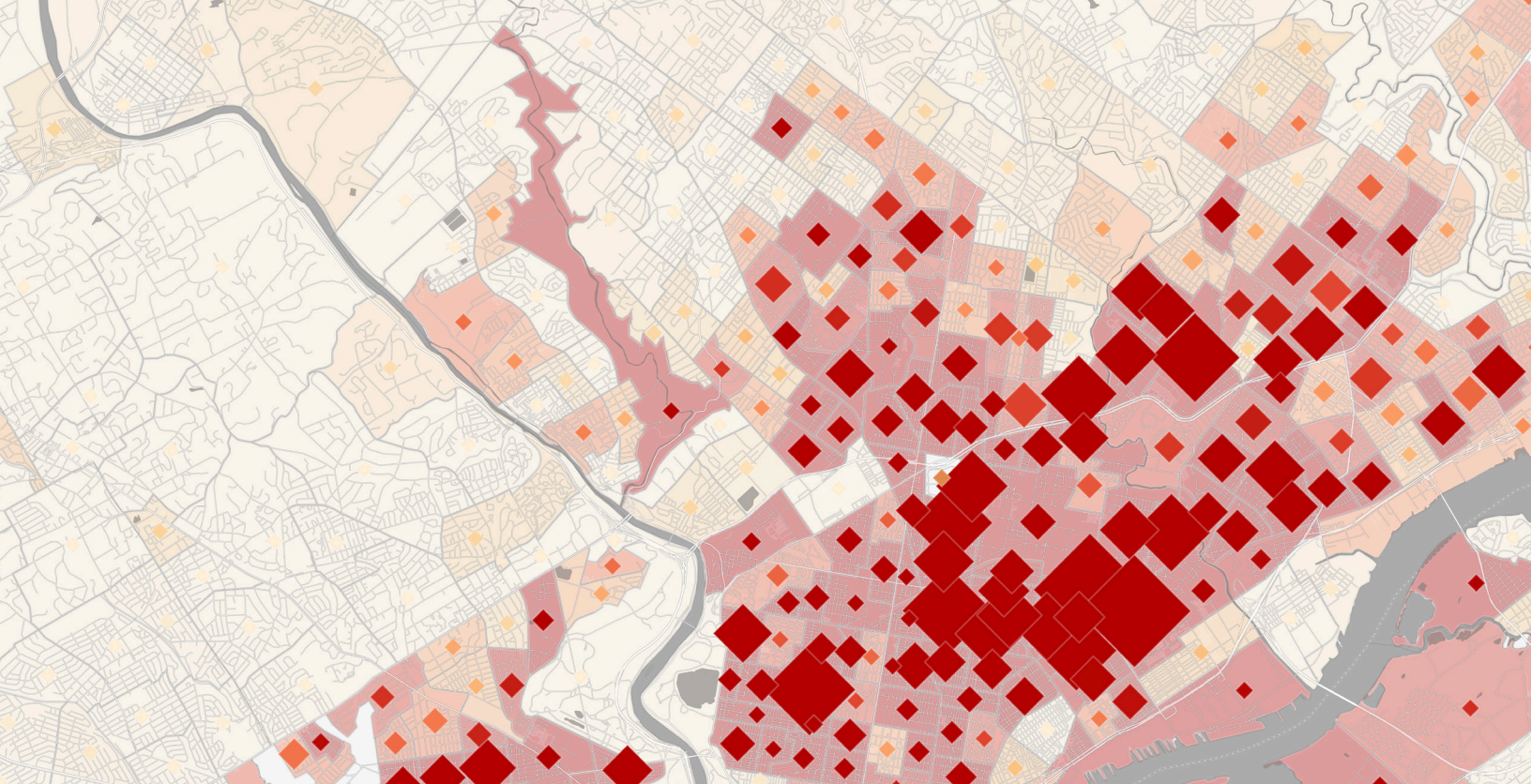


In Search of **Federal Funding for GIS**

A Guide for Finding and Securing Grants





How Grants Fund GIS

Sustainable government and nonprofit programs require a consistent flow of funding. That funding can come from several sources, including federal grant programs. But are there federal programs that fund geographic information system (GIS) technology, which governments have embraced for decades to better understand problems and improve service? **The simple answer is yes, GIS can be an eligible element of an overall funded program.** This means if you are searching for grants for GIS, you probably won't find them—just like you wouldn't find a grant strictly dedicated to funding any other technology. However, GIS technology is accepted and embraced as a part of grant submissions. In fact, there are several grant programs that have encouraged GIS and mapping as a part of the grant submission and approach. When applying for grants, you should incorporate GIS as a way to justify need, establish a data-driven approach, improve efficiency, measure performance, and meet reporting requirements.

In your grant applications, consider highlighting how GIS can support the following:

- Data-driven decision-making
- Stakeholder collaboration
- Modeling and design
- Real-time tracking
- Accountability and transparency
- Equity goals
- Public engagement
- Budget and resource allocation
- Innovative research
- Response and recovery efforts
- Operational effectiveness

Find Grants to Support Your Mission

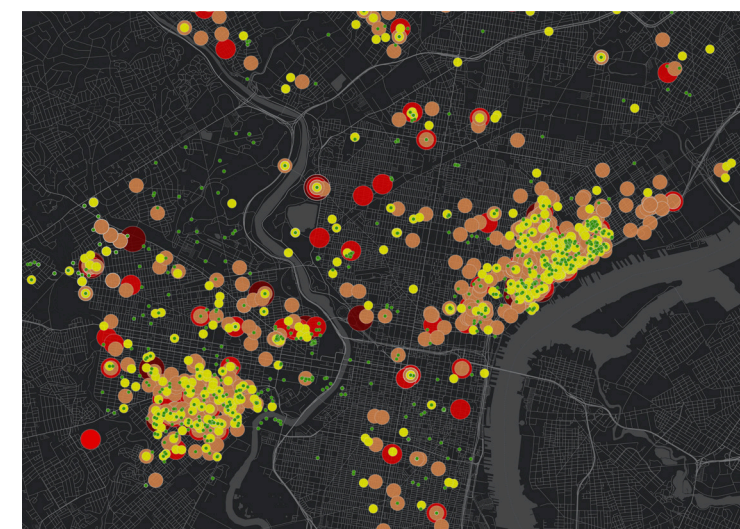
The key to finding federal funding is to seek grants that align with your work and support your mission. Federal agencies release funding because they see an issue that needs to be addressed at the local level. Therefore, start by identifying the challenges or problems you are trying to address within your community. Connecting your work to national priorities and themes will help you narrow the keywords and program searches and will help ensure there will be funding for the topics you're looking for.

Keep the Following in Mind:

- Many funding programs are announced annually.
- Understand the Notice of Funding Opportunities (NOFO) cycles.
- Apply to grants each year, as your program or project progresses.

How Grants Can Lead to an Enterprise-Wide Approach to GIS

Securing grant funding that supports your GIS investment can lead to massive opportunities for greater awareness and acceptance of GIS across your organization. Consider many of the cross-departmental initiatives you have that are also federal priorities. Challenges such as homelessness, infrastructure investment, housing, environmental impact, and equity require the support of multiple departments, such as public health, human services, public works, law enforcement, and planning. Consider whether a grant program can support an enterprise approach to GIS and result in more GIS access and adoption within more departments. Consider how a grant program can empower more staff with essential GIS capabilities such as data creation, field mobility, analysis, real-time awareness, civic engagement, and performance monitoring.



Pro Tip:

For example, if you are looking to improve traffic safety, you will find grants that support a wide variety of transportation safety areas ranging from wildlife corridor management to Vision Zero initiatives to rethinking traffic patterns. Don't limit yourself to one grant—consider applying for multiple funding sources from multiple agencies that are related to traffic safety.

Your Next Steps for Finding Federal Funding Resources

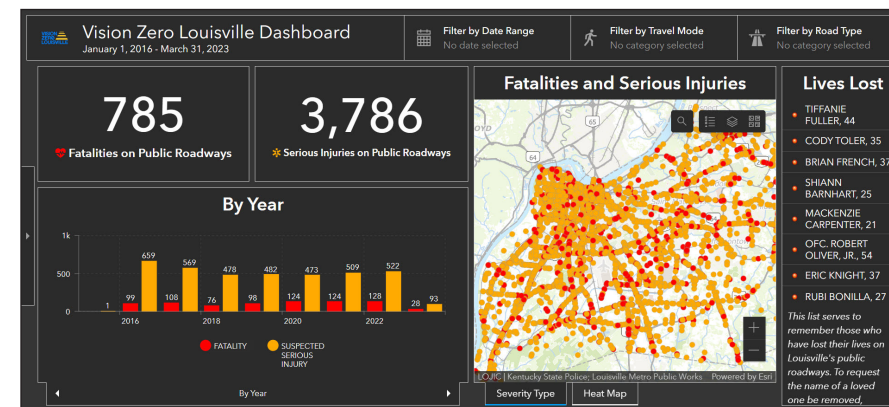
1. Identify your priorities: Start by first identifying the areas and needs that are supported by federal funding to narrow down the grants you can apply for. Looking at your communities' needs through a geographic lens allows you to identify areas that require immediate attention. This will help guide you when searching for funding opportunities.
2. Consider national initiatives: To secure grant funding, it is best to align your programs and projects with national initiatives. Associations such as the National Association of Counties (NACo) and National League of Cities (NLC) can provide insight into the patterns of awarded grants and what local governments are already applying for.
3. Visit grants.gov: The essential resource for finding and applying for federal funding opportunities is grants.gov. The website provides you with tools, resources, and insight into available grants for every discipline.
4. Watch our short video that walks you through this website: go.esri.com/grantsgov

“The mapping and analysis allowed us to apply with confidence and compete with larger jurisdictions with bigger budgets. GIS gives us an advantage to stand apart.”

—Chris Kohlmann,
Information Services Manager,
City of Dubuque

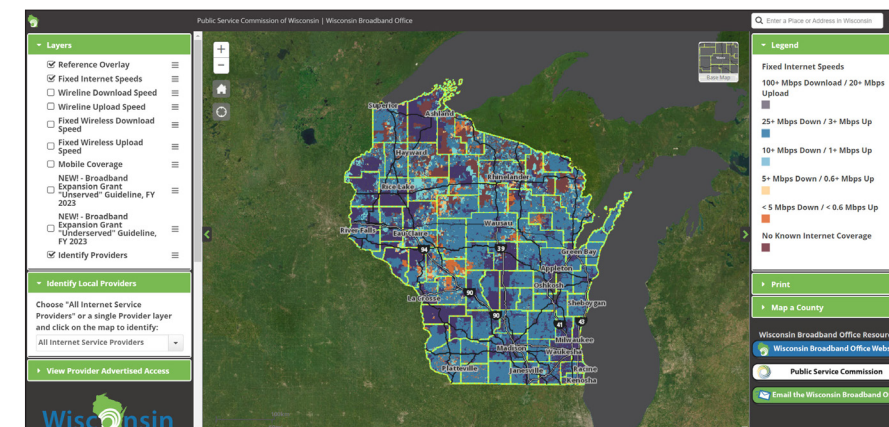
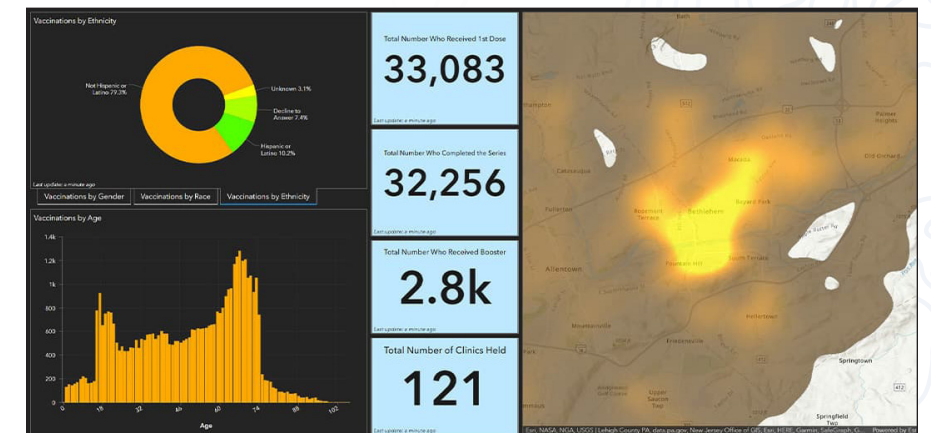
Organizations Achieve GIS Success with Federal Funding

Organizations are successfully applying federal funding to their GIS grants across a variety of disciplines. Review the work of leading organizations to learn how you can also apply federal funding to your GIS work.

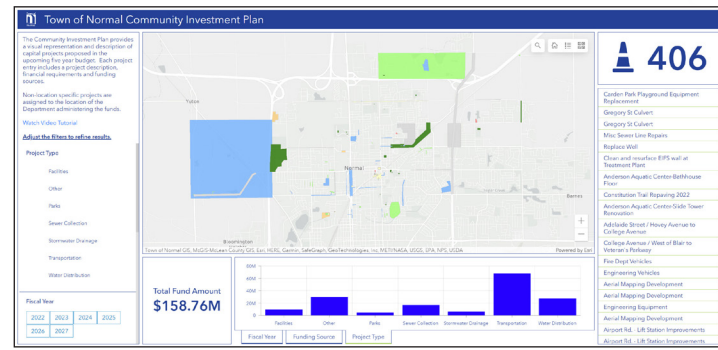


Louisville, Kentucky
GIS analysis helped Louisville earn a \$21 million implementation grant from the US Department of Transportation to complete priority safety projects.

City of Bethlehem, Pennsylvania
The City of Bethlehem Health Bureau leveraged COVID-19 federal funding to purchase GIS technology to ensure at-risk populations received assistance during the pandemic.



Public Service Commission of Wisconsin
The State of Wisconsin uses over \$100 million in federal funding to improve broadband affordability and adoption.



Normal, Illinois

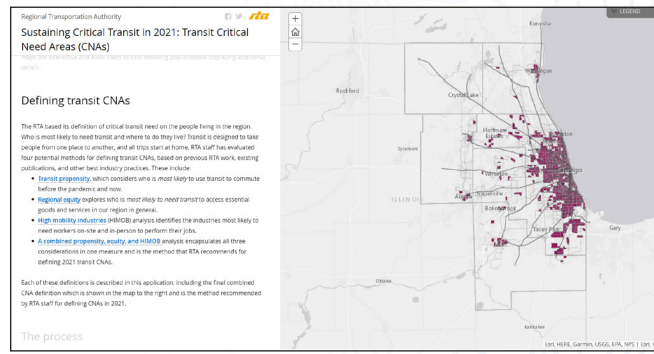
The town of Normal, Illinois, launched a dashboard to track and share progress on investment planning and infrastructure projects. Now residents and town leaders can see timelines, funding sources, descriptions, and locations of projects.

Don't Forget What GIS Can Do to Support Your Grants

Federal funding opportunities can help you close service gaps throughout your community. These gaps can be bridged by identifying unserved and underserved populations at the very point where people live, learn, and work. GIS can provide insights through demographic data, analysis, and maps to ensure that your funded projects do not leave communities behind but create opportunities for all to succeed. Leverage authoritative datasets via [ArcGIS® Living Atlas of the World](#) to understand demographics and socioeconomic factors and justify the need for funding.

Chicago Regional Transportation Authority

In northeastern Illinois, geographic information system tools are helping redefine transit services. Thanks to the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act, the Regional Transportation Authority (RTA) received and expedited distribution of more than \$1.4 billion in funding to cover regional operating costs to maintain service and offset lost revenues.



Establish a data-driven approach and improve efficiency

There is an acknowledgement that location brings a unique perspective to organize data and information and apply spatial thinking to provide new insights. Organizations have used GIS across disciplines and industries to better understand problems and drive real business value. As a result of integrating GIS, organizations have achieved increased accuracy, automated workflows, and improved efficiency of operations and decision-making.



City of Modesto

The City of Modesto, California received \$3.8 million in Emergency Solutions Grant funds from the CARES Act to help address homelessness.

Measure performance

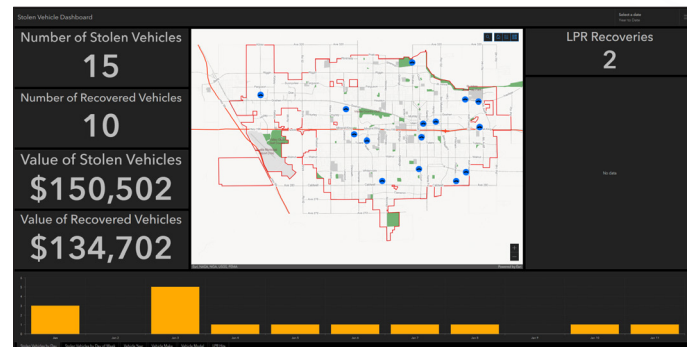
GIS technology can help you monitor funded efforts to ensure that funds are being distributed equitably. Maps and ArcGIS Dashboards track and analyze the distribution of funds and investments, enabling governments to present data in a user-friendly format and ensure transparency with their constituents.

Montana State
Montana's Department of Natural Resources and Conservation employed maps and dashboards to add transparency to the distribution of economic stimulus funds.



Ensure federal funding transparency

Federal funding opportunities require self-reporting on how funds are being spent, status updates, and whether objectives are met. GIS technology such as ArcGIS Dashboards and ArcGIS HubSM allows you to monitor project progress and share project updates with constituents and stakeholders in real time.



City of Visalia

With American Rescue Plan Act (ARPA) funds, the City of Visalia, California was able to purchase GIS technology to support mission-critical workflows.

Explore additional resources, guidance, and best practices at go.esri.com/stimulusfunding.



Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping, helps customers unlock the full potential of data to improve operational and business results.

Founded in 1969 in Redlands, California, USA, Esri software is deployed in hundreds of thousands of organizations globally, including Fortune 500 companies, government agencies, nonprofit institutions, and universities.

Esri has regional offices, international distributors, and partners providing local support in over 100 countries on six continents. With its pioneering commitment to geospatial technology and analytics, Esri engineers the most innovative solutions that leverage a geographic approach to solving some of the world's most complex problems by placing them in the crucial context of location.

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