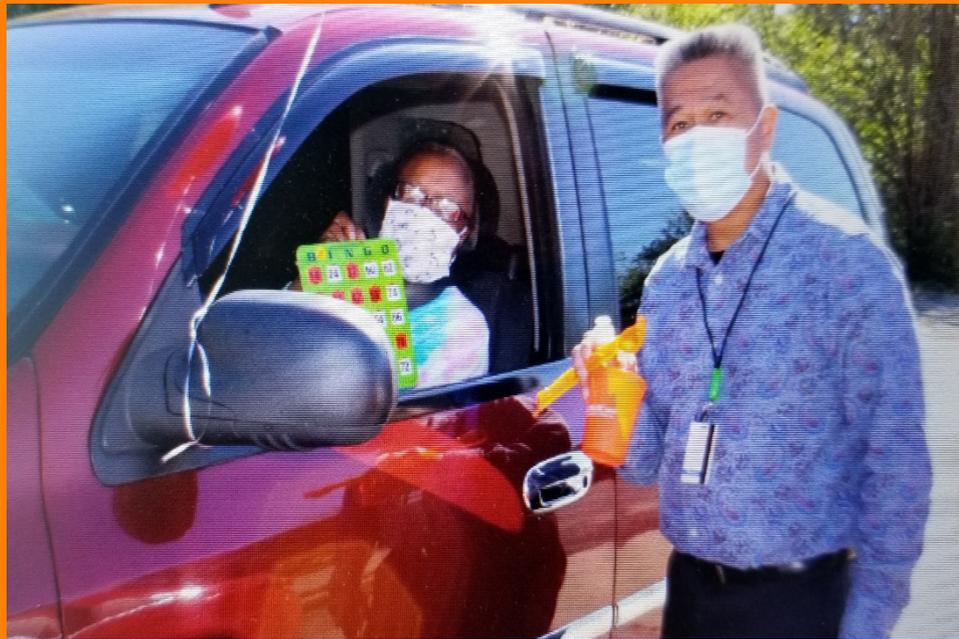


# Telling and Selling the Story



# Tell the Story – Sell the Story

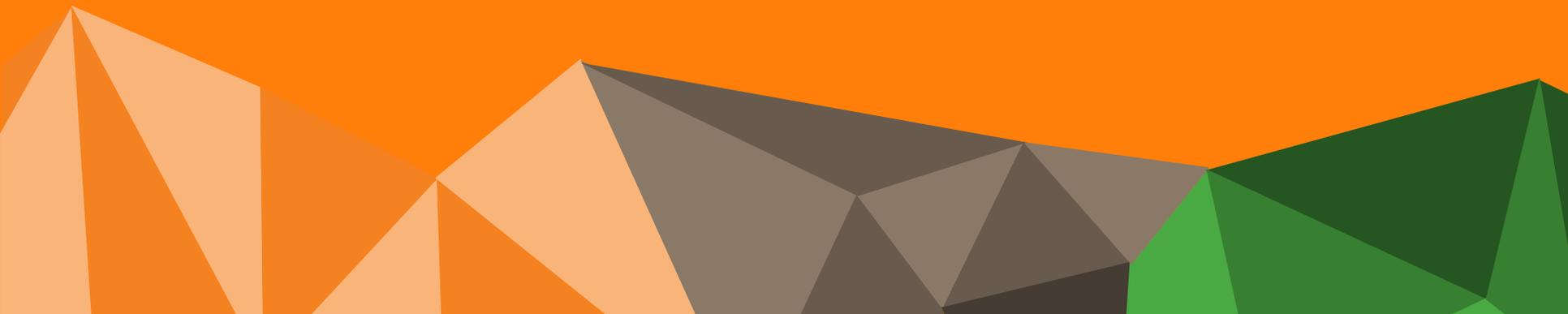
- Keep the focus on people
- State how the identified need impacts LMI persons
- The proposed improvements should address identified resident needs

If a community has cracked sewer lines, and the treatment plant is over capacity due to infiltration, how does this affect the residents? CDBG grants are to solve people problems, not municipal problems.

# Tell the Story – Sell the Story

- When describing the problem, quantify the need to the greatest extent possible

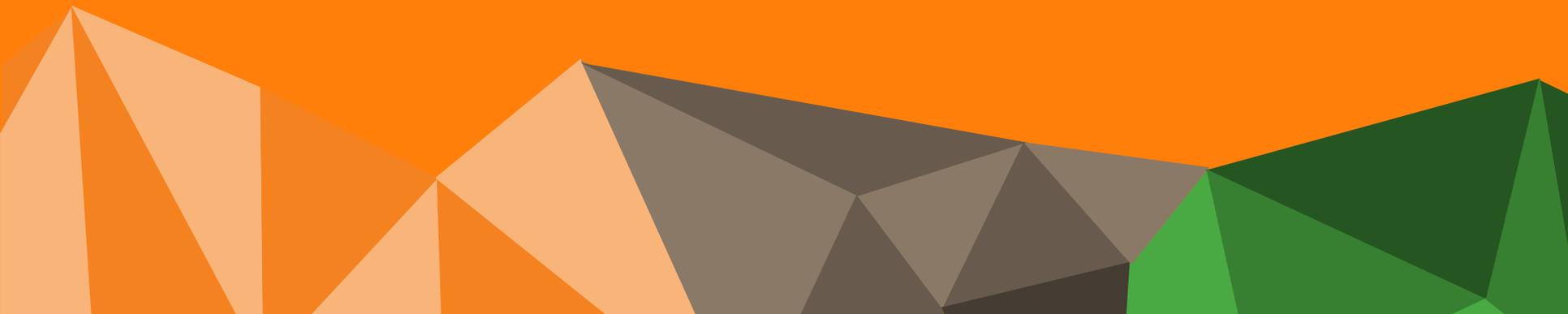
“There are 46 households in the target area who are not served by city sewer and whose septic tanks are malfunctioning because of poor soil conditions and small lot sizes.”



# Tell the Story – Sell the Story

- Use information that is easy to understand and has been sufficiently documented

“According to the local Health Department the coliform counts in these wells has measured X which is a definite indication of contamination.”



# Tell the Story – Sell the Story

- Give a clear rationale of why this is the best solution to the problem affecting residents

“...the average income of these households is X and the high cost of drilling a deep well precludes these people from correcting the problem themselves. In addition, the lot sizes are so small that even if there were funds available to replace the septic tanks, they would not work anyway.”

# Tell the Story – Sell the Story

## ALWAYS DOCUMENT YOUR NEED

- Letters from residents
  - Form letters or pre-typed letters not best practice.
  - Include name and street address
- Third Party Letters
  - Letter from the Fire Chief
  - Letter from the Health Dept.
  - Mental Health Directors
  - AAA Directors
  - Building Inspectors
- Know the difference between letters of documentation and letters of support

# Resident Letter of Documentation

May 20, 2021

To whom it may concern,

I am writing this letter in regards to the critical needs of the people who live in Sherwood Subdivision. For years we have been having problems with the septic tanks here. They are 20+ years old and are in bad need of repair. Some are leaking, some are broken beyond repair. I have spent \$550.00 on repair and pumping on 12-27-19.

The intake baffle had to be replaced and the waste was backing up in the house. Thank God for Allgood Septic Service in Statham, Ga. who help us get it repaired and running smoothly again. My other neighbors are having a lot of the same problems with theirs as well.

We are in critical need of a public sewer system in our neighborhood. Some of the septic tanks are 20, 30 and 40 plus years old. Some of my neighbor tanks are running over and all this waste is going into the water systems. As you know this can cause serious health risk to our community.

I recently purchased another lot adjoining my home here in Sherwood Lot 498.

I planned to build a house on that lot but upon inspection of the land I found that water was coming from vacant lots 445 and 455. This was forming a swamp that stands for days smells like sewage and breeds mosquitoes.

I have concerns about my grand-children and neighborhood children that may play in the water and become sick. With summer coming and mosquito born diseases I fear for them all.

We are in desperate need for a public sewer system to make our community safe for ourselves as well as our children. Can you please help us?

Thank you so much for your time in reading my letter.

Sincerely,

phone: 706 795-9864  
cell: 731 780-8416

Reby Markunas  
406 Hillwood Dr.  
Danielsville Ga. 30633

# Fire Department Letter of Documentation

If you are claiming the need for additional fire protection, the third party letter from the Fire Chief should express detailed knowledge of the target area, any fires that have occurred, any problems encountered while responding to calls, and the results of any hydrant pressure tests completed in the target area. The third party letter should be supported by a fire coverage map.

# Example of Fire Coverage Map



# Health Department Letter of Documentation



Madison County Health Department  
1424 Hwy 98 W  
PO BOX 26, Danielsville, GA 30633  
Office: 706-795-2131, Fax: 706-795-2632

June 2, 2021

Ms. Kimberly Carter, EDFP  
Director, Division of Community Finance  
Georgia Department of Community Affairs  
60 Executive Park, South, NE  
Atlanta, Georgia 30329

Re: City of Danielsville  
FY 2021 Community Development Block Grant Application  
Sherwood Forest Neighborhood Revitalization: Phase I Sanitary Sewer Improvements

Dear Ms. Carter:

- Since beginning my tenure in 2016, the Madison County Health Department has received, and continues to receive, numerous complaints regarding failing septic systems in the Sherwood Forest Neighborhood. Inadequate lot size, soils poorly suited for onsite sewage management, and poor drainage cause aging, substandard and/or improperly installed septic systems to continuously fail and seep into neighborhood streets and adjacent properties.
- Most lot sizes, particularly those on Sherwood Drive and Sherwood Circle, are less than the Madison County Department of Public Health minimum standard of 0.6 acres for septic tank installation. Average lot sizes on Sherwood Drive and Sherwood Circle, the oldest and most densely populated areas, are 0.48 acres and 0.43 acres, respectively.
- While inspection records were not mandated and are often unavailable for septic tanks installed prior to the 1990s, installation and inspection reports for homes in this area evidence the *urgent need for public sanitary sewer*. The availability of this basic public infrastructure is critical to eliminate the severe public health and safety threats posed by failing private septic systems.
- Further, should septic systems with unsuitable soils fail, any repair would likely incur a forced, expensive cost to citizens for a temporary alleviation. At the worst, should systems fail with small lot sizes fail with no room for repair, the family would effectively be evicted to stop prohibited discharge from the septic system as no repair would be possible.

Safe, reliable public sewer is the first step toward revitalizing this declining, at-risk neighborhood. Please contact me if I may provide additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Evander Baker', is written over a horizontal line.

Evander Baker  
Environmental Health Specialist

# Tell the Story – Sell the Story

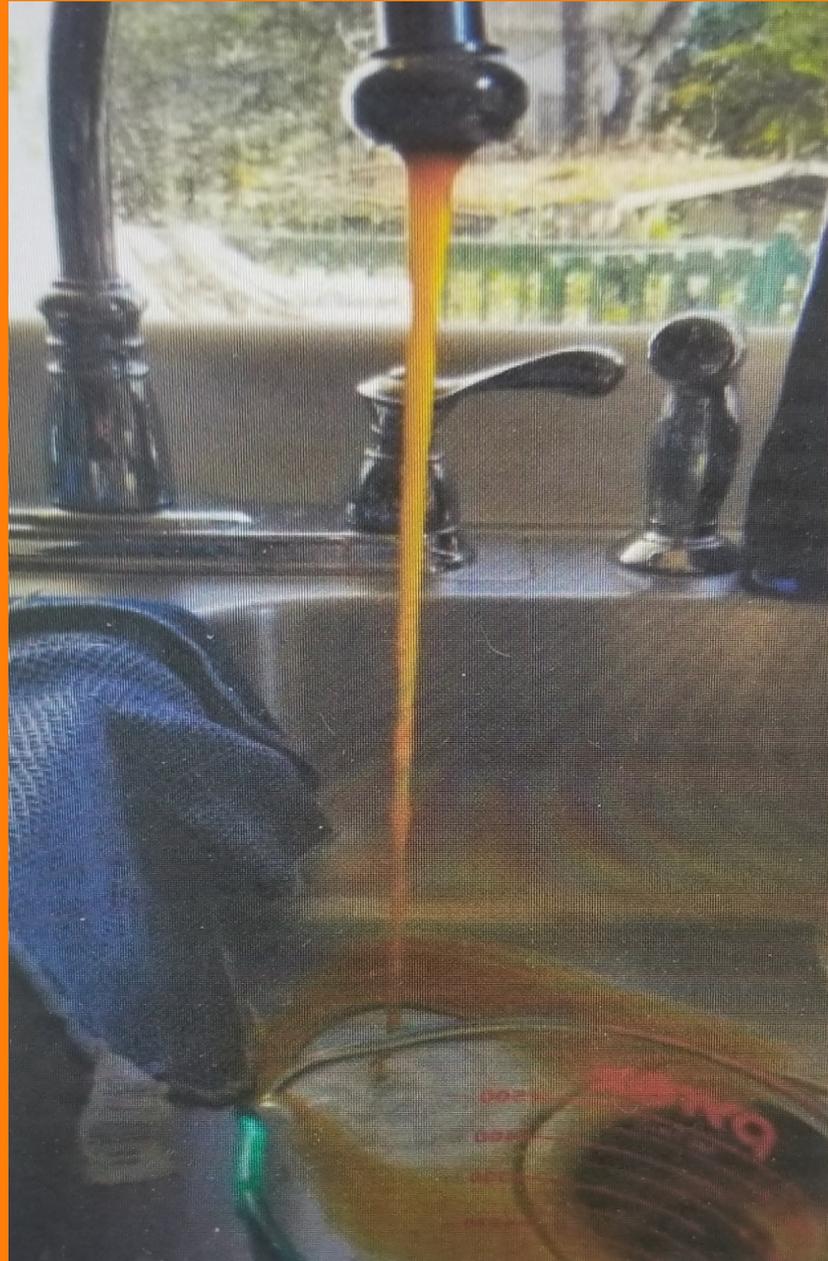
- Photos
  - Quality photos are your best seller!
  - Identify location of photos (address, map)
- Supplemental Documentation
  - News Reports
  - Work Orders
  - Pressure Tests
  - Third Party Testing
  - Reports and/or Consent orders from EPD
- NOTE: Make sure the documentation is relevant to the project!

# Water Photo Documenting Need

Be sure to list date photo was taken, a brief description of photo, and address.



# Water Photo Documenting Need



# Water Photo Documenting Need



# Water Photo Documenting Need



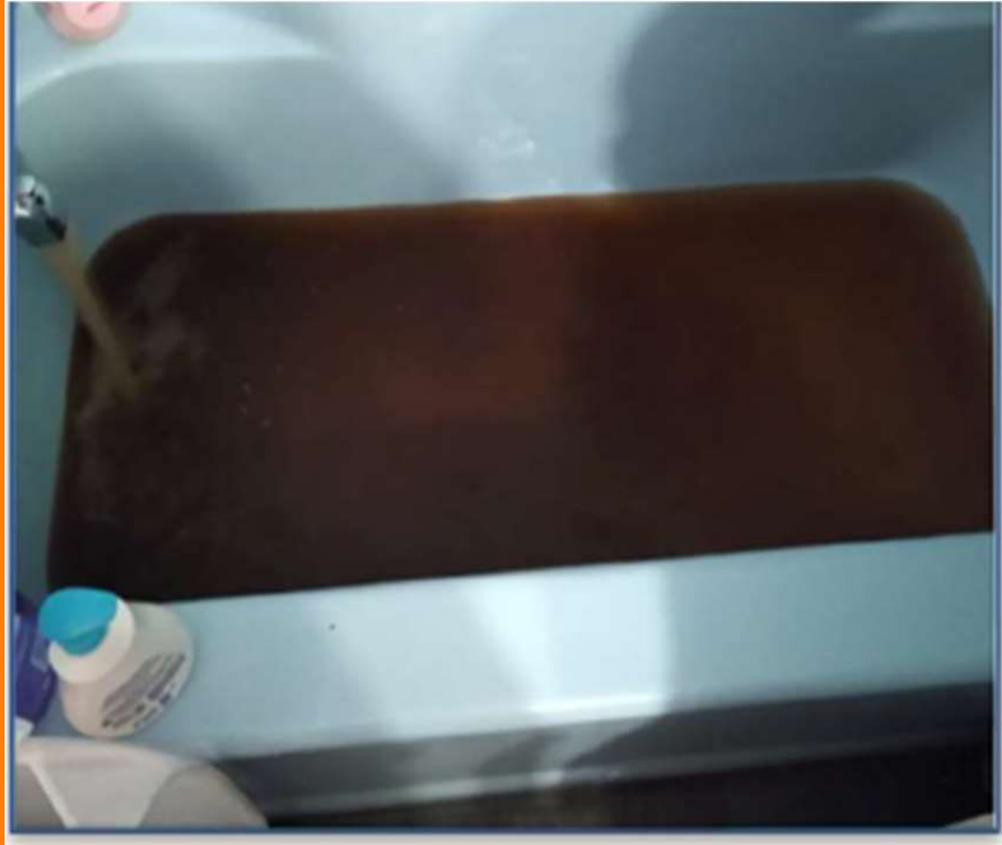
# Water Photo Documenting Need



# Water Photo Documenting Need



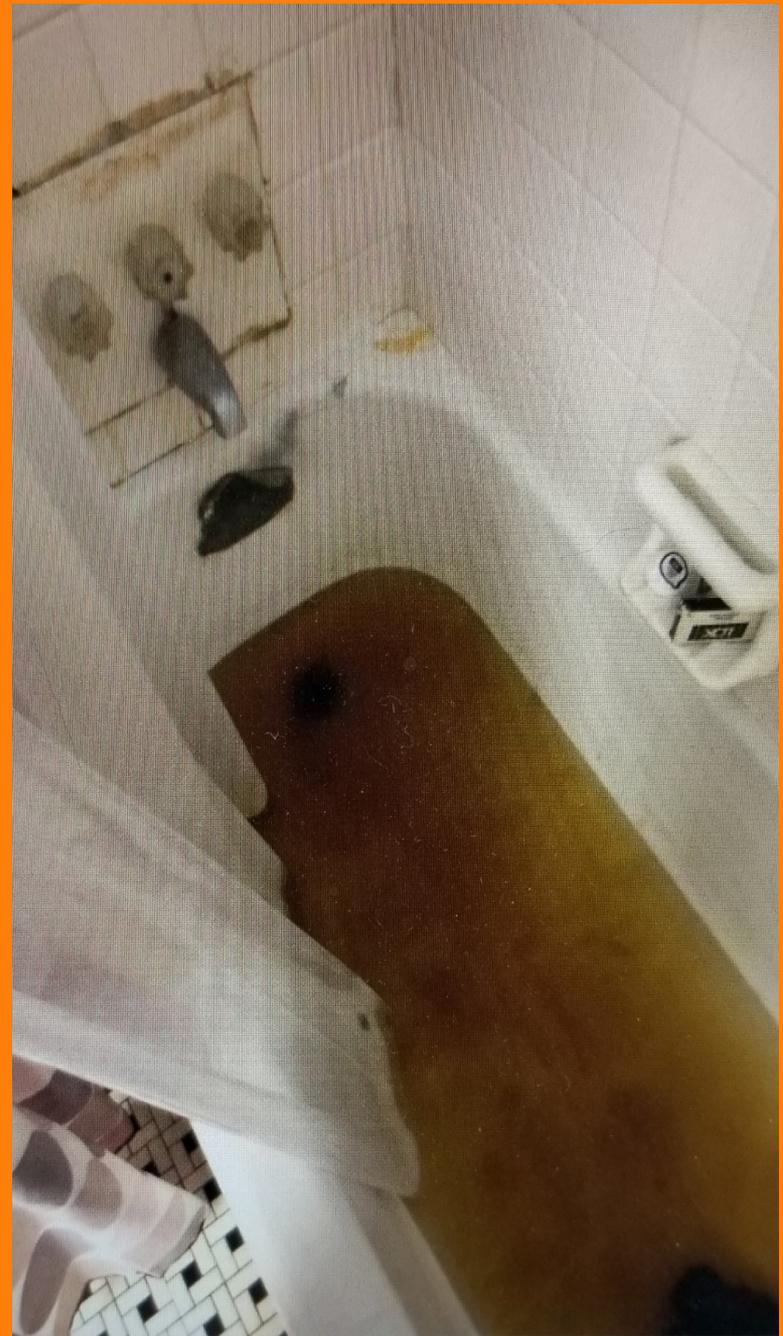
# Water Photo Documenting Need



# Sewer Photo Documenting Need



# Sewer Photo Documenting Need



Photos can be used to document low pressure at hydrants for claims for additional fire protection or at homes for low pressure claims affecting residents.



# Streets and Drainage Photo Documenting Need



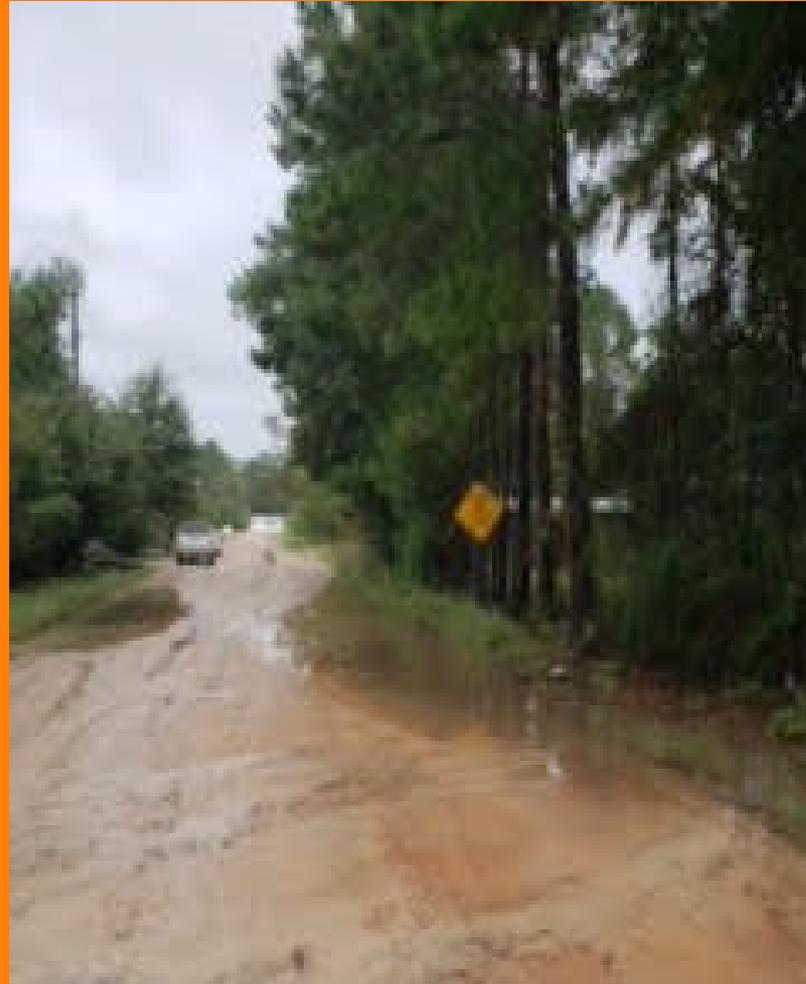
# Streets and Drainage Photo Documenting Need

Remember to  
list date photo  
was taken, a  
brief  
description of  
photo, and  
address.

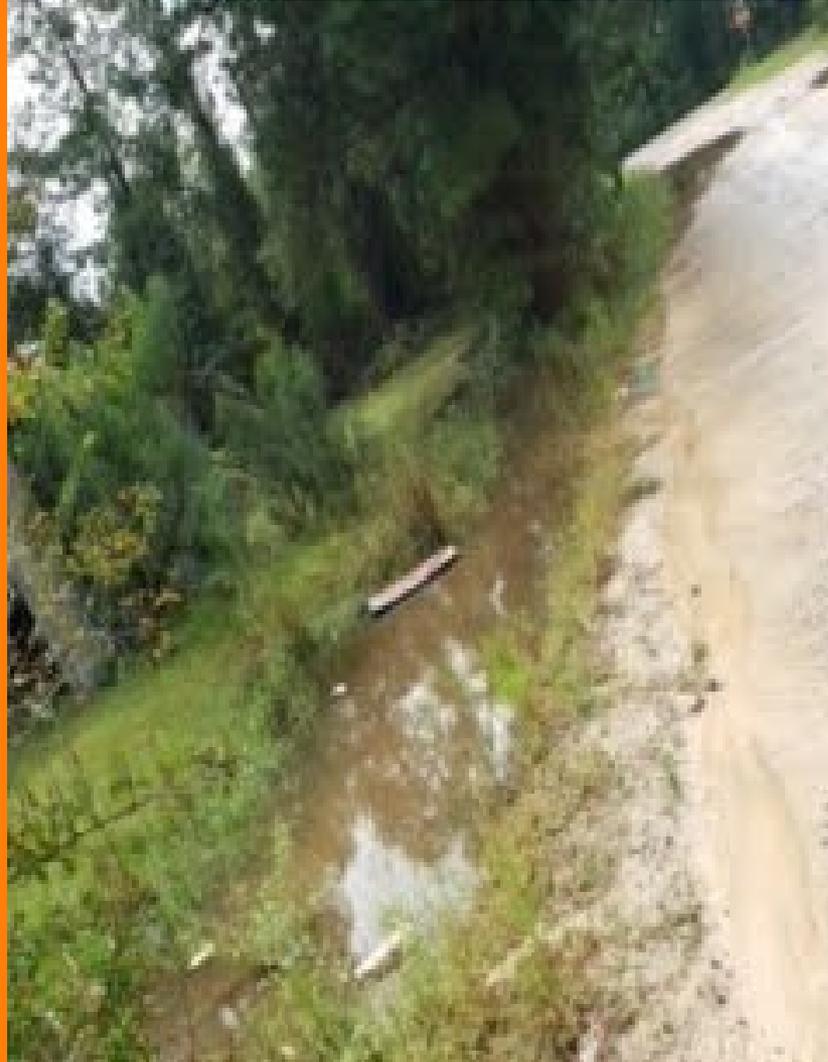


# Streets and Drainage Photo Documenting Need

Remember to  
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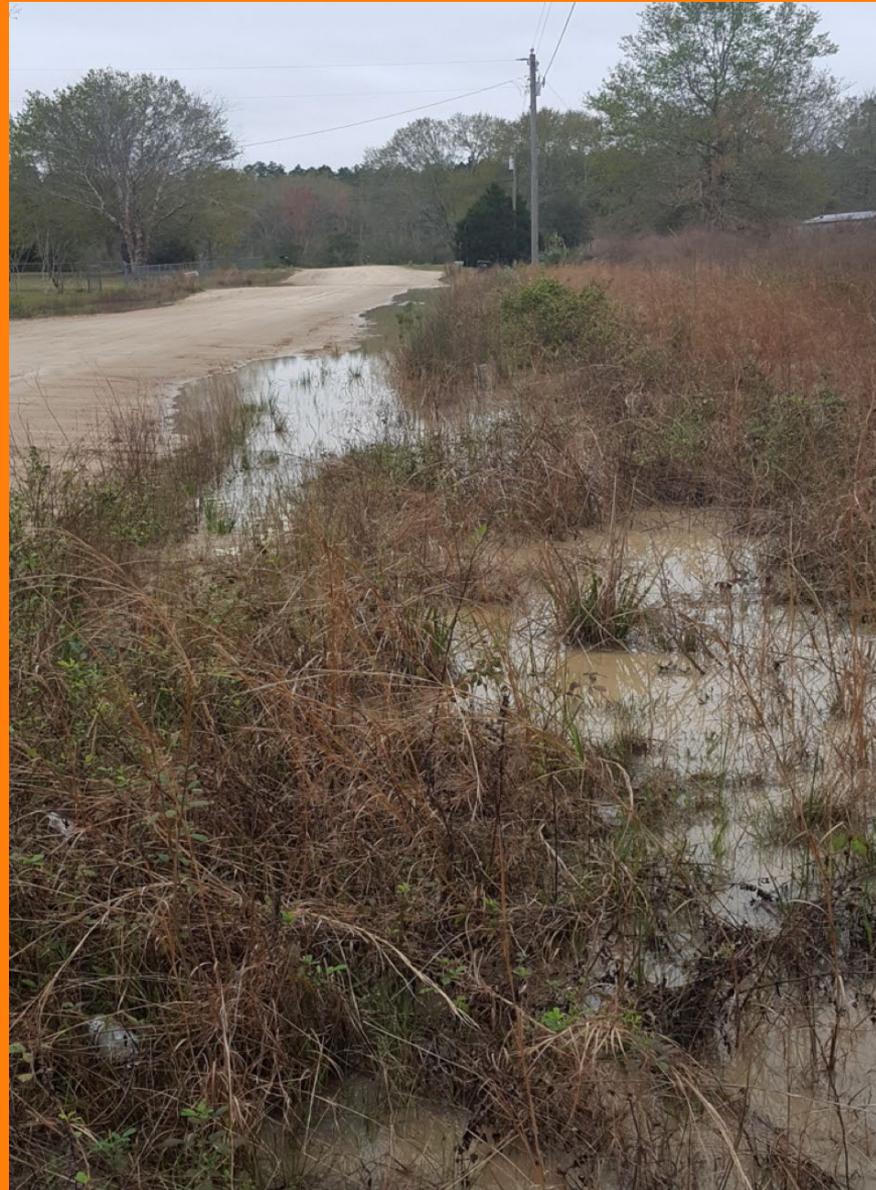
# Streets and Drainage Photo Documenting Need



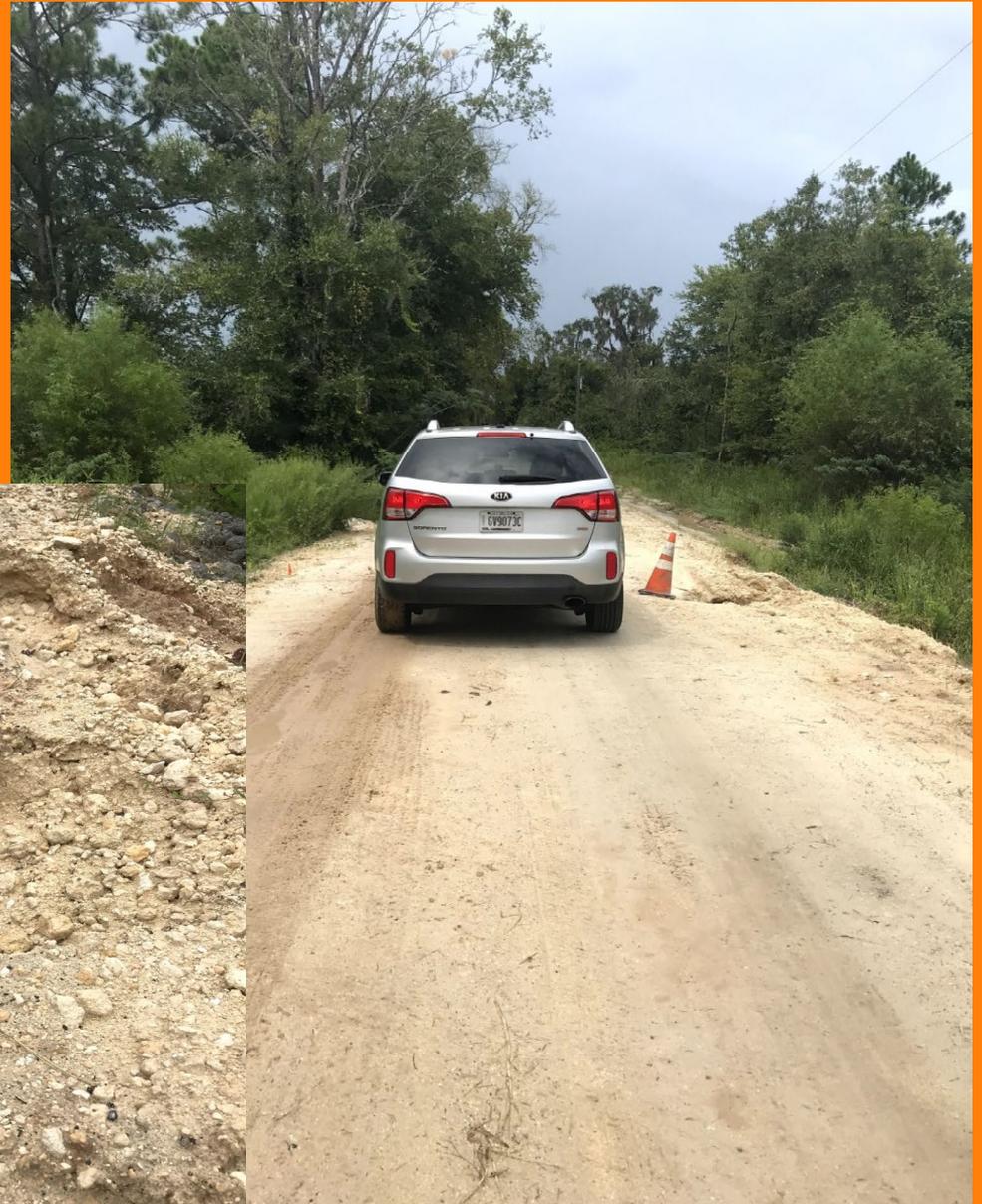
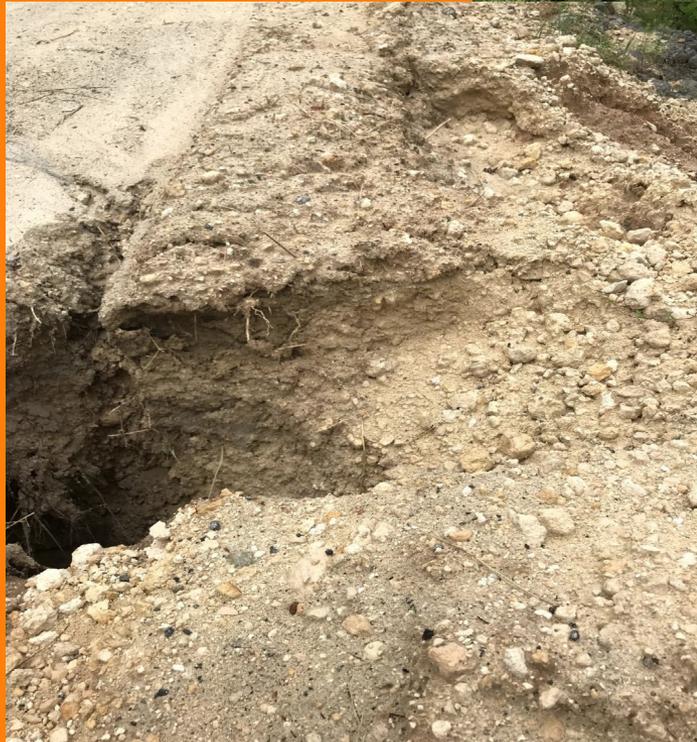
# Streets and Drainage Photo Documenting Need



# Streets and Drainage Photo Documenting Need



# Streets and Drainage Photo Documenting Need





# Streets and Drainage Photo Documenting Need



# Streets and Drainage Photo Documenting Need

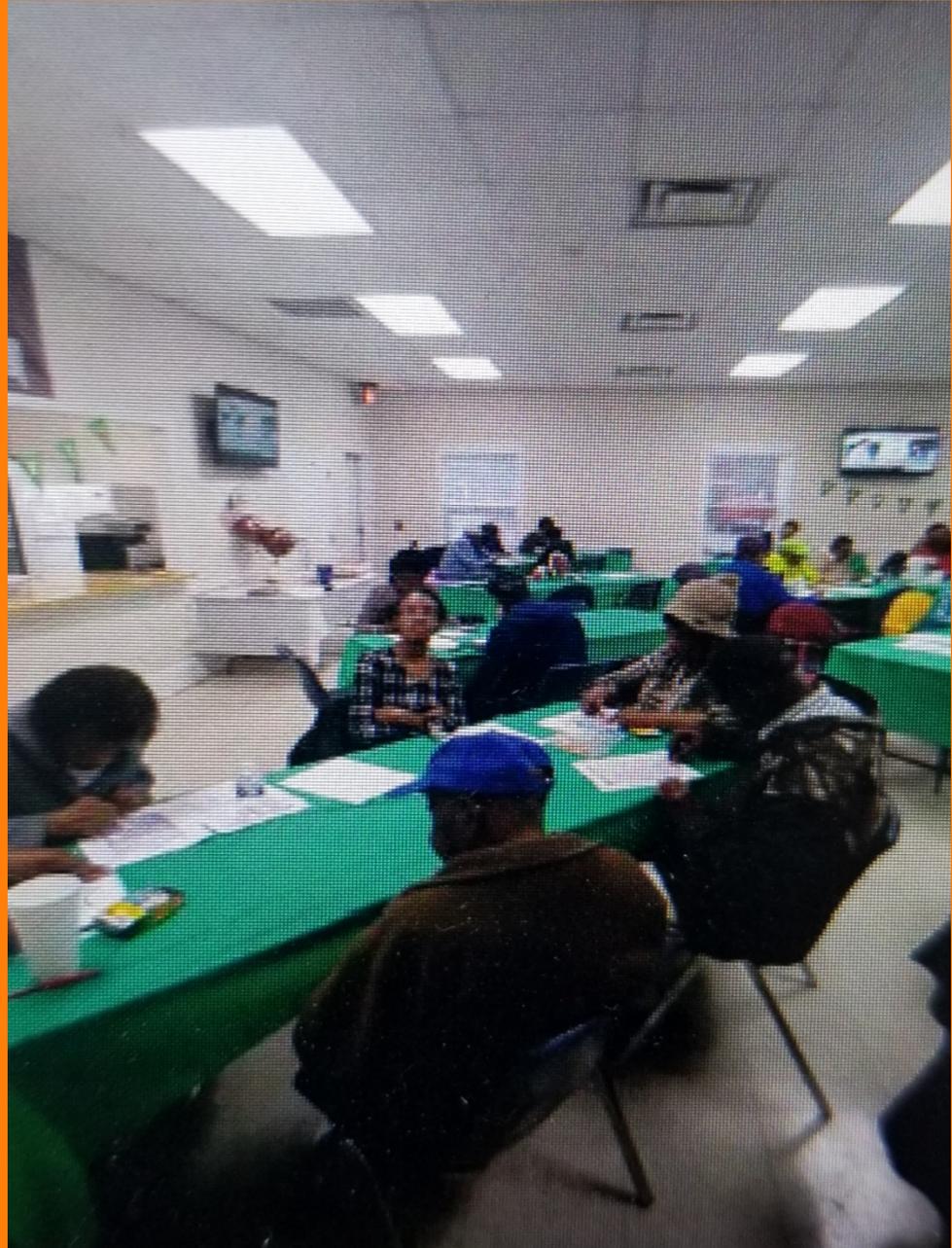




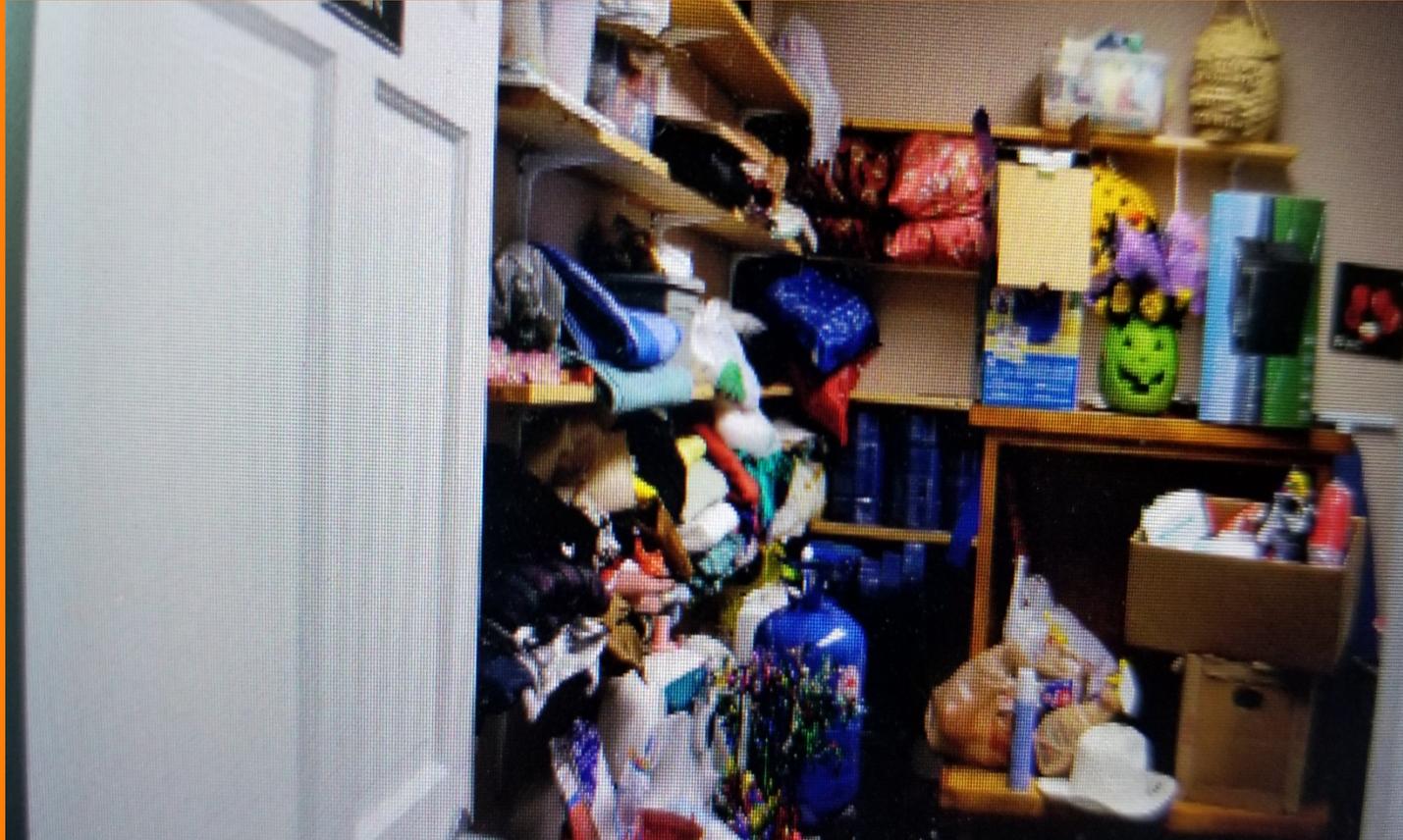
# Building Photo Documenting Need



# Building Photo Documenting Need



# Building Photo Documenting Need

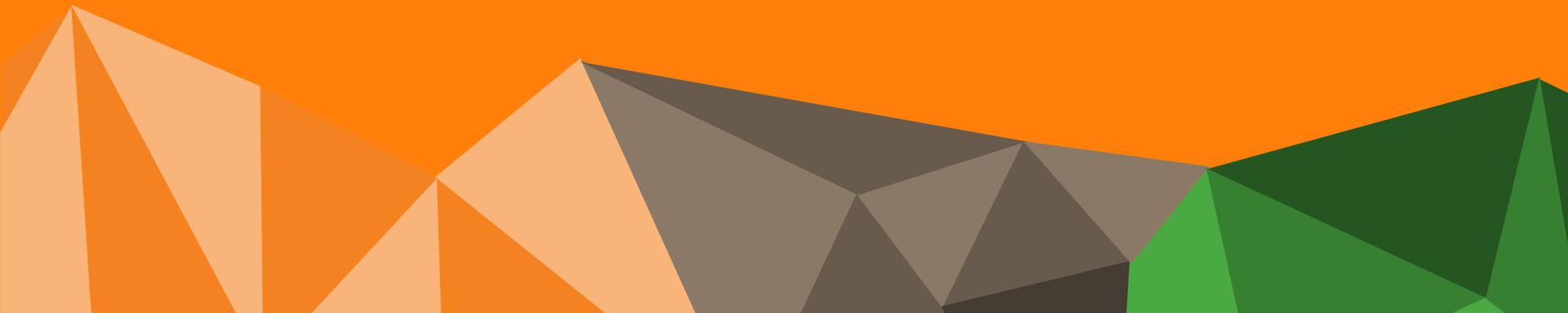


# Building Photo Documenting Need



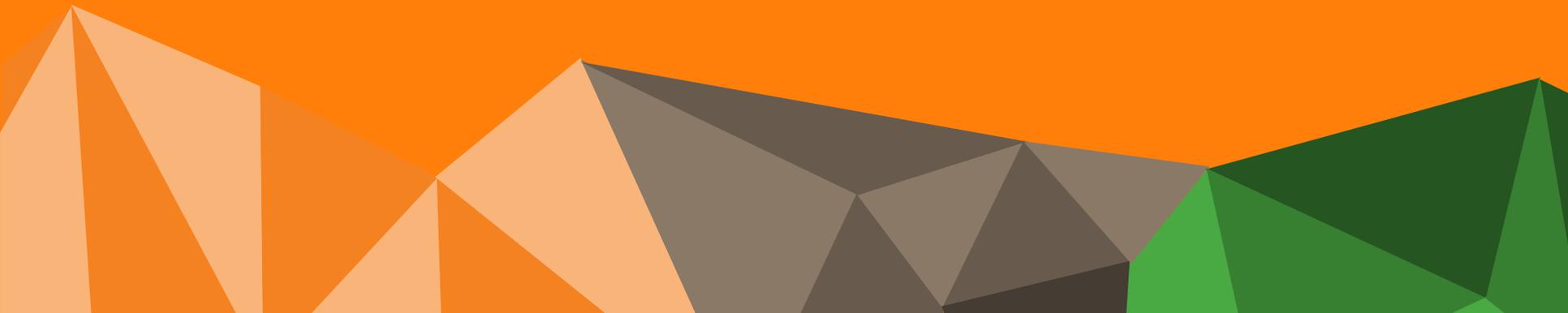
# Work Orders for Water/Sewer

- Work orders should include addresses, dates, and a brief description of the problem that was addressed. Work orders that only state “water work completed” or “sewer work completed” are not sufficient to document need.



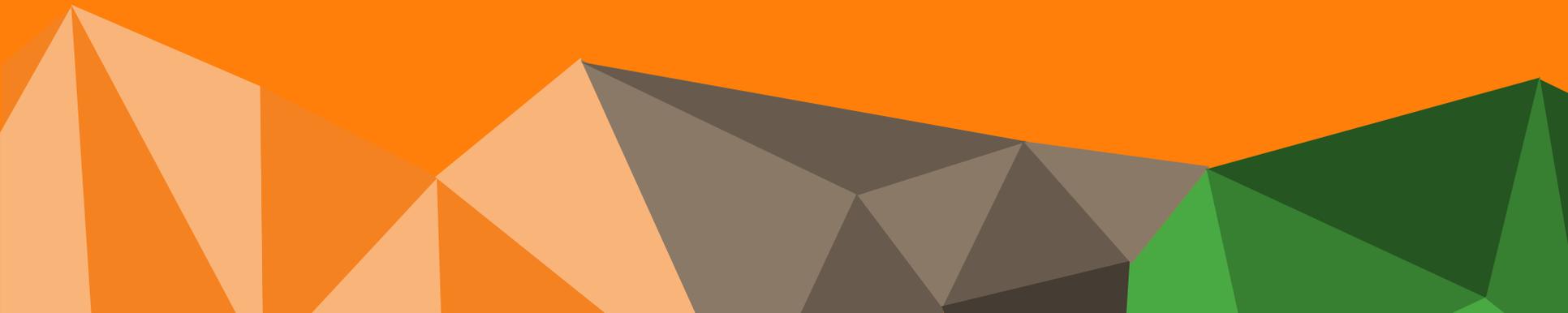
# Tell the Story – Sell the Story

- Make sure that your project proposal addresses the need identified.
- If the main problem is low water pressure, but resident letters also complain about quality, does the solution cover both problems?

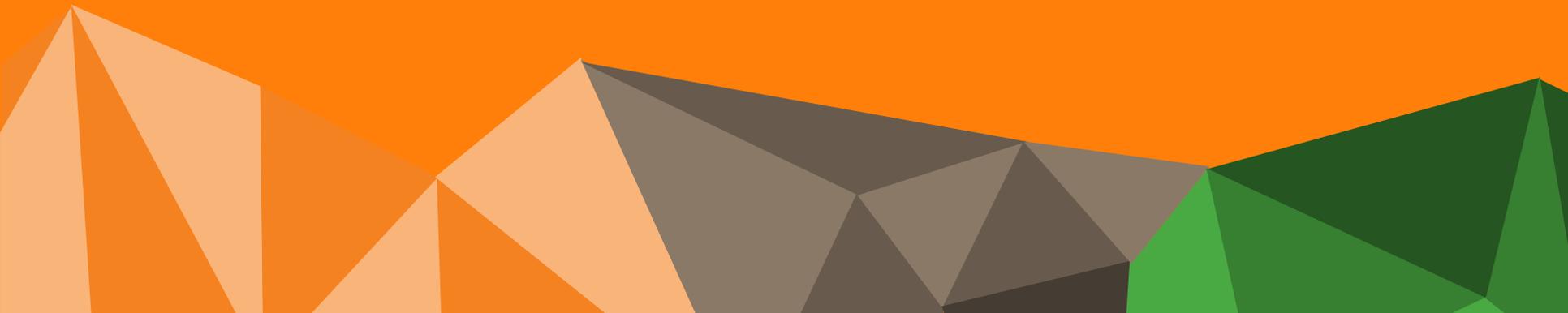


# Tell the Story – Sell the Story

- ❑ Avoid political pitfalls
- ❑ If the project overlaps jurisdictions, all sides must agree in writing to the application.



# Common Mistakes

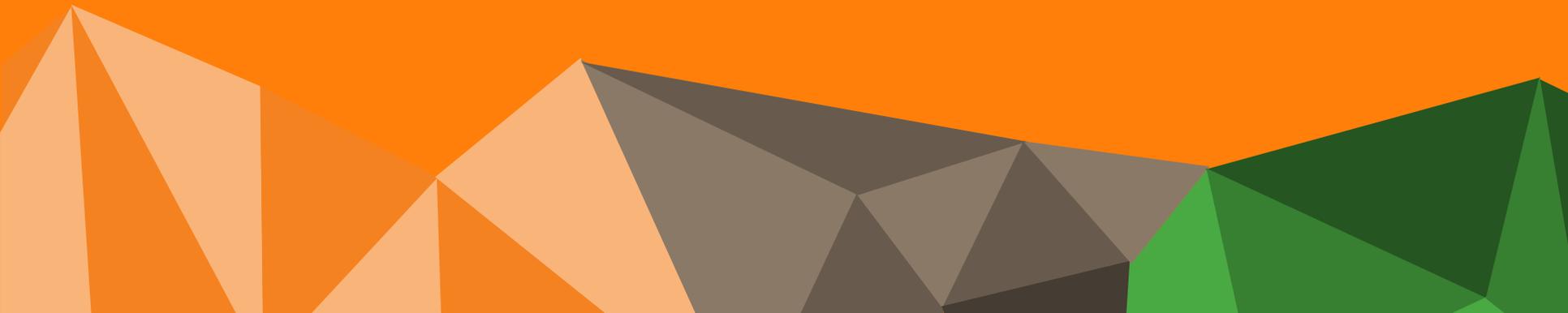


# Common Mistakes - Buildings

- ❑ Overcrowding is claimed but not documented.
- ❑ The changes that are being made appear to mainly benefitting the staff.
- ❑ DCA-6 states "Income and racial data was provided by the \_\_\_ Mental Health facility for all 600 clients." No other supporting documentation, no letter from the Mental Health director, no survey form and no income limits are provided.
- ❑ The PAR does not include an existing floor plan.
- ❑ No operation and maintenance letter, just a continued use letter.

# Common Mistakes – Buildings (continued)

- ❑ No third party letters included as documentation.
- ❑ The problems identified appear to be more of maintenance issues, especially with the exterior of the building.



# Common Mistakes – Water, Sewer

- ❑ Water quality is reported to be poor, with odor & color, but no photos of water discoloration are included. No photos of stained clothes or fixtures are included.
- ❑ Dashboard rates appear to be low. It looks like the County could raise rates to help pay for needed improvements.
- ❑ Photos didn't show any backup in homes. No contamination was documented.
- ❑ The application indicates 2 separate areas. Target area 2 does not meet LMI threshold. All TA's must meet standard.

# Common Mistakes – Streets, Drainage

- ❑ The application claims yard, street and home flooding, but has very poor documentation of any real need. We don't see significant street flooding and no yard flooding. We don't see any damage to homes.
- ❑ Cost per person is the highest, double the average cost per person, and does not document an extremely high need.

# Before and After



# Before



# After



**Good Luck!!!**

