

2018 SOUTH FLORIDA BROWNFIELD SYMPOSIUM

GRANT WRITING TIPS & TRICKS

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What is TAB?

TAB is a technical assistance program, funded by the USEPA, which is intended to serve as an independent resource to communities and nonprofits attempting to cleanup and reclaim brownfields.



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- Kansas State University (KSU): Regions 5, 6, 7, 8 and nationwide
- Center for Creative Land Recycling (CCLR): Regions 2, 9, and 10

Free Assistance for Transforming Brownfields into Community Assets

Technical Assistance for Brownfields www.njit.edu/tab

Who is the NJIT TAB Team?







Technical Assistance for Brownfields www.njit.edu/tab

Who Can Receive NJIT TAB Assistance?



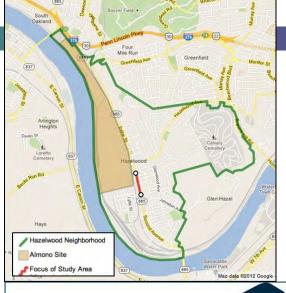




Technical Assistance for Brownfields www.njit.edu/tab

What Are NJIT TAB Services?

www.njit.edu/tab













Technical Assistance for Brownfields

www.njit.edu/tab

NJIT TAB Contact Information

Informal Process for assistance – just call or email us – there is no contract to sign. All assistance is free to eligible entities.

NJIT TAB Hotline 973-642-4165

http://www.njit.edu/tab/

tab@njit.edu

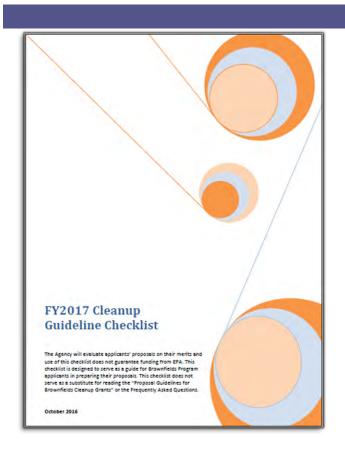
Overview of Todays Presentation

- Proposal Writing Resources
- Overview of EPA Brownfields
 Grants Application Process
- Helpful Hints
- BUILD ACT Changes

OVERALL GOAL FOR TODAY:
Developing a Grant Program
that Works for YOU and
appeals to EPA = Cha Char!



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

Overview of EPA Brownfields Grant Application Process

Feeling Lucky?

In FY17 - \$54.3 Million 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 FY19
 - ???? \$200 Million "authorized" but not "allocated" – most likely about \$80 Million for all grants



Background

- Competition
- 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.





Brownfields Competitive Grants

- Assessment Grants
 - Property-Specific
 - Community –Wide
 - Coalition
- Cleanup Grants
- Revolving Loan Fund Grants
- Area-Wide Planning Grants???
- Multi-Purpose 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
- Non-Profits



Yes! Nonprofits may apply

Assessment Grant: Funding Guide (FY18)

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

TIP: Assessment Grants

The best assessment grant applications involve projects where:

- Already identified a target area in need of assessment
- Already have an relationship with existing community in target area
- Already have site access to some properties in target area
- Significant redevelopment/revitalization potential in target area

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

Cleanup Grant: Funding Guide

- Site specific funding to conduct cleanup <u>after</u> assessment work is completed
- May apply for up to 3 proposals (multiple sites per proposal)
- □ Up to \$200,000 \$500,000? per proposal (Hazardous substances and/or petroleum).
- Must have Phase II completed
- Applicant must own the property by the date proposals are due
- Cost share of 20% (can apply for a hardship waiver)
- Remediation will be ready to go by November 2019 OR will supplement ongoing cleanup

TIP: Cleanup Grants

The best cleanup grant applications are for projects where:

- You own the property (Can NOT be a Responsible Party)
- Site is characterized and remediation plan and cost estimates are complete
- Leveraging of additional funds is committed
- Redevelopment Plan is established
- Community supports redevelopment

Multipurpose Grant Program

- New Multipurpose Grant
- Piloted a few years go
- Assessment through Cleanup
- May be up to \$1 million?



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

RLF Tips

RLFs are good for areas where there is high redevelopment potential (growing market and developers are interested in loans), and an established redevelopment plan that includes brownfields.

If you are applying for an RLF, you need to be able to handle financial transactions (eg. Redevelopment Agency).

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)









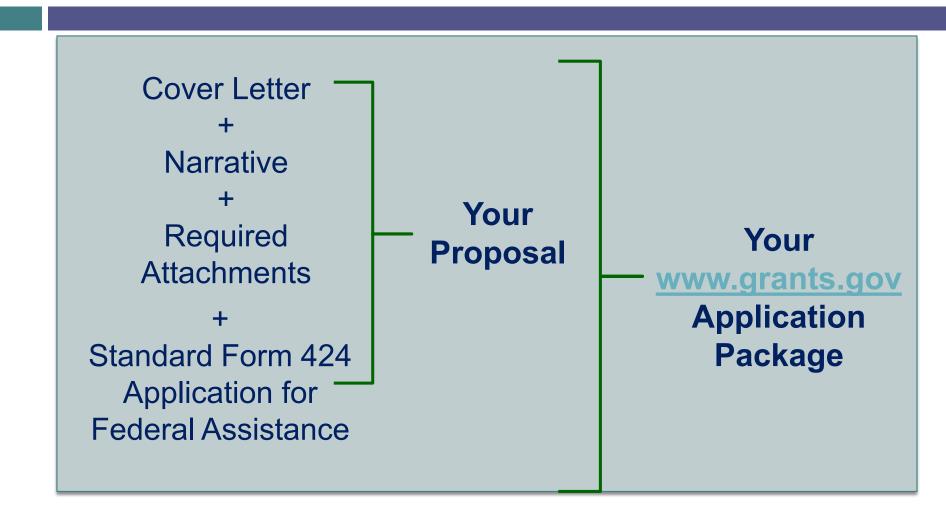


Developing a Grant Program that Works for YOU and Appeals to EPA

- What is your story?
- Develop a specific focus to your grant program that is based on the unique needs of your community – generic doesn't get funded
- Should be an intersection of:
 - Community Needs
 - Community Benefits



Submission Materials



Requirements to Submit a Proposal

- □ Register in and learn how to submit a proposal via <u>www.grants.gov</u>.
 - □ Review the Applicant Tools & Tips on the www.grants.gov website.
 - □ Review the Frequently Asked Questions and Grants.gov Tip Sheet.
- Use the correct DUNS number for your organization/department.
- □ Register in <u>www.sam.gov</u> now.
- Even if already registered in <u>www.sam.gov</u>, make sure the account is active and will be active by the deadline.
 - □ The account must be renewed annually by the E-Business Point of Contact (E-Biz POC).
- Ensure the correct Authorized Organization Representative (AOR) submits the proposal.
 - □ The AOR must be designated by the E-Biz POC.

- Review the ARC Guidelines and Frequently Asked Questions
- Review summary of changes document
- For current grantees: cleanup your outstanding reporting requirements
- □ For site specific applications: vet site eligibility



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



- Get your paper on!
 - Unique support letters from your community based organizations:
 - their mission,
 - their involvement in the implementation brownfield program/project,
 - their <u>contribution</u> to the brownfield program/project
 - Do NOT submit letter from governmental entities
 - Authorizing resolutions: EPA doesn't care, but your business administrator may



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

For State Acknowledgement Letter:

Carrie Kruchell

Florida Department of Environmental Protection 2600 Blair Stone Road, Ms 4505 Tallahassee, FL 32399-2400 850-245-8705

Carrie.L.Kruchell@dep.state.fl.us



- □ 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

- 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

Tips and Tricks

 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
- TIPS
- 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.

Tips and Tricks

- 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

Tips and Tricks

Make sure that what you want to do is eligible, and that it fits in with what the program is looking to fund.

TIPS

- 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.

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

Community Need



Target Area Description Strategies

- Clearly define target project/communities
 - Keep it consistent throughout your application.
- Discuss cumulative issues and how these disproportionately impact your target population.
 Identify specific threats and supporting information.
- Describe in detail the type brownfields you are going to address.
- Based on the types of contaminants, find specific health related statistics.
- Include demographics of sensitive populations.
- Quantify, quantify, quantify.

Community Need



Financial Need Strategies:

- □ Be sure to be consistent with defined targeted community.
- □ Talk about region / community-specific issues that increase costs (i.e. higher transportation costs, higher utility costs...). Drill down to targeted Census Tracts, if need be.
- Talk about budget slashing measures that have been implemented public sector layoffs, small staffs, or reductions in services.
- Talk about the great need for additional brownfield cleanups, and the lack of budget in your small towns for this work. Include factors that limit your ability to draw on other sources of funding.
- Existing Grantees: Why is more money needed?
- □ Be consistent with financial need and leveraged funding for projects.

Project Description and Feasibility of Success

Describe the project you are proposing to be funded under this grant and how the project fits in with the targeted community's needs as well as demonstrate that you have a reasonable approach to reach your project goals, reasonable costs and the capacity implement the program.

- Project Description, Timing, and Implementation
- □ Task Descriptions and Budget
- Ability to Leverage

Project Description & Feasibility of Success (Assessment)

1. Project Description

This is where you get to pitch your project! Describe:

- All the activities that will be conducted with the grant funds
- How the project aligns with your overall redevelopment plans
- How you will incorporate equitable development or sustainable practices
- The plans for redevelopment of your proposed properties
- How you will make use of existing infrastructure

Project Description & Feasibility of Success (Assessment)

2. Timing and Implementation

Describe how the activities will be implemented and executed in the three-year project period, and discuss who will be responsible for conducting these activities

- a) Contractor procurement
- b) Site Selections (varies by assessment grant type)

community-wide proposals should discuss the development of a site inventory/site identification process, and site prioritization and selection process.

Coalition proposals should demonstrate how the grant funds will address a minimum of five sites as well as sites located in each coalition member's jurisdiction.

Site-specific proposals should describe the existing conditions of the subject property.

c) Obtaining and securing site access

Project Description & Feasibility of Success (Cleanup)

1. Existing Conditions

 Describe: existing conditions of the property, extent of contamination, current uses and any buildings onsite

2. Proposed Cleanup Plan

 Describe proposed cleanup plan and methods consistent with the <u>draft ABCA</u>

3. Alignment with Revitalization Plans

- How the project aligns with your overall redevelopment plans
- How you will incorporate equitable development or sustainable practices
- □ The plans for redevelopment of your proposed properties
- How you will make use of existing infrastructure

Project Description & Feasibility of Success

Budget and Task Descriptions

Narrative and Budget table are required.

- List the tasks required to implement the project
- Distinguish between the work you and your contractors will perform
- Discuss if any additional work or services are needed to carry out the project
- Identify and enumerate specific project outputs
- Provide cost estimate and basis for each grant-funded task

Cleanup Applicants: Describe only <u>eligible</u> cost share activities

<u>Assessment</u> Budget – EXAMPLE

		Label Tasks				
Budget Categories	Project Tasks					
(programmatic	Program	Community	Phase I	Phase II	Cleanup	Total
costs only)	Management	Outreach	Assessments	Assessments	Planning	
Personnel	20,000	10,000				30,000
Fringe Benefits						
Travel ¹	5,000					5,000
Equipment ²						
Supplies						
Contractual ³		15,000	30,000	100,000	20,000	165,000
Other (specify)						
Total	25,000	25,000	30,000	100,000	20,000	200,000

Task Description EXAMPLE - Task 1: Program Management

- Personnel: Community Planner \$50/hour * 400 hours €\$20,000
- **Travel:** Attend 1 Regional Conference: \$1,000 + Nat'l Brownfield Conference: \$4,000 = \$5,000

<u>Cleanup</u> Budget – EXAMPLE

Budget Categories	Project Tasks				
(programmatic costs only)	Program Management	State Oversight	Cleanup	Community Outreach	Total
Personnel	20,000			5,000	25,000
Fringe Benefits					
Travel ¹					
Equipment ²					
Supplies	5,000				5,000
Contractual ³		10,000	155,000	5,000	170,000
Other (specify)					
Total	25,000	10,000	155,000	10,000	200,000
Cost Share ⁴	10,000		20,000	10,000	40,000
Total Budget	35,000	20,000	175,000	20,000	240,000



Describe only <u>eligible</u> cost share activities

Project Description and Feasibility of Success

Leveraging Strategies:

- Use real funds and make the connection of how you will leverage it.
- □ Talk about funding to take a project through the entire process to include redevelopment; cite funding sources available for this work and the timeframe / likelihood of securing these funds. Make sure each source is tied to the targeted program/projects.
- Spend some time getting letters of commitment from grantors, financial institutions, developers with numbers!
- For existing grantees: use examples of past project leveraging to demonstrate ability to leverage (and indicate if such funding sources are likely to be used moving forward).

1. Engaging the Community

 Know the difference between ENGAGING the public and INFORMING the public

<u>Cleanup Applicants</u>: Describe the plan for addressing residents' health, safety, and disruption concerns; and, protecting sensitive populations and nearby residents.

- Describe plan for involving affected community during in the planning and implementation of your project.
- Describe a plan for communicating progress to the community members.
 - How will you keep the community engaged?
 - □ Why is this the best approach?

2. Partnerships with Governmental Agencies

- □ Identify and provide information on:
 - local/state/tribal environmental agency which implements the brownfields program

Plans to enroll in the state/local/tribal voluntary response programs

- other relevant governmental agencies
 - □ Examples include DOT, EPA, HUD
 - □ Include the health agency if applicable
- Describe the role they will play in your project/program

3. <u>Partnerships with Community Organizations:</u> Community Organization Description & Role

- Describe community organizations and their role in the planning and implementation.
- If no community organizations exist, the state this and demonstrate how the community has been and will continue to be engaged.



Target schools and colleges, churches, labor groups, environmental groups, cultural interest groups, civic groups, advocacy groups, community development organizations, chambers of commerce, etc.

Focus of this section is on community organizations, <u>NOT</u> governmental organizations, local municipal departments, or political members.

Involve partners that are relevant to your project plans.

Partnerships with Community Organizations: Letters of Commitment

- Commitment letters should provide a sketch of the organization and their <u>specific</u> role in and contribution to project.
- □ Information in the letters should be consistent with information in the proposal.
- Include unique letters not form letters.
- □ Don't wait until the last minute to request letters from partners.
- Include letters in your proposal package. Do not send separate letters to EPA.



4. <u>Partnerships with Workforce Development</u> <u>Programs</u>

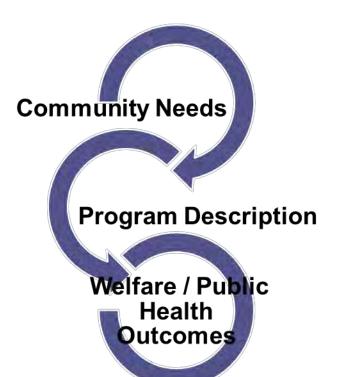
- Describe any planned efforts to promote local hiring and procurement or to link members of the community to potential employment opportunities.
 - Guidelines include a link to listing of Brownfields Job Training
 Grantees



Project Benefits: Welfare, A Environmental, and Public Health

Strategies:

- Tie the benefits into the Community Needs expressed, the Community Needs Program Description, and the outcomes.
- How will the benefits be achieved?



Project Benefits: Economic and Community



Strategies:

- Generate specific numbers on jobs created and taxes generated.
 Extrapolate, if need be.
- Tie the benefits into the Community Needs expressed, the Program Description, and the outcomes.
- QUANTIFY, QUANTIFY, QUANTIFY.
- Identify how your program will provide a linkage to EPA funds expended and job opportunities. What mechanisms you have/will put in place to create opportunities for local workers to be hired with the grant funds?
- If your project doesn't involve greenspace, don't introduce it here. If there is a greenspace element, make sure you include it throughout the narrative.

Demonstrate that your organization has programmatic capability and a reasonable approach to ensure successful completion of all required aspects of this project

- Audit Findings
 - Applicant must state that there is no adverse audit
- Programmatic Capability
 - Demonstrate ability to manage grant and oversee the proposed work
 - Demonstrate sufficient personnel resources and capability to complete the project in a timely manner
- Measuring Environmental Results
 - Discuss your plan to track, measure and evaluate progress.
- Past Performance and Accomplishments

Past Performance & Accomplishments

Three categories from which to choose:

Applicants who are past/present Brownfields grantees

- OR -

Applicants who are not past/present Brownfields grantees but have received other federal/non-federal assistance agreements

- OR -

Applicants who have <u>never received</u> federal or nonfederal assistance agreements

Past Performance and Accomplishments

Past/present Brownfields Grantees

Describe:

- Accomplishments (specific outputs and outcomes) on the most recent five grants
- Compliance with workplan, schedule, and terms and conditions
- Corrective action for past grant management issues
- Discuss history of timely and acceptable reporting of deliverables, including ACRES
- Funding expenditure and need for additional funding

Past Performance and Accomplishments

Applicants having received other assistance

Describe:

- □ The awarding agency/organization, amount and purpose of funding
- Accomplishments (specific outputs and outcomes) of projects in similar scope and no more than five
- Compliance with workplan, schedule, and terms and conditions
- Corrective action for past grant management issues
- Discuss history of timely and acceptable reporting

Past Performance and Accomplishments

Applicants who have never received federal or non-federal assistance agreements

- Affirm that your organization has never received any type of federal or non-federal assistance agreements
- Will receive a neutral score

Useful Tip

- □ Link Your Story Together: Programmatic Capability & Past Performance
 - ☐ Here is my demonstrated ability to successfully manage the grant and produce the measurable results discussed in the proposal.

Respond to the correct

Past Performance &

Accomplishments criterion

What's Different? BUILD ACT

Key Changes from BUILD Act

For all Brownfields grantees (including states that apply for competitive grants)



Bigger cleanup grants Now up to \$500,000.



Non-profits can now apply for assessment and RLF grants, as well as LLCs and community development entities that are non-profit.



Administrative costs can be funded by up to 5% of the grant award.



Multi-purpose grants
(assessment and cleanup
combination) up to \$1M can be
offered.



Authorized new grant program available to states to provide training, technical assistance or research for small communities (population ≤15,000). Maximum of \$20,000 per community.



Publicly owned sites acquired prior to Jan 11, 2002 can apply as long as the entity is not responsible for the contamination.



New ranking criteria focusing on renewable energy or energy efficiency projects and waterfront developments.



More certainty of liability protection for local or state governments that take control of contaminated sites. No longer has to be "involuntary" acquisition.



For petroleum Brownfield sites, removed the language and requirement that they be "of relatively low risk" in order to be eligible for funding.



Question and Answer Break

A SOLAR ENERGY DEVELOPMENT EVENT

POWERING UP LANDFILLS, GREYFIELDS & BROWNFIELDS AS BRIGHTFIELDS

June 19, 2018

At the New Jersey Institute of Technology Newark, New Jersey

Raise your Solar IQ and make deals at the this Solar Energy Development Event

brownfieldlistings.com/ events/ Solar-Development-Event-Newark-Home

SOLAR MARKET MEETUP POWERING UP BROWNFIELDS, GREYFIELDS AND GREENFIELDS June 19, 2018

On the campus of NJIT DOWNTOWN NEWARK, NJ



Thank you!

CONTACT INFORMATION:

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