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

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

- 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…

- 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
Question and Answer Break
Registration & housing now open for the 2017 National Brownfields Conference!

Register Now!

https://www.brownfields2017.org/conference-registration/
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](http://www.ksutab.org/education/workshops)
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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