

# Grant Writing Tips & Tricks



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**Richmond, VA  
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# HELP!!!

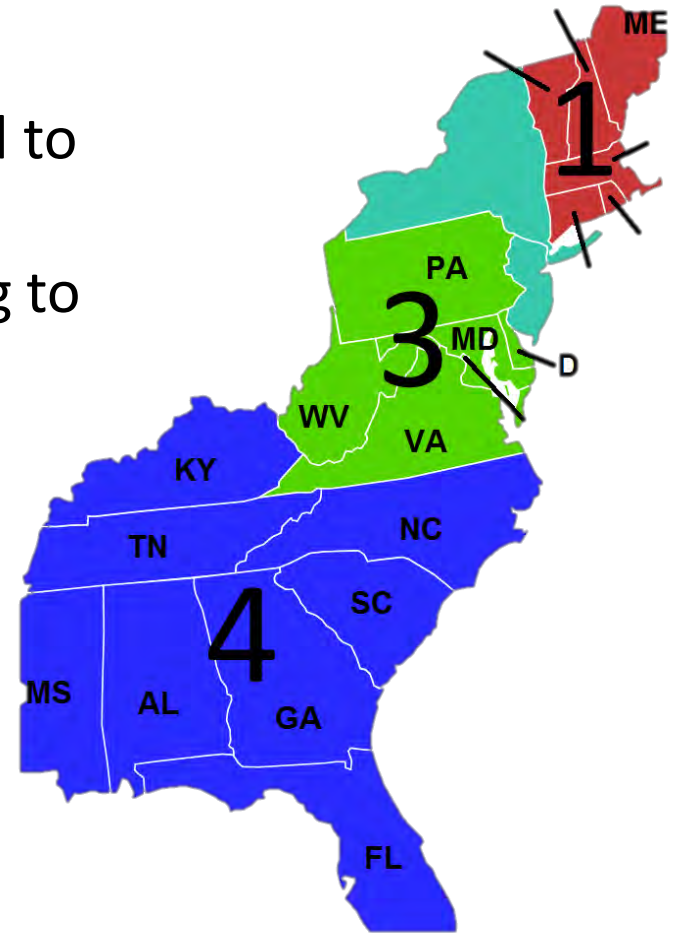


# What is TAB?

## Technical Assistance for Brownfields [www.njit.edu/tab](http://www.njit.edu/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.

➤ Assistance is *free of charge*!



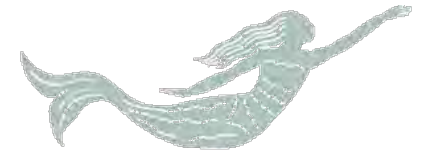
# Who is the NJIT TAB Team?



Sean Vroom, NJIT TAB Project Manager gives a tour of NYC's High Line to the City of Yonkers Area Wide Planning Grant Steering Committee.

Technical Assistance for Brownfields [www.njit.edu/tab](http://www.njit.edu/tab)

# Who Can Receive NJIT TAB Assistance?



**N O R F O L K**

*Life. Celebrated Daily.*

Technical Assistance for Brownfields [www.njit.edu/tab](http://www.njit.edu/tab)



**NJIT TAB provides assistance throughout the *entire* brownfields redevelopment process**

**Assistance is provided through...**

- ❖ Resource Center
- ❖ Educational Forums
- ❖ One-on-one Technical Assistance



## NJIT TAB Resource Center

[www.njit.edu/tab](http://www.njit.edu/tab)

- ❖ info on all aspects of assessing and cleaning up a brownfield site
- ❖ news and upcoming events

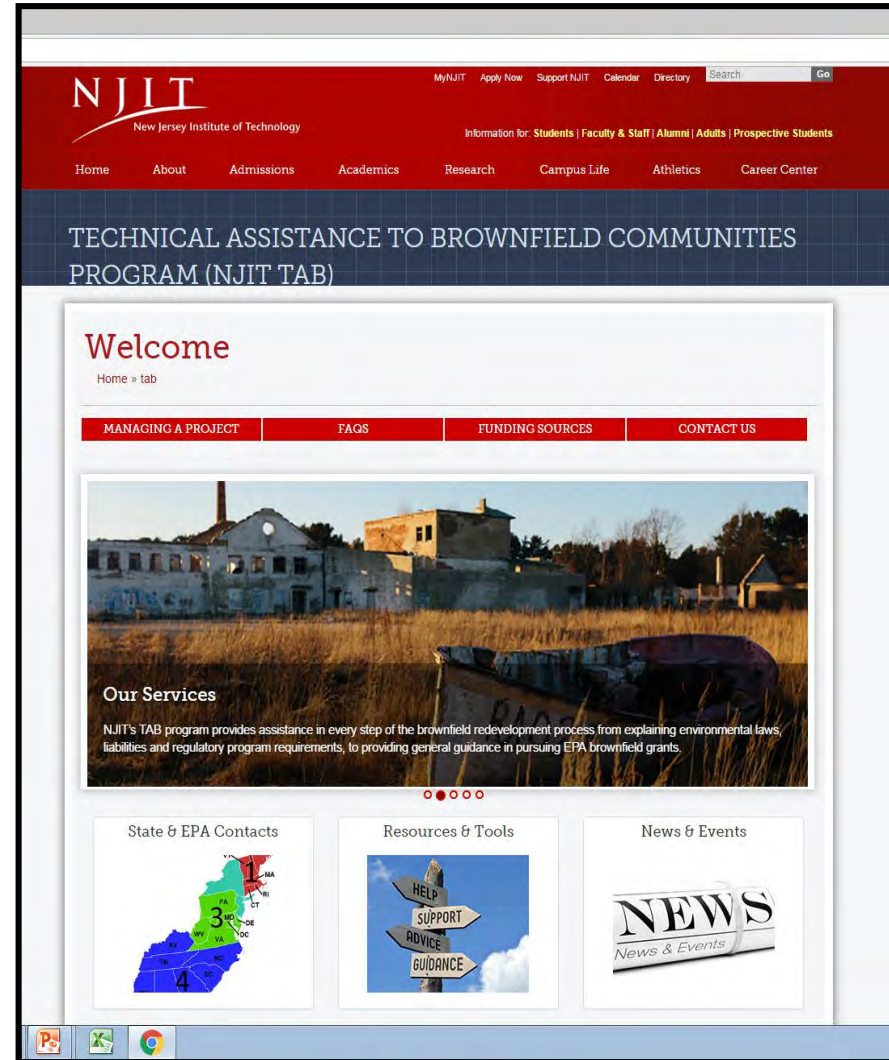
## Resources and Tools

- ❖ Federal and state funding sources
- ❖ state brownfield programs
- ❖ state and EPA contacts
- ❖ previously recorded webinars
- ❖ downloads of workshop and seminar presentations
- ❖ PCB brochures; GSI decision tree
- ❖ how-to videos

## NJIT TAB Hotline

973-642-4165

[tab@njit.edu](mailto:tab@njit.edu)



## NJIT TAB Educational Forums

**Conferences:** pre-conference workshops, learning labs, panel sessions, office hours

**Workshops:** 2 to 4 hour interactive sessions on brownfield related topics

**Seminars:** deeper dive into specific brownfield related topics

**Brownfield Boot Camps:** 4 to 7 hour more intensive, deep dive into specific brownfield related topics

**Webinars:** range from introducing the TAB program to specific brownfield topics

**All-Grantee Meetings:** work with state agencies and EPA





## One-on-One Technical Assistance

*Every community is different and every community's needs are different.*

*Brownfields Redevelopment Spectrum*



***The type and depth of assistance NJIT TAB provides is tailored to the needs of the community – from a quick call to more involvement.***

## All-EPA Brownfields Grantee and Brownfields Roundtable



## Brownfields for Bankers



*Terry Martin, Vice President of Mascoma Savings Bank, commented “There was more content in today's (3 hour) presentation than we usually see in a full day's seminar. Excellent, well presented and organized, and VERY professional. We learned enough to make some recommendations on our internal bank policies. That usually does NOT happen. We appreciated the discussions and the questions.”*

## Brownfields Basics Session





## Vermont Yankee – NJIT TAB recommendations for site redevelopment options / constraints



[https://commons.wikimedia.org/wiki/File:Vermont\\_Yankee\\_Nuclear\\_Power\\_Plant.jpg](https://commons.wikimedia.org/wiki/File:Vermont_Yankee_Nuclear_Power_Plant.jpg)

- Reviewed Technical Documents
- Interviews
- Written Opinion Document
- Testimony

Chris Campany, Executive Director of the Windham Regional Commission remarked:

*“From my perspective this is exactly the type of information I was hoping for. This will hopefully go a long way towards helping folk understand the questions that need to be asked and which are being asked, and why. The absence of jargon is also much appreciated. It should be easily understood by anyone interested. Thank you!”*



## 6D Advisory Neighborhood Commission DC United Soccer Stadium



- Reviewed Technical Documents
- Written Opinion Document
- Explained Technical Concepts in Plain English

## **Baltimore MD, Wilmington, DE, Norfolk, VA & More**

**REQUEST FOR QUALIFICATIONS and PROPOSALS  
for  
LICENSED SITE REMEDIATION PROFESSIONAL  
ENVIRONMENTAL ENGINEERING SERVICES  
for the  
MIDDLESEX COUNTY IMPROVEMENT AUTHORITY  
Funded by a  
U.S.E.P.A. BROWNFIELD ASSESSMENT COALITION GRANT  
for**

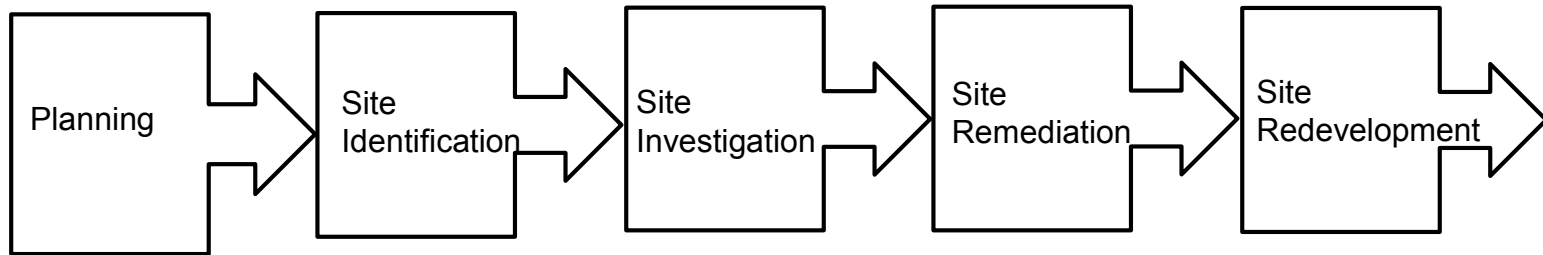
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- Example RFPs
- Consultant Selection
- Grant Management Guidance

## **Green Stormwater Infrastructure on Brownfields Boot Camp Maryland & Pennsylvania**



# NJIT Technical Assistance to Brownfield Communities (TAB)



Identification of funding opportunities

Participating in the consultant solicitation process

Design and conduct of community engagement activities

Interpretation of technical and scientific reports and data (such as site characterization results)

Grant application reviews

Navigating regulatory programs

Explaining clean-up technologies

Assisting with preparation of Work Plan

Explaining laws and regulations

Conduct of visioning sessions

Development of Corridor Assets and Needs Studies

Developing a strategy or action plan

Development of community specific site evaluation and prioritization processes

**We tailor our assistance to your needs!**



# How can NJIT TAB assist you?



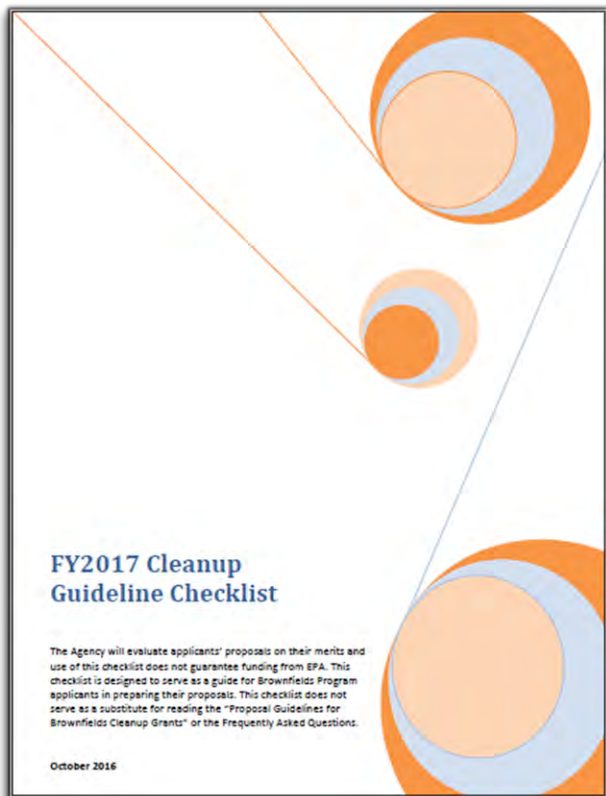
Hotline: 973-642-4165

[limbrick@njit.edu](mailto:limbrick@njit.edu)

[tab@njit.edu](mailto:tab@njit.edu)

[www.njit.edu/tab](http://www.njit.edu/tab)

# Proposal Writing Resources



- Office of Brownfields & Land Revitalization Website  
[www.epa.gov/brownfields/apply-brownfields-grant-funding](http://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

# Brownfields Competitive Grants

- ❑ Assessment Grants

- ❑ Property-Specific
- ❑ Community –Wide
- ❑ Coalition

- ❑ Cleanup Grants

- ❑ Revolving Loan Fund Grants

- ❑ Multi-Purpose Grants



- ❑ Environmental Workforce Development and Job Training Grants

# 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  $\leq 15,000$ ). 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.



# 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



# To Do List

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- ❑ Review the ARC Guidelines and Frequently Asked Questions when they are issued
- ❑ Attend Seminars / Webinars on Grant Guidelines
- ❑ Review summary of changes document
- ❑ For current grantees: cleanup your outstanding reporting requirements
- ❑ For site specific applications: vet site eligibility

# To Do List



- ❑ Build your team NOW!
  - ❑ 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?
  - ❑ LEVERAGE - What other resources will be needed to see the project to redevelopment?  
Discuss with prospective funders



# 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
  - ❑ Authorizing resolutions: EPA doesn't care, but your business administrator may



# 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

For State Acknowledgement Letter:

Vincent Maiden

Brownfields Program Coordinator

Virginia Department of Environmental Quality

1111 E. Main Street, Suite 1400

Richmond, VA 23219

[Vincent.Maiden@deq.virginia.gov](mailto:Vincent.Maiden@deq.virginia.gov)

(804) 698-4064

# 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 grant & matching funds

# 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*
- ❑ 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.



#1 Piece of Advice



TIPS

# 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.
- ❑ 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

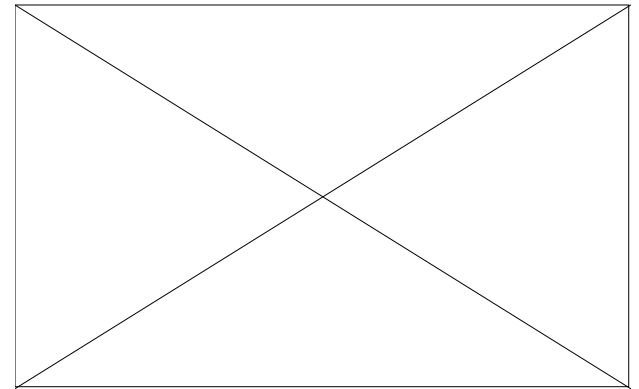
# Critique a Grant

Review the Community Needs Section of the Grant Proposal (30 minutes)

Compare to the Grant Guidelines

As a group (4-6 people) – discuss and note:

- Strengths
- Weaknesses
- How could it be improved?



Report Out (3-5 minutes per group)

# Perfect Pitch

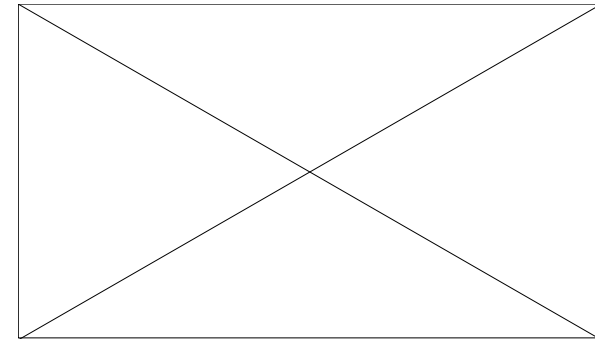
Pitch Your Project – Why should EPA give you this grant?

As a group (4-6 people) – create your project (30 minutes) and then pitch your project

Describe your Project

- ❑ How does it align with your redevelopment plans?
- ❑ How will you leverage additional resources?
- ❑ How does your project benefit the community?

Pitch us your project (3-5 minutes per group)





# And the Winner is...

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# Thank you!



## CONTACT INFORMATION:

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<https://www.epa.gov/brownfields/forms/brownfields-region-3s-email-updates-signup-form>