

2017 SOUTHEAST
BROWNFIELDS
WORKSHOP

GRANT WRITING TIPS & TRICKS /
HOW TO PREPARE TO APPLY

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Overview of Today's Presentation

- Proposal Writing Resources
- Developing a grant program that works for YOU and appeals to EPA
- Preparing to Apply / To Do List
- Helpful Hints



Proposal Writing Resources

- Office of Brownfields & Land Revitalization Website

www.epa.gov/brownfields/apply-brownfields-grant-funding

- Summary of Brownfields ARC Guidelines Changes
- ARC Guidelines Checklist
- Frequently Asked Questions (FAQs)
- Grants.gov Tip Sheet
- Regional Information Sessions



- Technical Assistance to Brownfields (TAB)

- TAB EZ: A Grant Writing Tool <https://www.ksutab.org/tools/tabEZ/learnmore>

Overview of EPA Brownfields Grant

Application Process

Feeling Lucky? In FY17 - \$56,850,394 awarded:



- ❑ 513 proposals submitted; 489 grant proposals evaluated (27 failed threshold)

 - ❑ 199 out of 489 were selected for awards (40%)

 - ❑ 128 (out of 376) Assessment (34% success)

 - ❑ Region 4 = 25 out of 93 (26% success)

 - ❑ 71 (out of 113) Cleanup (62% success)

 - ❑ Region 4 = 15 out of 18 (83% success)

- ❑ The estimated budget for FY18

 - ❑ \$50 Million;

 - ❑ 145 Assessment Grants, 15 RLF, 38 Cleanup

Background

- ❑ Competition – You need to earn every single point.
- ❑ Grants are reviewed by people. Despite EPA's best efforts, there is a high degree of variability in how the same grant may be scored from one year to the next.
- ❑ ARC Grants due 11/16
- ❑ EWDJT Grants due 12/15



Overview of Brownfields Grant Application Process

- Grant Guidance Issued (Early Fall)
- Grant Proposals Prepared and Submitted (60 days later)
- EPA Vets:
 - Threshold Eligibility (Early Winter)
 - If pass go, Ranking Criteria Scored (late winter/early spring)
- Notification of Award (Spring)
- Submit Cooperative Agreement Application (June)
- Receive Cooperative Agreement (October)



Brownfields Competitive Grants

- Assessment Grants

 - Property-Specific

 - Community –Wide

 - Coalition

- Cleanup Grants

- Revolving Loan Fund Grants

- Area-Wide Planning Grants

- Environmental Workforce Development and Job Training Grants

Assessment Grant Program


Assessments grants can be used for:

- Brownfields Inventories / Prioritizing Sites
- Environmental Assessments (Phase I and II)
- Performing community engagement activities
- Preparing cleanup plans and/or end-use plan
- Travel and training

Who is eligible?

- State, local and tribal governments
- General purpose units of local governments
- Regional councils or redevelopment agencies

Assessment Grant: Funding Guide

Community-Wide	Site-Specific	Coalition
Up to \$200,000 for hazardous substances OR up to \$200,000 for petroleum	Up to \$200,000 for hazardous substances or petroleum or combination	Up to \$600K for hazardous substances and/or petroleum
No waiver of funding limit	May request a waiver for up to \$350,000	No waiver of funding limit
Maximum combined amount: \$300,000	Maximum amount \$350,000	Maximum amount \$600,000
May also apply for a site-specific grant 	May also apply for a community-wide grant	Cannot apply community wide, site-specific, or as part of another coalition

Cleanup Grant Program

Cleanup grants can be used for:


- Remediation (USTs, impacted soil, capping, groundwater)
- Reporting / Design
- Environmental oversight
- Monitoring institutional controls
- Health monitoring of targeted population
- Purchase Environmental Insurance

Who is eligible?

- Local Government
- States and Tribes
- Quasi-governmental entities
- 501(c)(3) Non-profit Organizations

**Yes! Nonprofits
may apply**

Cleanup Grant: Funding Guide

- Site specific funding to conduct cleanup **after** assessment work is completed
-  May apply for up to 3 proposals (multiple sites per proposal)
- Up to \$200,000 per proposal (Hazardous substances and/or petroleum).
- Must have Phase II completed
- Applicant must own the property by **the date proposals are due (11/16/17)**
- Cost share of 20% (can apply for a hardship waiver)
- Remediation will be ready to go NOW OR will supplement ongoing cleanup

RLF Grants

RLF grants are used to capitalize a revolving loan fund for **cleanup**

- Purpose: To make low interest loans and subgrants for remediation activities (combination of hazardous substance and /or petroleum)
 - Grantee can use the funds for Subgrants / Loans for cleanup activities on an eligible sites

Who is eligible to apply?

- State, local and tribal governments
- General purpose units of local governments
- Regional councils or redevelopment agencies

RLF Funding Guide

- \$1,000,000
- Loans **at least 50% must be loaned out**
- Subgrants – up to 50% of the RLF amount
 - Up to \$200,000 per property per site (Hazardous substances and/or petroleum).
- Cost share of 20% (can apply for a hardship waiver)
- 5 Years performance period

Environmental Workforce Development Job Training

Recruit, train, and place unemployed and under-employed residents from communities impacted by brownfields

- \$200,000
- EPA HQ Webinar (archive)
- <http://epawebconferencing.acms.com/fy18ewdjt/>
- DEADLINE 12/15/17

Who is eligible?

- Local Government
- States and Tribes
- Quasi-governmental entities
- 501(c)(3) Non-profit Organizations

Yes! Nonprofits
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EWDJT – Proposal Content

15 page Narrative Proposal includes:

1. Community Need
2. Training Program Description
3. Budget
4. Program Structure, Anticipated Outputs and Outcomes
5. Programmatic Capability
6. Community and Employer Partnerships
7. Leveraging

Preparing to Apply - To Do List

- Reach out to EPA!
- GET A DEBRIEF
- Review the ARC Guidelines and Frequently Asked Questions
 - Do Not Wait Until Next Year's Guidelines Come Out
- Review summary of changes document
- For current grantees: cleanup your outstanding reporting requirements; Drawdown funds
- Determine the most appropriate organization to be the applicant for the grant or funding resource.
- For site specific applications: vet site eligibility

Preparing to Apply - To Do List

- Reach out to EPA before guidelines come out
 - If recipient of prior EPA grant, reach out to your EPA Project Officer and let them know about your grant program that you want to submit
 - Learn what is eligible for funding
 - Learn what it is that they ideally want to fund



Preparing to Apply - To Do List

- How is your proposed grant program going to be unique?
 - What will the focus of your program be?
- Planning – How will existing plans be incorporated into this? Redevelopment Plans, Master Plans, Comprehensive Plans, etc.
 - How do they inform the site selection / reuse?
 - Were they based on community engagement?



- Conduct Community Engagement / Community Visioning

Preparing to Apply - To Do List

- Build your team NOW!
 - Identify a local leader and a project champion
 - Who will write the grant?
 - Identify partners that would be key to implementing your grant program
 - Are there any community based organizations, non-profits, economic development corporations?
 - Who are the neighborhood or community groups around the targeted sites/area?
 - Consider establishing a Brownfield Task Force
 - LEVERAGE - What other resources will be needed to see the project to redevelopment? Discuss with prospective funders



Preparing to Apply - To Do List

- Property Owners / Site Access
- Brownfield Priorities / Site Selection Criteria
- Detailed Cost Estimates
- Identify Sources for Demographic Data / Health Statistics / Other Statistics
- Program Benefit Statistics (job creation, taxes, # of acres of green space)
- Quotes from community members
- Authorizing resolutions: EPA doesn't care, but your business administrator may



Preparing to Apply - To Do List

- Coalition Assessment Grants:
 - Have discussions with targeted communities and get them on board now
 - Have community meetings to garner grassroots support and help with site identification



To Do List



Cleanup Grants:

AAI / Secure ownership

Complete the site's Phase II investigation

Prepare Draft Analysis of Brownfield Cleanup Alternatives document (ABCA)

Review requirements and begin public notification/ comment period

Work on detailed cost estimate for cleanup activities

Identify and secure funding source for 20% match requirement and any balance of funding needed for cleanups that will cost more than \$240,000

To Do List

- Revolving Loan Fund Grants:
 - Identify and secure funding source for 20% match requirement
 - Resolve Fund Manager Catch 22: issue a Request for Qualifications to identify fund manager prior to submission of application



To Do List



Get your paper on!

Unique support letters from your community based organizations:

their mission,

their involvement in the implementation brownfield program/project,

their contribution to the brownfield program/project

Do NOT submit letter from governmental entities

To Do List



- Get your paper on!
- Letter from State environmental regulatory agency
- For site specific petroleum assessment or cleanup proposals: State petroleum eligibility letter is needed

When Writing, Keep in Mind...



- ❑ FOLLOW DIRECTIONS (read entire Guidelines).
- ❑ Write as though the reader knows NOTHING about your community
- ❑ Address *all* criteria – *if it doesn't apply say so and explain why*
- ❑ Use the Proposal *Check Lists* that may be associated with NOFA
- ❑ Be kind to your reviewers – minimize use of acronyms/technical/organizational jargon
- ❑ Don't rely on past successes – keep the application forward-focused.



When Writing, Keep in Mind...



TIPS

- ❑ Make sure that what you want to do is eligible, and that it fits in with what the program is looking to fund.
- ❑ Make sure that the timeframe works for you and for the funding program. Can your project wait until funding is available?
- ❑ Tell a story: what ills will the brownfield program strategy you have developed correct? Collect data to support your story and strategic approach.
- ❑ Be specific, do not be vague in ranking criteria section.
- ❑ Make sure your proposed grant funding activities are realistic and can be implemented, both logistically as well as on a cost basis.

When Writing, Keep in Mind...



TIPS

- ❑ Get an “outside” editor
- ❑ Decide what your story is. How is your community different from other applicants?
- ❑ Clearly define your priorities and weave it throughout your application
- ❑ Keep extraneous stuff out; it distracts from your story (No graphics or photos)
- ❑ Keep it real – make sure your assertions are backed up with data and/or examples
- ❑ If you don’t know what something is, don’t just skip it! Check out EPA’s Frequently Asked Questions

Link Your Story Together

Community Need

- Here are the brownfields issues in my target area and who I'm trying to help with this grant

Project Description & Feasibility of Success

- Here's my step-by-step plan for the grant, what I'm going to spend the money on, and where I'm going to get the rest of money to get to redevelopment

Community Engagement & Partnerships

- Here's my step-by-step plan for how my partners and I will engage the community in this project and involve them in the decisions being made

Project Benefits

- Here are the anticipated outcomes and how my target area will benefit from redeveloping the brownfields sites

Programmatic Capability & Past Performance

- Here is my demonstrated ability to successfully manage the grant and produce the measurable results discussed in the proposal

Q&A



Question and Answer Break

Registration & housing now open for the 2017 National Brownfields Conference!

**REGISTRATION & HOUSING
OPEN JUNE 1**

Brownfields2017
SUSTAINABLE COMMUNITIES START HERE

WWW.BROWNFIELDS2017.ORG

DECEMBER 5-7, 2017
with pre-conference programming on
DECEMBER 4TH

PITTSBURGH, PA

Register Now!

[https://www.brownfields2017.org/conference-
registration/](https://www.brownfields2017.org/conference-registration/)

NJIT TAB WILL BE SPEAKING AT
THE NATIONAL BROWNFIELDS CONFERENCE
DECEMBER 4-7 TH, 2017 | PITTSBURGH, PA

MONDAY

Pre-Conference Workshop| Brownfield Basics & Hot Topics in Economic Development
9:00 AM - 12:00 PM | Lecture Room 407

TUESDAY

Driving Green Infrastructure Forward: A Tale of Two PA Cities
3:15 PM - 4:15 PM | Room 408/409/410

Open Up a T.A.B.

6:30 PM - 8:00 PM | Social at Butcher & The Rye @ 212 6th Street Pittsburgh, PA 15222

REGISTER HERE By December 1st

To get a free lunch at the Tea & Sympathy (Food for Thought) TAB Free Advice Hour on Tuesday
12:30 PM - 1:30 PM | Lecture Room 330

Register at www.ksutab.org/education/workshops

WEDNESDAY

Brownfields & Transportation: Bridging the Past & Connecting the Future

11:15 AM - 12:15 PM | Room 304/305

Tea & Sympathy (Food for Thought) TAB Free Advice Hour

12:30 PM - 1:30 PM | Lecture Room 330

RSVP by November 17th at the link below for FREE lunch at our office hours

[RSVP HERE](#)

THURSDAY

Tackling PCBs | 10:30 AM - 11:30 AM | Room 301/302

Also

Visit us at the Technical Assistance to Brownfield Communities Booth

Booth 320 | Exhibit Hall

To register for the Open Up a TAB event on
12/5 6:30 – 8:00

[EVENTBRITE Open up a T.A.B.](#)

Thank you!

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