

Grant Writing Workshop

Georgia Brownfield Seminar

April 16, 2025

Carrie Martin, AICP
Environmental Sustainability Planner
NJIT TAB



In Partnership with

NJIT

TAB TECHNICAL
ASSISTANCE TO
BROWNFIELD
COMMUNITIES

Made possible with funding from the EPA

Brownfield Grants

Brownfield Multipurpose Grant

- provides funding to conduct a range of eligible planning, assessment and cleanup activities at one or more brownfield sites in target area(s).

Brownfield Assessment Grant

**Community-Wide Assessment
Assessment Coalition**

- provides funding for brownfields inventories, planning, environmental assessments, and community outreach.

Brownfield Revolving Loan Fund (RLF) Grant

NOT anticipated in FY 2026

- provides funding to capitalize loans that are used to cleanup brownfields.

Brownfield Cleanup Grant

- provide funding to carry out cleanup activities at brownfield sites by the applicant.

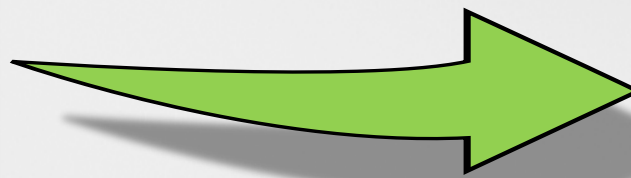
Brownfield Job Training Grant

**FY 2026 Brownfields Job Training
Grants anticipated mid-Spring 2025**

- recruiting, training and placing residents who are unemployed or underemployed, equipping them with the essential skills to secure full-time positions in the environmental sector.

Typical EPA Solicitation Cycle

- Request for Applications (RFA) – Fall
- **Submission Date Approximately 6 weeks after RFA**
- Announcement of Successful Grant Applicants – Spring
- Funding become available to grantees – Late Summer



Approximately 1 Year



Why Is Starting Early Important?

- Only six weeks from RFA to submission date
- Builds a solid planning foundation or continues existing planning efforts
- Provides time to address EPA application emphasis areas
- Allows for more involved technical assistance

FY 2025 Narrative Ranking Criteria

**I. PROJECT AREA DESCRIPTION AND
PLANS FOR REVITALIZATION**

**II. COMMUNITY NEED AND
COMMUNITY ENGAGEMENT**

**III. TASK DESCRIPTIONS, COST ESTIMATES,
AND MEASURING PROGRESS**

**IV. PROGRAMMATIC CAPABILITY AND
PAST PERFORMANCE**

What should I start NOW to prepare for upcoming grants?

1

BUILD YOUR GRANT TEAM

2

CREATE YOUR VISION

3

WRITE YOUR STORY

4

SET UP YOUR APPLICATION

1. BUILD YOUR GRANT TEAM

Building Partnerships

Strong partnerships can guide community-informed decision making, strengthen funding applications and build capacity to tackle complex brownfield site challenges.

What to consider when identifying partners:

- Who is affected by the project?
- Who can bring effective resources, meaningful feedback, and communication skills to the table?
- Who are the relevant populations that we need to reach? Who are the best partners to reach them?

1. BUILD YOUR GRANT TEAM

Typical Partners & Stakeholders

- Federal, State, Tribal, and Local Governments
- Local and Regional Community Development Agencies
- Real Estate Professionals
- Colleges and Universities
- Banks and Lenders
- Chambers of Commerce/Local Business Owners
- Neighborhood Associations and Other Community Groups
- Non-profit Organizations
- Environmental Consultants

Also go beyond the 'usual suspects':

- faith based organizations
- arts and culture community
- medical community

1. BUILD YOUR GRANT TEAM

Project Roles to Consider

- Project Manager
- Technical Expert
- Financial Manager
- Community Engagement Coordinator
- Legal Expert
- Purchasing Agent

Don't forget to talk with your EPA Project Officer!



How-to reach your community | NJIT TAB How-To's

Watch later Share

NJIT
a **TAB** How-To

Reach your community!

Watch on YouTube

How-To Video on Reaching Your Community
Available at
njit.edu/tab/how-videos

1. BUILD YOUR GRANT TEAM

Begin Community Engagement

- Before applying for grants, think about what your community engagement plan will look like and start the outreach process
- Identify and document previous community engagement efforts



Avoid Common EPA Brownfield Grant Mistakes

Community Engagement Mistakes:

- Applicants make the mistake of going for quantity versus quality of partners.
- Applicants tend to have redundant project roles.

Building your team now will help you select meaningful partners with meaningful roles and reflect this in your grant application!

Avoid Common EPA Brownfield Grant Mistakes

Community Engagement Mistakes:

- Applicants discuss community input as a necessary requirement instead of meaningful.
- Applicants don't discuss how garnered input will be considered in the project.

Starting community engagement now will help you discuss how you will meaningfully engage impacted populations in your project.

Avoid Common EPA Brownfield Grant Mistakes

Programmatic Capability Mistakes

- Applicants don't include an organizational structure and description of how it will function.
- Applicants forget to reference "in accordance with 2 CFR Part 200" or higher procurement standard.

Building your team now allows you to set up your organizational structure and get the experts on board you need (like a purchasing agent) to make sure you "cross your "t"s and dot your "i"s.

2. CREATE YOUR VISION

Identify Your Brownfields

A brownfield inventory is a detailed list or database of brownfield sites within a given area.

Recommended Brownfield Inventory Components:

- Spreadsheet of brownfield properties
 - Basic site attributes
 - Owner
 - Environmental Status
 - Zoning
 - Legal barriers
 - Access
 - Assets (infrastructure, location, etc.)
- Map showing distribution and location of brownfields



2. CREATE YOUR VISION

Delineate Your Geographic and Target Areas

What is a Geographic Area?

- The area in which you are going to conduct eligible activities with your grant funds.
- An area that suffers from brownfield challenges and impacts.
- Can include your entity's jurisdictional or service area boundaries or a sub-area of those boundaries.
- Tip: Make as big as reasonable.

What is a Target Area?

- An area within the geographic area, that has some type of cohesive element that distinguishes it.
- Can include a downtown district, community gateway, waterfront area, industrial district, or corridor (e.g., rail, highway).
- Tip: Be specific! Include street names, natural boundaries, coordinates.

2. CREATE YOUR VISION

Why is it Important to Delineate a Target Area?

- Serves as the foundation for a comprehensive planning approach
- Helps identify priority brownfields
- Helps focus redevelopment scenarios
- Helps leverage funding



2. CREATE YOUR VISION

Gather Information to Select The Best Target Area

Data gathering helps you to:

- Establish community need
- Support project goals
- Inform redevelopment types



2. CREATE YOUR VISION

Information Gathering: Leverage Past Planning Efforts

- Plans to Consider:
 - Target Area Specific Redevelopment Plans
 - Master Plans
 - Zoning
 - Transportation Plans
 - Stakeholder/Community Engagement Findings
- To find information on community and infrastructure improvements, search for capital improvement funds in your municipal budget and any capital improvement plans.

2. CREATE YOUR VISION

Priority Brownfield Sites

- **Definition:** “Does the site meet EPA’s definition of a brownfield?”
- **Eligibility:** “Did you confirm with the EPA Regional Office that your site is eligible?”
- **Location:** “Is the site located within your target area or project emphasis area such as a downtown or gateway?”
- **Existing Inventory:** “Is there an existing Brownfield inventory, and are you drawing your sites from that inventory?”
- **Data:** “Does the data associated with your priority sites highlight your community’s challenges to the greatest extent possible?”
- **Goals:** “Do your priority site(s) have the potential to meet project goals.”

Additional Considerations

- Ownership
- Past site uses
- Contamination
- Structures
- Wetlands
- Floodplain
- Secured site
- Available infrastructure

Avoid Common EPA Brownfield Grant Mistakes

Reuse Strategy Mistakes:

- Applicant doesn't discuss how identified plans specifically pertain to priority brownfield sites or target area.
- Applicant doesn't discuss other plans that are relevant.

Competitive applications will have a project goals and outcomes that align with existing community revitalization efforts. Create your vision now so you can demonstrate that you have plans in place to ensure project success.

Avoid Common EPA Brownfield Grant Mistakes

Leveraging Resources Mistakes:

- Applicant forgets to mention infrastructure that provides access to the site (e.g., roadways, rail, water, mass transit)
- Applicant forgets to mention required infrastructure upgrades.

Learn about community investment (i.e., streetscape improvements, utility upgrades) and existing infrastructure to be leveraged (i.e., water, sewer, gas, electric, transportation, high speed internet) to determine any upgrades that will be required to meet project goals.

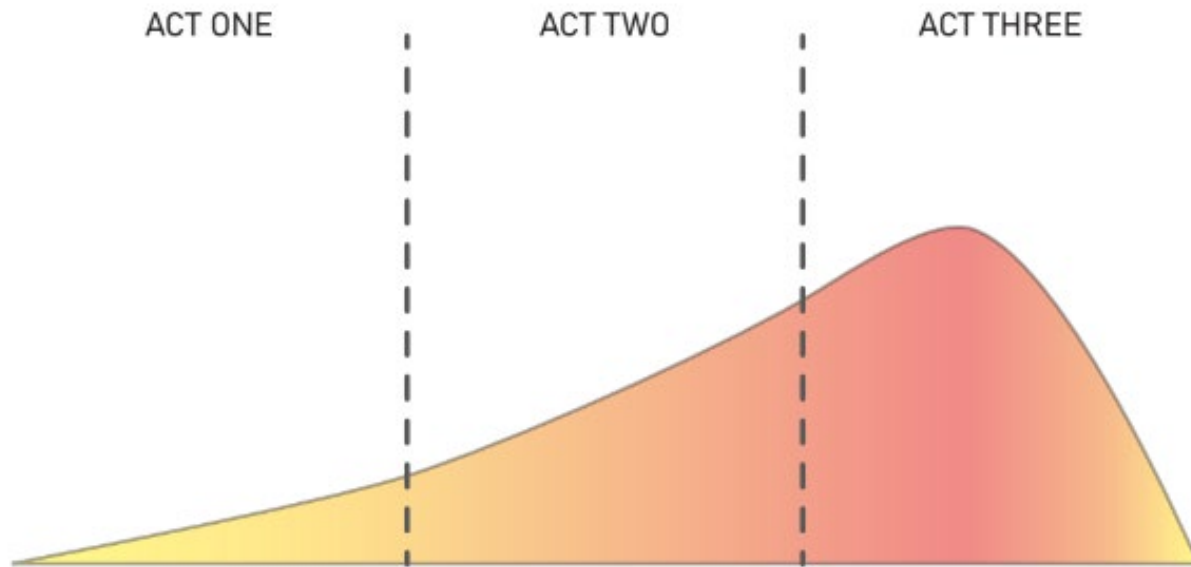
Avoid Common EPA Brownfield Grant Mistakes

Priority Brownfield Site(s) Mistakes:

- Applicant doesn't provide details of priority sites.
- Applicant doesn't select priority brownfield sites that make the best case.
- Applicant lists too many priority sites.
- Applicant doesn't describe how they will identify and prioritize additional sites to expend funding on or who will employ this process.

Competitive applications will demonstrate a comprehensive approach with priority sites that make the best case for your application story and focus on project goals.

3. Write Your Story



Modified from Pauline Clague, *Five Beats Of Indigenous Storytelling*.

Setup

The post-war industrial decline led to factory closures throughout the city. This vacant building stood as a reminder of hard times for 40 years.

Confrontation

Investors perform site assessment and contamination is found. It is cleaned up.

Resolution

The building is adaptively reused for affordable housing.

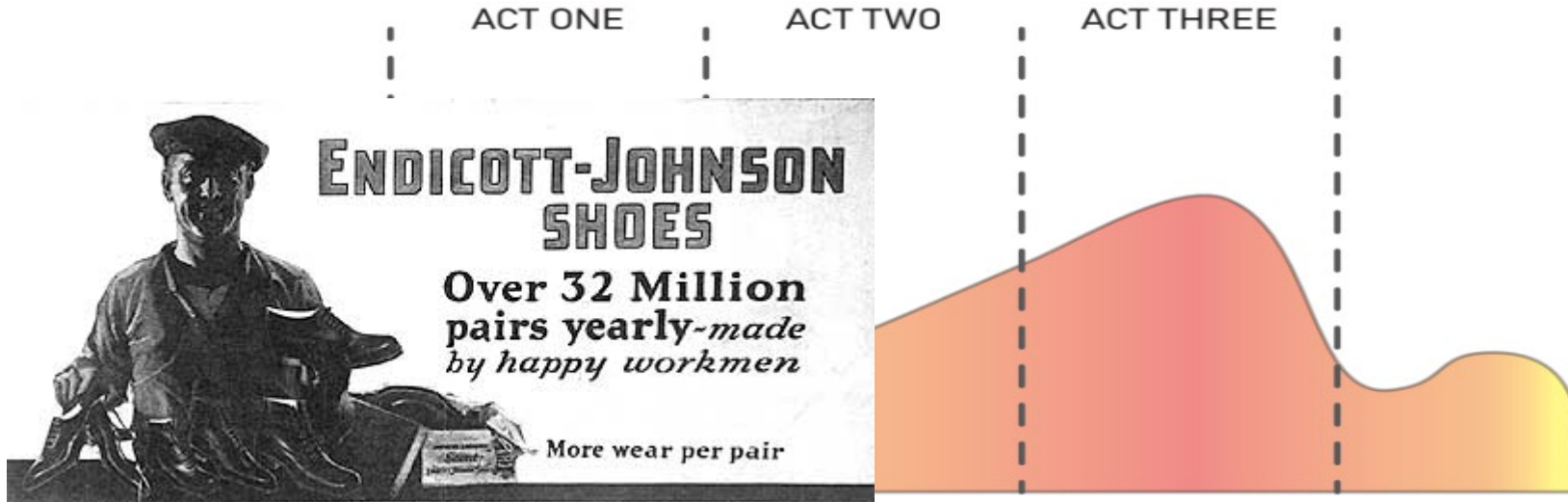


Before



After

Give it context. Once upon a time...



Modified from Pauline Clague, *Five Beats Of Indigenous Storytelling*.

Once Upon a Time... (Setup)

The Endicott-Johnson Corporation was a major employer for the community and were ahead of their time in taking care of their employees. They provided healthcare and recreation.

Introduce Characters

The post-war industrial decline led to factory closures throughout the city. This vacant building stood as a reminder of hard times for 40 years.

Rising Action

Investors perform site assessment and contamination is found. It is cleaned up.

Crisis, Climax, Falling Action

The building is adaptively reused for affordable housing.

Future of Characters and Setting

The development catalyzed interest in the area and fulfills the original legacy by providing nice, affordable housing to the working class.



3. Write Your Story

Typical Data Included in Grant Applications...

Sensitive populations might include:

- Low Income
- Less than High School Education
- Age >65
- Age <5
- Veterans

Threats to sensitive populations might include:

- Crime
- Substance abuse
- Unemployment
- Critical service gaps
- No health insurance

Higher incidence of disease and adverse health conditions:

- Low life expectancy
- Cancer
- Asthma
- Heart disease

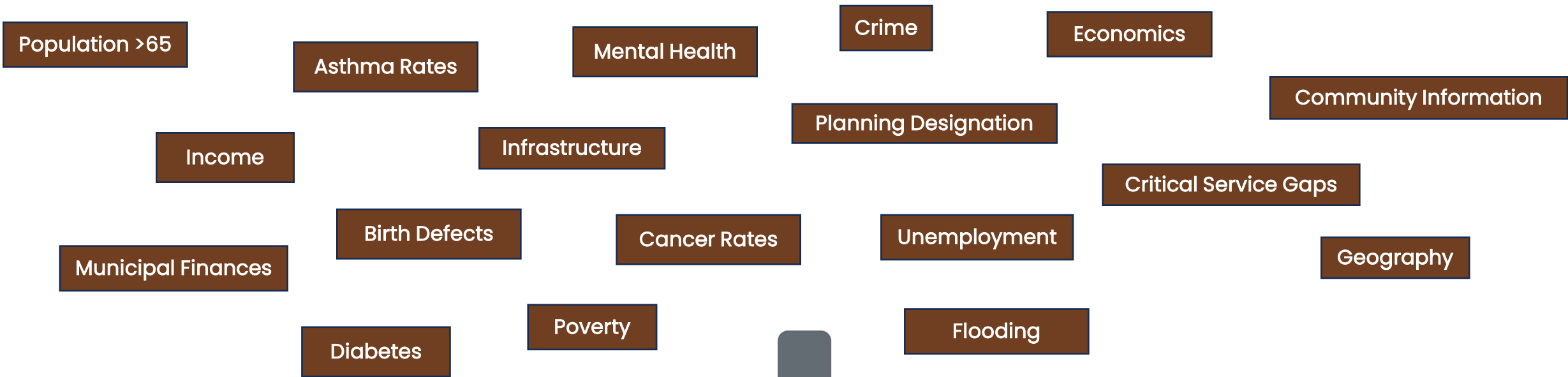
Wait, Where Do I Find This Data?

Where can I find information on population, race, ethnicity, income, and housing in my geographic and target areas?

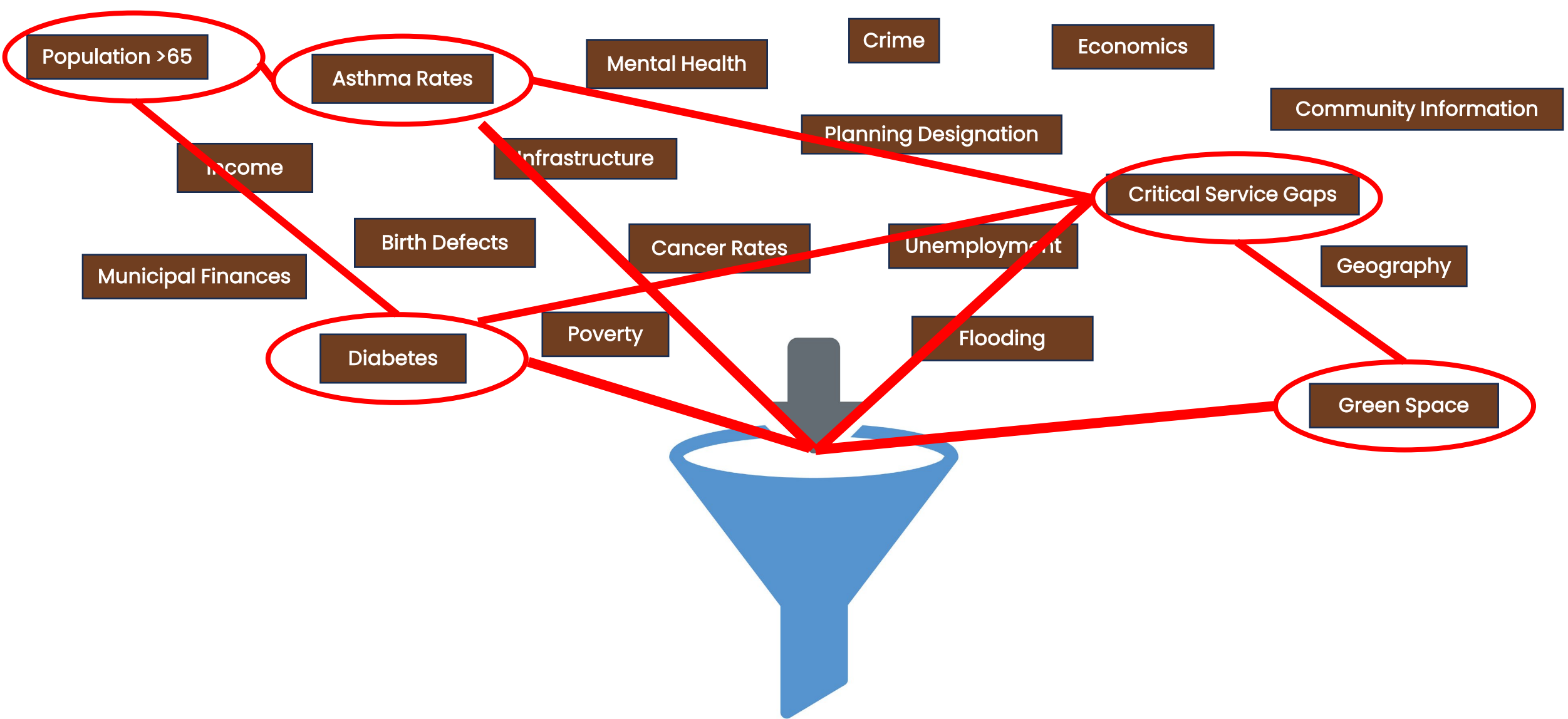
- [U.S. Census Bureau](#)
- [Poverty Statistics \(USDA\)](#)

Where can I find information about public health in my geographic and target areas?

- [EPA Resources on Public Health](#)
- [Centers for Disease Control and Prevention: National Environmental Health Tracking Network](#)
- [County Health Rankings and Roadmaps](#)
- [City Health Dashboard](#)
- [HealthData.gov](#)
- [National Center for Health Statistics, National Vital Statistics System](#)
- [Kaiser Family Foundation](#)
- Local Health Department Data
- Community Health Needs Assessments
- Local Hospitals or Urgent Care Centers



A cohesive and convincing
story about a community and
their brownfields



A cohesive and convincing
story about a community and
their brownfields



Park



**Tech
Factory**



Daycare



65+ Housing



**Medical
Campus**

Interactive Exercise

Use the information on the following slides to write your own description of the fictional Town of Brownfield.

- 1. What is your geographic area?**
- 2. What is your target area(s)?**
- 3. What are your priority brownfield sites?**
- 4. How will the cleanup and redevelopment of those priority sites make things better for the community?**

Town of Brownfield

Yellow Springs

Brownny Brook

Downtown

Brookside

wnny Brook

Low-Income Census Tract

Yellow Springs



Brown Brook

Downtown

Brookside

Downtown Redevelopment District



Low-Income Census Tract

	Regional	Neighborhood
Asthma (prevalence %)	8.1	8.0
Life Expectancy (years)	73	72.9

Yellow Springs



Brown Brook



Downtown

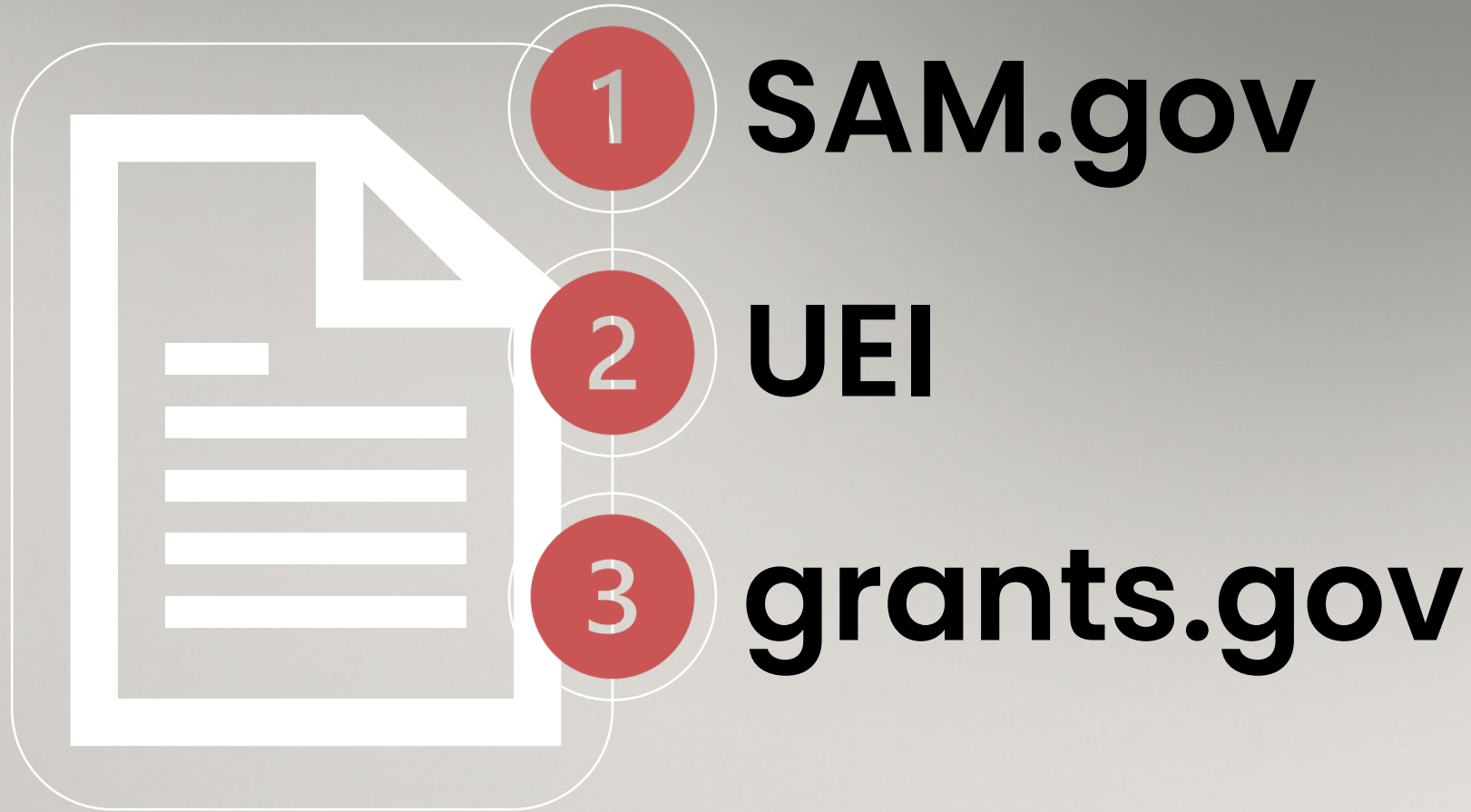
Brookside

	Regional	Neighborhood
Asthma (prevalence %)	8.1	8.0
Life Expectancy (years)	73	72.9



	Regional	Neighborhood
Asthma (prevalence %)	8.1	17.5
Life Expectancy (years)	73	70

Downtown Redevelopment District

4. SET UP YOUR APPLICATION



Requirements to Submit an Application

Requirement	Accept 	Reject 
Active www.sam.gov account through deadline	<ul style="list-style-type: none">• The account is active and matches the applying entity's information	<ul style="list-style-type: none">• Inactive/expired account• Account is being updated, but is in "processing" status
Obtain a Unique Entity Identifier (UEI) generated in www.sam.gov	<ul style="list-style-type: none">• The same UEI must be used on future applications	<ul style="list-style-type: none">• Another organization's/department's UEI is listed on the Standard Form 424
Active www.grants.gov account	<ul style="list-style-type: none">• Associated with same, correct UEI number	<ul style="list-style-type: none">• Application is not submitted through grants.gov solely due to an incomplete registration/inactive account
Submission by the Authorized Organization Representative (AOR)	<ul style="list-style-type: none">• Designed in grants.gov by the E-business POC (listed in sam.gov)• Has a grants.gov account• Submits the application in grants.gov	<ul style="list-style-type: none">• Someone other than the designated AOR submits the application

SAM.gov Entity Registration Checklist

Includes:

- ☐ Legal Business Name
- ☐ Organization Start Date
- ☐ Website
- ☐ Address (Need Proof)
- ☐ Criminal/Civil Proceedings
- ☐ NAICS Code
- ☐ Point Of Contact Info

The screenshot shows the SAM.gov website's registration process. At the top is the SAM.gov logo and a navigation bar with links: Home, Search, Data Bank, Data Services, and Help. The main heading is 'Get Started with Registration and the Unique Entity ID', with a subtext stating that registration and obtaining a Unique Entity ID are free. A four-step progress bar is shown: 1. About Registration (active), 2. Set up a SAM.gov Account, 3. Prepare Your Data, and 4. Get Started. Below the progress bar, the 'About Registration' section explains that registration is required for federal awards and provides a link to the 'Entity Registration Checklist'. It also notes that users can opt for a Unique Entity ID only without full registration. On the right side, there are buttons for 'Entity Info', 'Register Your Entity', and 'Renew', along with a 'Check' button with a checkmark icon. At the bottom right, a section titled 'Already Registered' provides instructions on renewing registration.

Entity Info

Get Started with Registration and the Unique Entity ID

Submitting a registration and getting a Unique Entity ID are FREE.

Before You Get Started

Review these steps to choose which option is right for you. You can register to bid and apply for federal awards or you can request a Unique Entity ID only without having to complete a registration.

- 1** About Registration
- 2 Set up a SAM.gov Account
- 3 Prepare Your Data
- 4 Get Started

1 About Registration

If you want to apply for federal awards as a prime awardee, you need a **registration**.

A registration allows you to bid on government contracts and apply for federal assistance. As part of registration, we will assign you a Unique Entity ID.

To see comprehensive instructions and checklist for entity registration, download our [Entity Registration Checklist](#).

If you do not want to apply directly for awards, then you do not need a registration. If you only conduct certain types of transactions, such as reporting as a sub-awardee, you may not need to complete a registration. You may only need a **Unique Entity ID**.

[What does it mean to get only a Unique Entity ID and not register?](#)

[Go to your Entity Workspace to update your registration](#)

[Check the status of your registration](#)

[How do you know if you are already registered?](#)

Registration: Before Grants.gov

System for Award Management (SAM.gov)

- Register with SAM at www.SAM.gov to receive [UEI](#)
- Establish E-Business Point of Contact (**EBiz POC**): Individual who oversees all activities for organization within Grants.gov and approves the AOR
- ~7-10 business days (**or more**) to complete SAM registration, including submitting notarized letter to SAM

Your www.grants.gov Application Package

REQUIRED FORMS

1. Application for Federal Assistance (SF-424)
2. Budget Information for Non-Construction Programs (SF-424 A)
3. Preaward Compliance Review Report (EPA Form 4700-4)
4. EPA Key Contacts (Form 5700-54)
5. Project Narrative Attachment Form, as one file (if possible) include:
 - ✓ Narrative Information Sheet
 - ✓ Narrative (responses to ranking criteria)
 - ✓ Required Attachments

OPTIONAL FORMS

1. Grants.gov Lobbying Form – To be submitted by applicants requesting more than \$100,000 of EPA grant funding.
2. Negotiated/Proposed Indirect Cost Rate Agreement – submit using the Project Narrative Attachment Form.

- A workplan is not required at time of submission. Applicants that are selected for funding will negotiate a workplan with EPA before the cooperative agreement is awarded.
- Sample forms are available on the [MARC Grant Application Resources](#) webpage.





SF-424



SF-424A



Form 5700-54



EPA Form 4700-4



Required Attachments

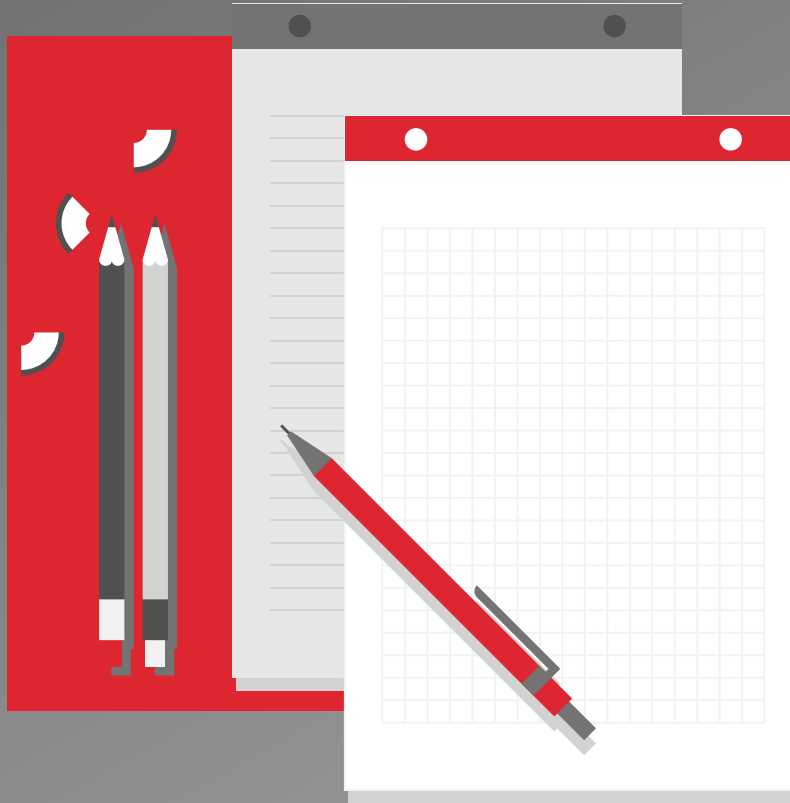
State/Territory Letter

- Usually from state/territory environmental regulatory entity
- For all grant types
- Cleanup

Cleanup

- Community Notice

TAB Services






- ✓ Design and conduct of community engagement
- ✓ Answering brownfield questions
- ✓ Help with the consultant procurement process
- ✓ Brownfield workshops and webinars
- ✓ Developing brownfield redevelopment strategies
- ✓ Interpretation of technical reports and data
- ✓ Guidance on brownfield funding opportunities
- ✓ Development of brownfield prioritizations
- ✓ Review and critique of brownfield grant applications
- ✓ Guidance on regulatory programs


In Case You Missed It

What EPA Brownfields Grantees Should Know:
Procurement

August 20th, 2024 | 1:00pm | Virtual

with speaker
Jennifer Taylor 

 **Register Here!** 
Made possible with funding by the US EPA <https://bit.ly/GranteeProcurement>



What EPA Brownfields Grantees
Should Know: Procurement

What EPA Brownfields Grantees Should Know:
**Davis Bacon Act /
Build America, Buy America**

August 27th, 2024 | 11:00am | Virtual

with speaker
Alicia Flammia 


 **Register Here!** 
Made possible with funding by the US EPA <https://bit.ly/DBAandBABA>






What EPA Brownfields Grantees
Should Know: Davis Bacon
Act/Build America Buy America

What EPA Brownfields Grantees Should Know:
Grant Management

September 5th, 2024 | 11:00am | Virtual

with speaker
Laura Burnham 

 **Register Here!** 
Made possible with funding by the US EPA <https://bit.ly/GranteeGrantManagement>



What EPA Brownfields Grantees
Should Know: Grant
Management

Both these webinars with associated presentations and
resource links can be found on our website!

www.njit.edu/tab/webinars



If you have any questions about this presentation, please reach out.

**Thank you for
joining!**

What is



NJIT provides free technical assistance to state, regional, county, tribal, and local government entities and nonprofit organizations interested in learning about, identifying, assessing, cleaning up, and redeveloping brownfield sites in EPA Regions 2 & 4.

Contact Us:



tab@njit.edu



(973) 642-4165



www.njit.edu/tab



[company/njit-tab](https://www.linkedin.com/company/njit-tab)