

Tips for Successful Brownfields Grant Proposals

“Reading between the lines”

Webinar

October 17, 2017



Housekeeping

- All attendees are on mute. Please use the integrated audio on your computer or mobile device for sound.
- Please submit all questions using the **Q&A** function on the upper right section. When you submit your questions, please submit your questions to “**All Panelists.**”
- A recording of the webinar will be available after the webinar, and we will distribute a link to all participants.
- We appreciate your feedback – please respond to the webinar survey.



Upcoming Events

Date	Title
October 20	Green Stormwater Infrastructure Boot Camp, Allenstown, NH
October 25	Innovations in Remediation and Land Reuse Workshop, Rochester, NY
November 7-9	Southeast Brownfields Workshop, Atlanta, GA
December 4-7	National Brownfields Conference, Pittsburgh, PA



Be Sure to Look for TAB at Brownfields 2017

- **Pre-Conference Workshop: Brownfields Basics & Hot Topics for Economic Development**
 - Monday December 4th 9:00 am to 12:00 pm
- **Developers Talk Deals**
 - Monday December 4th 9:00 am to 12:00 pm
- **A-HA! Get Genius Help with Brownfields Databases**
 - Tuesday December 5th 11:45 am – 12:45 pm
- **The Redevelopment Rodeo: Episode One, “Big City”**
 - Wednesday December 6th 1:45 to 2:45 pm
- **The Redevelopment Rodeo: Episode Two, “Small Town”**
 - Wednesday December 6th 4:15 to 5:15 pm
- **TAB Office Hours – FREE LUNCH**
 - Wednesday December 6th 12:30 to 1:30 pm
 - to receive lunch register at: <https://www.ksutab.org/education/workshops/details?id=274>



Today's Presenters



Ken Brown is the Director of CCLR / NALGEP's Washington DC office. He has more than 20 years of experience helping communities develop strategies and obtain funding for revitalization projects.

Maggie Weiser Maggie Weiser is the KSU Technical Assistance to Brownfields (TAB) coordinator for EPA regions 5 and 7 where she provides assistance to communities navigating the reuse of blighted properties. She has 14 years of experience in environmental assessment, cleanup, regulatory compliance and property revitalization.



Today's Presenters



Erica Rippe started at the Center for Creative Land Recycling in 2016 and manages CCLR's west coast workshops, trainings and national event marketing. Prior to joining CCLR, Erica worked with local government and planning officials at the City of San Luis Obispo, CA where she helped implement Climate Action Plans.

Elizabeth Limbrick is a Licensed Site Remediation Professional in New Jersey. She is a Project Manager at the New Jersey Institute of Technology where she provides free technical assistance to governmental, tribal and not-for-profit entities in EPA Regions 1, 3, and 4 that are interested redeveloping brownfields. Elizabeth has over 20 experience in the development and oversight of environmental remediation and brownfield redevelopment projects in the private and public sectors.



Technical Assistance to Brownfields Communities Program

- Direct technical assistance on full range of brownfields topics -- community involvement, health impacts, finance, liability, redevelopment, and grant writing
- Tools include: workshops and webinars, one-on-one assistance, case studies, web-based tools
- *Training & review of drafts of EPA ARC grant proposals: Contact your TAB now!*



Technical Assistance Providers

New Jersey Institute of Technology (NJIT)—EPA Regions 1, 3, & 4

Colette Santasieri | 973-642-4165 | santasieri@njit.edu | www.njit.edu/tab

Kansas State University (KSU)—EPA Regions 5, 6, 7 & 8

Blase Leven | 785-532-0780 | baleven@ksu.edu | www.ksutab.org

Center for Creative Land Recycling (CCLR)—EPA Regions 2, 9 & 10

Sarah Sieloff | 415-398-1080 | sarah.sieloff@cclr.org | www.cclr.org



What is a Brownfield

Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

- Hazardous Materials

- Auto Shops
- Salvage Yards
- Illegal dump sites
- Dry Cleaners
- Mine Scarred Lands
- Illegal Drug Labs

- Petroleum Sites

- Gas Stations
- Fuel Terminals
- Tank Farms

- Commingled



FY2018 Brownfields Grants

Assessment Grants

- Inventory, characterize, assess, and conduct planning (including cleanup planning) and community involvement
- \$200,000-\$600,000
- 145 grants = \$33.5M

RLF Grants

- Capitalize program for loans and subgrants
- Up to \$1M
- 15 grants = \$9M

Cleanup Grants

- Cleanup activities at a specific brownfield site or multiple brownfield sites owned by the applicant
- Up to \$200,000 per proposal
- Up to 3 per grantee
- 38 = \$7.5M



Benefits of a Brownfields Grant

- **Seed funding** to launch brownfields programs and conduct initial site investigations at priority sites.
- **Assessment funding is flexible** – can be used for multiple sites, for reuse planning, health assessments, brownfields staff, community involvement, and site investigations.
- **Funding can be used to leverage other federal, state, and local revitalization funding.**
- **Can help achieve multiple community objectives** – e.g., removal of blight, clean-up, transportation improvements, new affordable housing, mixed use development, new parks and open space, waterfront revitalization.



Key Changes to FY 2018 Guidelines

- Greater emphasis on “persistent poverty” – must affirm if community is located in a county where 20% or more of population has been in poverty for past 30 years.
- Removed references to programs from previous Administration (e.g., Sustainable Communities Partnership, Manufacturing Communities Partnership, TIGER Grants, etc.).
- Still must discuss integration with equitable and sustainable practices and EJ approaches, and regional plans.
- Assessment grants only need to identify & provide details on one priority site.
- Cleanup grants can request funding for multiple sites; can submit up to three cleanup grant proposals.
- Minor changes in points for cleanup and RLF grants – more points for Community Need criterion.



Equitable Development

- Redevelopment should benefit the existing community – not push them out.
- What intentional strategies will you use?
 - Example: To retain residents who have historically lived within the area affected by brownfields you might include inclusionary zoning (affordable housing), rent-control, and/or a community land trust
 - Also consider: improving access by residents to greenspace, recreational spaces, transit, schools, other nonprofit uses, and healthy and affordable food
- Impact discussion
 - Public and environmental health and welfare
 - Real and perceived; nature and extent; direct and indirect; proximity; cumulative
- Consider improving employment opportunities
 - Local or First-Source Hiring (Also mention that you will follow federal procurement rules)



ARC Grant Process Overview

**Submit applications by November 16, 2017
11:59 p.m. Eastern Time**

Guidelines Issued	September 2017
Proposals Due	November 16, 2017
Selections Announced	Spring 2018
Work Plans Negotiated	Summer 2018
Funding Available	September 2018



Grant Process – Before Pen Hits Paper

- Start working with your community **early** to establish a process and procedures for engaging them.
- Begin identifying and forming partnerships that are critical to the success of your program.
- Identify roles and responsibilities: Know which departments you will need to administer grant.
- Identify specific site(s)/area(s) in need of assessment.

****These efforts can begin before you write the grant proposal****



ARC Grant Process – Online Tools

- Participate in webinars and trainings offered by EPA
- TAB EZ www.ksutab.org or www.tabez.org
 - Template for Assessment and Cleanup only.
 - For Assessment: Choose “community wide” or “site specific”
- Learn how to submit a proposal via www.grants.gov
 - Review the [Tools & Tips](#)
 - Obtain your DUNS number and register in www.sam.gov
 - Help Desk: 1-800-518-4726 (open 24/7)



Assessment Grants Overview

Funding to plan, inventory and assess brownfields contaminated with hazardous substances, pollutants, contaminants and petroleum products, conduct community involvement, and cleanup/redevelopment planning.

Who is eligible?

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

EPA estimates awarding 145 Assessment Grants for about \$33.5 million



Assessment Grants – FY 2018 Funding

1. Site-specific: \$200,000-\$350,000

2. Community-wide: \$200,000

- Inventory of sites
- Phase I & Phase II assessments
- Reuse, cleanup plans, and community outreach

3. Coalition: Up to \$600,000

- Group of 3 or more eligible entities submit proposal under one lead coalition partner
- Coalition partners cannot have the same jurisdiction unless they are separate legal entities
- Coalition members CANNOT apply for additional, Individual Community-wide or Site-specific assessment grants
- Must assess a minimum of 5 sites



Assessment Rating – 200 Points

- Community Need (45 pts)
- Project Description and Feasibility of Success (55 pts)
- Community Engagement and Partnerships (35 pts)
- Project Benefits (25 pts)
- Programmatic Capability/Past Performance (40 pts)



Assessment Grants Tips

- Communitywide or site-specific?
- More points for brownfields description; less on cumulative impacts
- Discuss past efforts in obtaining technical assistance and resources
- Plan for site prioritization and access challenges
- Anticipate the environmental oversight structure
- Assess your team's capacity to deliver
- Coalitions
 - Find partners with common goals and commitment
 - Effective governance structure
- Incorporate regional priorities



Cleanup Grants

Up to \$200,000 per Proposal

- Funding for cleanup activities at a single site or multiple sites
- Application Requirements
 - Phase II or equivalent
 - Draft ABCA complete
 - Community Notification and Public Comment
 - Sole owner of the subject property(ies) by November 16 (fee simple title)
 - Not responsible party
 - 20% applicant cost share



Cleanup Rating 100 Points

- Community Need (16 pts)
- Project Description and Feasibility of Success (30 pts)
- Community Engagement and Partnerships (20 pts)
- Project Benefits (14 pts)
- Programmatic Capability and Past Performance (20 pts)



Cleanup Grants Tips

- Choose a site and project with impact
- Complete the Analysis of Brownfields Cleanup Alternatives (ABCA)
- Provide early notice and schedule your community meeting before November 2
- EPA will consider alternate ownership arrangement – contact them early
- Consider all the components of the remedial action, including low impact remediation and protection of the community during remediation
- Alignment with Revitalization Plans
- Be clear on cost share requirement vs. leveraging sources
- Contact job training or workforce development providers in the area



Revolving Loan Fund Grants

\$1M per award

- Funding to capitalize fund for loans and subgrants
- 50% of grant awards planned to be “new applicants”
- 20% applicant cost share
- 50% for loan program: loans, marketing, servicing, etc.



RLF Rating 100 Points

- Community Need (17 pts)
- Program Description and Feasibility of Success (30 pts)
- Community Engagement and Partnerships (20 pts)
- Program Benefits (13 pts)
- Programmatic Capability and Past Performance (20 pts)



Revolving Loan Fund Grants Tips

- Obtain legal opinions early: Site access/nonperformance and Loan program management
- Assemble a strong team: Program manager, Fund manager and Site manager
- Develop a strong business and management plan: Marketing the program, Competitive loan terms, site prioritization
- Develop a clear cleanup oversight structure
- Contact job training or workforce development providers
- Highlight other funding sources, cost share, leveraging and job opportunities



General Tips

- Address Threshold Criteria ASAP
 - State letter and site eligibility
- Follow Directions – Read Entire Guidelines
- Use the *format* requirements! (font, pages, margins, etc.)
- Add page numbers, use the headers
- Address each section and subpart – leave no blanks
- Do not assume reviewer understands your region or community, history or “issues” (no local jargon)
- Get an Outside Editor
- Recheck budget table
- Use TABEZ at www.ksutab.org or www.tabez.org
- Use the proposal checklist and evaluation criteria
- Grants.gov and SAM.gov



General Tips (cont.)

- Make a connection and create a story between your needs, impacts, project, and benefits
 - *The indicators in the Needs section should be mitigated by the project and reflected in the benefits section*
- Identify the sustainable aspects of your communities' policies, plans, and practices
 - *Find the regional plan, general plan and specific plans for your project area, find the sustainable elements, and check for brownfields connections*
- Don't rely on past successes – keep the application forward-focused
- Demonstrate that you can deliver
 - *Identify how and who will deliver and report on outcomes and outputs*



General Tips (Con't)

- How is your community different from other applicants
 - Describe a compelling story
 - Never write a paragraph that could be applicable to any other application from anywhere USA
- Keep it real – quotes from the community are nice
- Make sure your proposed budget and activities are realistic (and eligible).
- The community “Vision” can be critical – is it realistic?
- Quantify, Quantify, Quantify
 - Don't just state a fact – back it up with date and/or examples
- If you don't know something, don't just skip it! Check out EPA's FAQs, ask your TAB provider.
- Get everyone on board



EPA ARC FY 2018 Timeline

- November 16, 2017 - Proposals due
- Spring 2018 - Selections announced
- June-July 2018 - Work plans finalized
- September 2018 - Grants awarded



Free Technical Assistance

- TAB Program
 - TAB EZ: Template for Drafting EPA Assessment and Cleanup Proposals (www.ksutab.org)
 - Proposal Reviews: Two-week notice; Three – seven day review (sometimes less)
- State Brownfields Programs
 - Letters of Acknowledgement, site-specific eligibility determinations, and other technical assistance
- EPA Regional Brownfields Programs
 - Applicant, site, and site ownership Eligibility determinations
 - Request NOW, if in doubt
 - Regional Webinars



Questions?

- **Ken Brown, NALGEP/CCLR:** ken.brown@cclr.org
- **Elizabeth Limbrick, NJIT:** limbrick@njit.edu
- **Erica Rippe, CCLR:** erica.rippe@cclr.org
- **Maggie Weiser, KSU TAB:** mjweiser@ksu.edu

