The Virtual Workshop will begin shortly

Effective EPA Brownfield Grant Writing Tips

Hosted by Sustainable Jersey

September 28, 2023
12pm to 1pm
Effective EPA Brownfield Grant Writing Tips

Hosted by Sustainable Jersey

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Today’s Presenter:

Sean Vroom, Director
New Jersey Institute of Technology
Tel. 973-596-6415
Email: svroom@njit.edu
Housekeeping

- All participants will be muted
- Please submit all questions into Q&A
- A recording of this workshop as well as the presentation will be made available on the “Resources” page of NJIT TAB website (www.njit.edu/tab)
EPA Brownfields Definition

A brownfield site is defined as real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land.
Sustainable Jersey Brownfield Actions

1. Brownfields Inventory & Prioritization
2. Brownfields Reuse Planning
3. Brownfields Marketing
4. Brownfields Assessment & Investigation
Available FY24 EPA Brownfield Grants

• Brownfields Multipurpose Grant
• Brownfield Assessment Grants
• Brownfield Revolving Loan Fund (RLF)
• Brownfield Cleanup Grants

*Available to State, County, Local, and Tribal Governments as well as Non-profits
Brownfields Multipurpose Grant

Multipurpose Grant funds can be used for the direct costs associated with the inventory, site prioritization, site reuse planning, community involvement, assessment, cleanup planning, and cleanup of a brownfield site.

- Up to $1,000,000 in funding
- 5-year performance period

Eligible Sustainable Jersey Actions

Direct
- Brownfields Inventory & Prioritization
- Brownfields Reuse Planning
- Brownfields Assessment & Investigation

Supports
- Brownfields Marketing
Brownfield Assessment Grants

3 Types
- Assessment Communitywide
- Assessment Coalitions
- Assessment State/Tribal

- Up to $2,000,000 in funding
- 4-year performance period
- 5-year state/tribal

Assessment Grant funds can be used for the direct costs associated with the inventory, site prioritization, community involvement, site reuse planning, assessment, and cleanup planning for brownfield sites.

Eligible Sustainable Jersey Actions

Direct
- Brownfields Inventory & Prioritization
- Brownfields Reuse Planning
- Brownfields Assessment & Investigation

Supports
- Brownfields Marketing
Brownfield Cleanup Grants

Cleanup Grants provide funding to carry out cleanup activities at brownfield sites owned by the applicant.

- Up to **$5,000,000** in funding
- **4-year** performance period

Eligible Sustainable Jersey Actions

*Supports*
- Brownfields Reuse Planning
- Brownfields Marketing
## FY24 Brownfields Multipurpose, Assessment, and Cleanup Grant Offerings

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Maximum Project Period</th>
<th>Maximum Amount Per Grant</th>
<th>Estimated # of Awards</th>
<th>Bipartisan Infrastructure Law Funds</th>
<th>Regular Appropriated Funds</th>
<th>Total Per Grant Type</th>
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<tbody>
<tr>
<td>Multipurpose</td>
<td>5 years</td>
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<td>20</td>
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<td>Assessment (State/Tribal Level)</td>
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<td>Assessment Coalitions</td>
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<td>30</td>
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<tr>
<td>Cleanup</td>
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<td>$60,000,000</td>
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</table>

**Total:**

- Bipartisan Infrastructure Law Funds: $145,000,000
- Regular Appropriated Funds: $90,000,000
- Total: $235,000,000

**NO COST SHARE**
Eligible Entities

- Regional Council established under governmental authority.
- Group of General Purpose Units of Local Government established under Federal, state or local law (e.g., councils of governments) to function as a single legal entity with authority to enter into binding agreements with the Federal Government.
- Eligibility of a landbank as the lead member of an Assessment Coalition will depend on how the landbank was created (e.g., agency/instrumentality of the state vs. independent non-profit).
- 501(c)(6) organizations can only apply for Cleanup Grants.
- 501(c)(4) organizations that lobby the Federal government are not eligible.
EPA Brownfield Grants Solicitation Cycle

- Request for Applications (RFA) – September 21, 2023
- Applications due November 13, 2023
- Announcement of Successful Grant Applicants – Spring
- Funding become available to grantees – Late Summer

Approximately 1 Year
<table>
<thead>
<tr>
<th>I AM APPLYING FOR</th>
<th>Multipurpose Grant</th>
<th>Community-wide Assessment Grants for States and Tribes</th>
<th>Community-wide Assessment Grant</th>
<th>Assessment Coalition Grant (Lead)</th>
<th>Non-Lead Member of an Assessment Coalition</th>
<th>Cleanup Grant</th>
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<tr>
<td>Multipurpose Grant</td>
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<td>No</td>
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<tr>
<td>Assessment Coalition Grant (Lead)</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>N/A</td>
<td>No</td>
<td>Yes</td>
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<tr>
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<td>No</td>
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<tr>
<td>Cleanup Grant</td>
<td>No</td>
<td>Yes (Choose One Type)</td>
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<td>No</td>
<td>No</td>
<td>N/A</td>
</tr>
</tbody>
</table>
FY24 Eligibility Chart for Existing Grant Recipients

In FY24, can I also apply for...

MY ORGANIZATION CURRENTLY HAS

- Multipurpose Grant
- Community-wide Assessment Grants for States and Tribes
- Community-wide Assessment Grant
- Assessment Coalition Grant (Lead)
- Non-Lead Member of an Assessment Coalition
- Cleanup Grant

Note: Applicants must also meet all threshold criteria outlined in Section III. of the RFA. If you plan to apply for more than one grant type, please refer to the FY24 MARC Grant Eligibility Chart for Multiple Applications chart to determine which grant(s) are available to you.
EPA MARC Grant Resources

FY24 Grant Guidelines and Application Resources on the Office of Brownfields and Land Revitalization website: [https://www.epa.gov/brownfields/marc-grant-application-resources#Open%20Solicitations](https://www.epa.gov/brownfields/marc-grant-application-resources#Open%20Solicitations)


MARC Grant Application Resources – “Open Solicitations” [https://www.epa.gov/brownfields/marc-grant-application-resources#Open%20Solicitations](https://www.epa.gov/brownfields/marc-grant-application-resources#Open%20Solicitations)

Factsheet on Socially Distant Engagement Ideas: [https://www.epa.gov/brownfields/socially-distant-engagement-ideas](https://www.epa.gov/brownfields/socially-distant-engagement-ideas)

Grant Writing Tips & Common Mistakes
IV.E. Narrative/Ranking Criteria

1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION
2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT
3. TASK DESCRIPTIONS, COST ESTIMATES, AND MEASURING PROGRESS
4. PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE
Guideline Narrative Update Highlights

• Plan to identify additional brownfield sites moved from criterion 3 to criterion 1. (not applicable to cleanup grants)

• Criterion 1: Outcomes and Benefits of Reuse Strategy – how project will improve local climate adaption/mitigation capacity and resilience to protect residents and community investments.

• Criterion 1: Resources Needed for Site Reuse – consolidated for clarity and dropped from 10 to 5 points. (not applicable to cleanup grants)

• Criterion 2: Threats to Sensitive Populations – applicants now encouraged to use CEJST to identify disadvantaged census tracts.
Guideline Narrative Update Highlights (cont.)

• Criterion 2: Environmental Justice – separated into two 5 point criteria and includes modified language including minimizing displacement, previously included in 1.b.ii. Outcomes and Benefits of Reuse Strategy. For part (a) of criteria, other than tribal entity, if priority sites not in a disadvantaged census tract then can only earn max of 2 points.

• Criterion 3: Cost Estimates – Includes additional details on determining costs to include on the “Construction” line included in Cleanup and Multipurpose Grant Guidelines Section IV.E.

• Criterion 4: Acquiring Additional Resources – Show degree to which applicant will promote strong labor practices.

• No COVID-19 Flexibility contained in this year’s grant guidelines.
1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

**Tips and Common Mistakes**

- Set the stage for the rest of your narrative in this criterion.

- Competitive applications will have a project that aligns with existing community revitalization efforts.

- Clearly define target area, focus area(s).
  - Make they include brownfield sites.
  - *Area includes disadvantaged census tracts.*

- Demonstrate that you have plans to get from A to Z to assure success.
1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

**Tips and Common Mistakes (cont.)**

- Describe how project will improve climate adaption/mitigation capacity and resiliency to protect residents & Community investments.
- Include community investment (i.e., streetscape improvements, utility upgrades, BID, etc.).
- Be clear on leveraged resources (committed versus anticipated).
- List existing infrastructure (i.e., water, sewer, gas, electric, transportation, high speed internet) as well as any upgrades that will be required to meet project goals.
2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT

**Tips and Common Mistakes**

- Quantify impacts to community when possible.
- Show community in most impoverished light possible.
- Include data from EPA's EJSCREEN Tool and EnviroAtlas; and CEQ’s CEJST to establish community characteristics and need.
- Describe your community engagement plan, even if it’s ongoing.
- Make sure you discuss how the input from the community engagement plan will be meaningfully incorporated into the project.
2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT

Tips and Common Mistakes (cont.)

- Describe how this grant will address or facilitate the identification and reduction of threats to the health or welfare of your vulnerable populations.
- Select meaningful partners with meaningful roles.
- Address lack of health data if that is the case.
3. TASK DESCRIPTIONS, COST ESTIMATES, AND MEASURING PROGRESS

**Tips and Common Mistakes**

- Show a generalized timeline of how the work will be done in grant performance period.
- Show how the applicant will easily identify when the project is or is not on schedule and describe corrective action.
- Need to substantiate costs (don’t back into them). Include unit costs, be specific e.g. $ in travel, supplies; who? what? purpose?
- Check your math.
- Make sure your budget correlates to your tasks.
- Understand outputs versus outcomes.
4. PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE

**Tips and Common Mistakes**

- Clearly describe the project management structure and how it will function.
- Make sure you read the “and/or” in the evaluation criteria.
- Use tables to summarize where appropriate to save space.
- DON’T BE MODEST…but don’t give more than 3 examples.
- Address all the criteria. If you have no history, then say that for neutral score of 8 points. Not responding will get you 0.
GENERAL APPLICATION TIPS

• FOLLOW DIRECTIONS (read entire Guidelines)
• Decide what your story is. How is your community different from other applicants?
• Make sure project outcomes match community needs.
• Write as though the reader knows NOTHING about your community.
• Look at past successful applications.
• Be kind to your reviewers – minimize use of acronyms/technical/organizational jargon.
• Keep extraneous stuff out; it distracts from your story (No graphics or photos).
GENERAL APPLICATION TIPS (cont.)

• Don’t rely on past successes – keep the application forward-focused.
• Read and evaluate any proposal written by a consultant.
• Do not use hyperlinks other than sourcing data.
• Address all criteria – if it doesn’t apply say so and explain why.
• Review associated grant FAQs.
• Write your proposal from the evaluation criteria section of the guidelines versus the ranking criteria.
• Use the outline provided in the guidelines.
• Make sure sub-contractors have been selected according to EPA requirements.
What is TAB?

(Technical Assistance to Brownfields Communities)

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!
Understanding laws and regulations

Navigating the regulatory process

Engaging the community

Identifying funding

Securing funding

Adhering to EPA grant requirements

Engaging the right contractors

Marketing the brownfield site

Understanding the technical issues

Understanding liability issues

HELP!!!
NJIT Brownfields Leadership Team

We are planners, engineers, environmental scientists, and social scientists who have helped hundreds of communities.
NJIT TAB ASSISTANCE

Assistance is provided through...

- Resource Center
- Brownfield Educational Forums
- One-on-one Technical Assistance
info on all aspects of assessing and cleaning up a brownfield site
news and upcoming events
Federal and state funding sources
EPA and state contacts
previously recorded webinars
downloads of workshop and seminar presentations
success stories
how-to videos
successful grant applications
Infill development, resilience, OZs, etc.

NJIT TAB Hotline
973-642-4165

Email: tab@njit.edu
Conferences: pre-conference workshops, learning labs, panel sessions, office hours

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

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

Webinars: various brownfield related topics

All-Grantee Meetings: work with state agencies and EPA
NJIT TAB One-on-One Technical Assistance

Tailored to your specific needs...

- Identify funding sources
- Review draft grant applications
- Develop redevelopment strategy
- Participate in the consultant solicitation process
- Explain the regulatory programs
- Explain clean-up technologies
- Guidance on developing brownfield inventories
- Create project prioritization processes
- Develop strategies on marketing brownfields sites
- Develop Assets and Needs Studies
- Design and conduct community workshops
Questions & Answers