Surface Water Planning
- ☐ Comprehensive Planning for Lakes & Watersheds
- ☐ County Lake

Surface Water Management Grants:

- ☐ Surface Water Restoration
- ☐ Management Plan Implementation
- ☐ Ordinance Development
- ☐ Fee Simple Land Easement & Acquisition
- ☐ Wetland Restoration Incentive

Aquatic Invasive Species (AIS) Grants

- ☐ AIS Prevention
- ☐ AIS Population Management
 - ☐ Large-scale
 - ☐ Small-scale
- ☐ AIS Early Detection & Response

Note: For Clean Boats, Clean Waters Grants use [Form 8700-337](#)

Lake Monitoring and Protection Network use [Form 8700-284L](#)

Healthy Lakes and Rivers Grants use [Form 8700-035](#)

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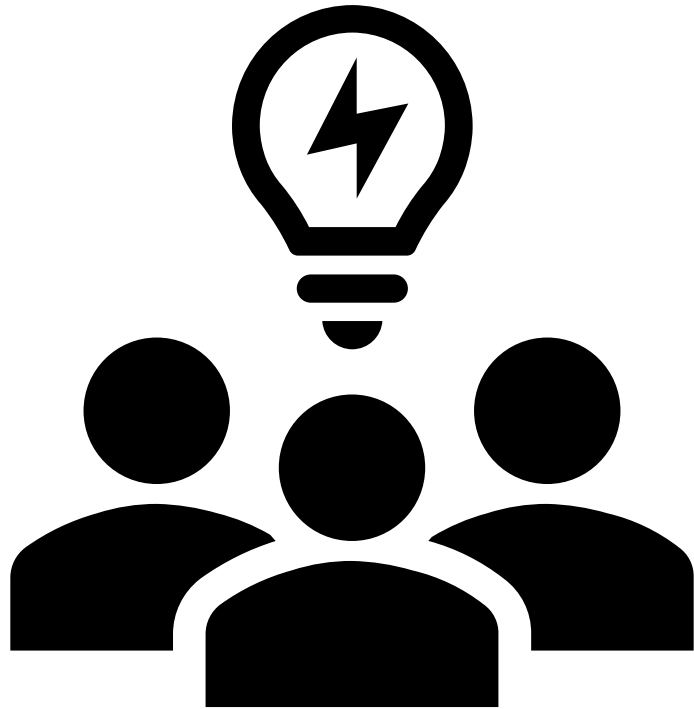
Which category?

1. Read “Grant Project Type” summary sheets in Guidance.
2. Review category ranking sheets in Guidance.
3. Discuss with Regional DNR Biologist.



APPLICATION + RANKING

An idea...



- Where did the idea originate?
- How well thought out is it?
- Have you vetted the idea? Are others on board?
- How much funding or labor will it require?
- Does it fit within a Surface Water Grant category?
- Will your application be competitive?
- Does it fit within another grant program or are there other ways to raise funds for the project?



Collaborative management thrives on partnerships.

- UW-Extension Lakes
- Wisconsin Lakes
- WDNR
- Counties
- RC&Ds
- Farmer-led groups
- Land Trusts
- Non-profits
- Grass roots groups

Grant Writing Process



Step 1: Develop a project

Step 2: Brainstorm what, how, and why

PROPOSED PROJECT

WHAT do you intend to do with the grant?

MAIN ACTIVITIES

HOW will you accomplish the project and meet your goals?

INTENDED OUTCOME

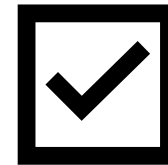
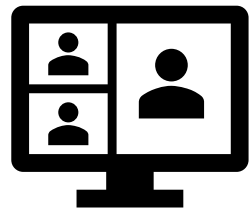
WHY are you doing the project? What big-picture positive impact will it have?

Step 3: Review and refine

Step 4: Write

Pre-application Meetings

- Request a meeting or feedback from Regional DNR Biologist
- Bring specific questions
- Seek constructive feedback
- Verify category alignment



Ranking Sheets

RANK YOUR OWN
APPLICATION

- Make sure to look at the ranking sheet for the grant category you are submitting to in the Guidance.
- Each criteria should be addressed within activities or prompts in the application.

APPENDIX A: APPLICATION RANKING SHEETS

The ranking sheets in Appendix A present the criteria ranking teams will use to assign funding priority to the applications submitted for consideration for a Surface Water Grant.

SURFACE WATER EDUCATION

\$5,000

Applicant Name:

PROJECT SCORE

Applicant Name

0

Project Title:

Project Title

Ranker ID:

Ranker ID

1. Project Impact (40%)

The degree to which a project will enhance knowledge and understanding of surface water, aquatic ecosystems or AIS.

Additional tips:

Higher scoring projects will share specific and targeted information designed to increase engagement or change behavior (e.g. efforts to reduce erosion, establish native plants).

Education is linked to intended outcomes, e.g. behavior change or ecosystem benefits.

Describes performance measures to evaluate the reach, utility, or other aspect of the educational effort.

Effort should employ existing program-approved communication tools if they exist (e.g. AIS signage).

Comments:

0-7 points

SCORE

HWHQW in Ranking Sheets

- Management Plan Implementation + Surface Water Restoration
 - Referenced in Project Impact criteria

Activities occurring in a high priority area or watershed; e.g., addresses documented impairment, benefits or protects High-Quality Waters.
Directly benefit (enhance, restore, protect) the habitat of aquatic or nearshore species with a special conservation status, or is in or adjacent to a state natural area, O/ERW, sensitive area, critical habitat area, or another area of special natural resource interest.

- County Lake
 - HWHWQ is the focus of this category!
 - Must be a County to apply.

**REVIEW OTHER CRITERIA:
COMPLEMENTARY MANAGEMENT
APPROPRIATENESS AND NEED**



WRAP UP

The next time you think about applying for a surface water grant . . .

1. Make sure your project aligns with the grant category.
2. Brainstorm and collaborate early.
3. Your application should tell a story.
4. Make the most of pre-application meetings.
5. Put yourself in the head of a ranker.

Surface Water Grant Cycle Timeline

May 1	Grantees Confirm Organization Eligibility (if needed)
June	DRAFT Updated Guidance Public Notice
September 15	Pre-applications Due
November 15	Final Applications Due
December – January	Grant Ranking
Early February	Grant Awards Announced
March 15	Start of Grant Period
April 15	Grantees Deadline to Return Fully Executed Grant Agreements

General INFO



Removing an Aquatic Organism Passage Barrier – Trout Unlimited

WEBSITE

- <https://dnr.wi.gov/Aid/SurfaceWater.html>

GENERAL QUESTIONS

- DNRSurfaceWaterGrants@Wisconsin.gov

GOV DELIVERY BULLETINS

- [Wisconsin Department of Natural Resources \(govdelivery.com\)](http://WisconsinDepartmentofNaturalResources.govdelivery.com)

Surface Water Grant Program Managers

- Jen Jefferson
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Questions?

Thank you for helping protect and restore our state's surface waters!