

**The Virtual Workshop will begin shortly**

# **EFFECTIVE EPA BROWNFIELD GRANT WRITING TIPS**



*HOSTED BY SUSTAINABLE JERSEY*

*SEPTEMBER 28, 2023*

*12PM TO 1PM*



**TAB**  
Technical Assistance to  
Brownfield Communities

# EFFECTIVE EPA BROWNFIELD GRANT WRITING TIPS



*HOSTED BY SUSTAINABLE JERSEY*

*SEPTEMBER 28, 2023*

*12PM TO 1PM*



**TAB**  
Technical Assistance to  
Brownfield Communities

# Today's Presenter:

Sean Vroom, Director

New Jersey Institute of Technology

Tel. 973-596-6415

Email: [svroom@njit.edu](mailto: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](http://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

Not  
offered  
FY24

**\*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



Amounts are  
subject to change

# FY24 Brownfields Multipurpose, Assessment, and Cleanup Grant Offerings

Grant Type	Maximum Project Period	Maximum Amount Per Grant	Estimated # of Awards	Total Per Grant Type	
				Bipartisan Infrastructure Law Funds	Regular Appropriated Funds
Multipurpose	5 years	\$1,000,000	20		\$20,000,000
Assessment (State/Tribal Level)	5 years	\$2,000,000	25	\$50,000,000	
Assessment Coalitions	4 years	\$1,500,000	26		\$40,000,000
Assessment (CW) - New	4 years	\$500,000	30		\$15,000,000
Assessment (CW) - Existing	4 years	\$500,000	30		\$15,000,000
Cleanup	4 years	\$500,000	40	\$20,000,000	
Cleanup	4 years	\$2,000,000	17	\$35,000,000	
Cleanup	4 years	\$5,000,000	8	\$40,000,000	
			196	\$145,000,000	\$90,000,000

**\$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



# FY24 Eligibility Chart for Multiple Applications

I AM APPLYING FOR		In FY24, can I also apply for...?					
		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
Multipurpose Grant	→	N/A	No	No	No	No	No
Community-wide Assessment Grants for States and Tribes	→	No	N/A	No	No	No	Yes
Community-wide Assessment Grant	→	No	No	N/A	No	No	Yes
Assessment Coalition Grant (Lead)	→	No	No	No	N/A	No	Yes
Non-Lead Member of an Assessment Coalition	→	No	No	No	No	N/A	No
Cleanup Grant	→	No	Yes (Choose One Type)			No	N/A



# FY24 Eligibility Chart for Existing Grant Recipients

MY ORGANIZATION CURRENTLY HAS		In FY24, can I also apply for...?					
		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
Multipurpose Grant	→	Must draw down 70% of each MP Grant	Yes	Must draw down 70% of each MP Grant	Must draw down 70% of each MP Grant	Not eligible	Must draw down 70% of each MP Grant
Community-wide Assessment Grants for States and Tribes	→	Not eligible	Must draw down 70% of each CWAGST Grant	Not eligible	Not eligible	Not eligible	Yes
Community-wide Assessment Grant	→	Must draw down 70% of each Assessment Grant	Yes	Must draw down 70% of each Assessment Grant	Must draw down 70% of each Assessment Grant	Not eligible	Yes
Assessment Coalition Grant (Lead)	→	Must draw down 70% of each Assessment Grant	Yes	Must draw down 70% of each Assessment Grant	Must draw down 70% of each Assessment Grant	Not eligible	Yes
Non-Lead Member of an Assessment Coalition	→	Yes	Yes	Yes	Yes	Yes	Yes
RLF Grant	→	Yes	Yes	Yes	Yes	Not eligible	Yes
Non-Lead Member of an RLF Coalition	→	Yes	Yes	Yes	Yes	Yes	Yes
Cleanup Grant	→	Yes	Yes	Yes	Yes	Not eligible	Yes

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>

EPA Multipurpose & Assessment presentation: [https://www.epa.gov/system/files/documents/2023-09/fy24-guideline-outreach-presentation\\_day-1-ma-final.pdf](https://www.epa.gov/system/files/documents/2023-09/fy24-guideline-outreach-presentation_day-1-ma-final.pdf)

EPA Cleanup presentation: [https://www.epa.gov/system/files/documents/2023-09/fy24-guideline-outreach-presentation\\_day-2-c-final.pdf](https://www.epa.gov/system/files/documents/2023-09/fy24-guideline-outreach-presentation_day-2-c-final.pdf)

Frequently Asked Questions: <https://www.epa.gov/brownfields/frequently-asked-questions-about-multipurpose-assessment-rlf-and-cleanup-grants>

Summary of Changes: [https://www.epa.gov/system/files/documents/2023-09/Summary%20of%20FY24%20BF%20MAC%20Grant%20Guideline%20Changes\\_1.pdf](https://www.epa.gov/system/files/documents/2023-09/Summary%20of%20FY24%20BF%20MAC%20Grant%20Guideline%20Changes_1.pdf)

MARC Grant Application Resources – “Open Solicitations” <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>

EPA's Health Monitoring Fact Sheet: <https://www.epa.gov/brownfields/brownfields-public-health-and-health-monitoring>

# 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.)

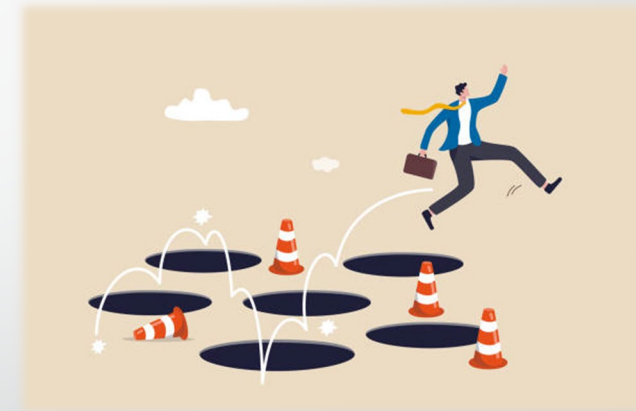
- Criterion 2: Environmental Justice – separated into two 5 point criteria and includes modified language including minimizing displacement, previously included in 1.b.ii. Outcomes and Benefits of Reuse Strategy. For part (a) of criteria, other than tribal entity, if priority sites not in a disadvantaged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



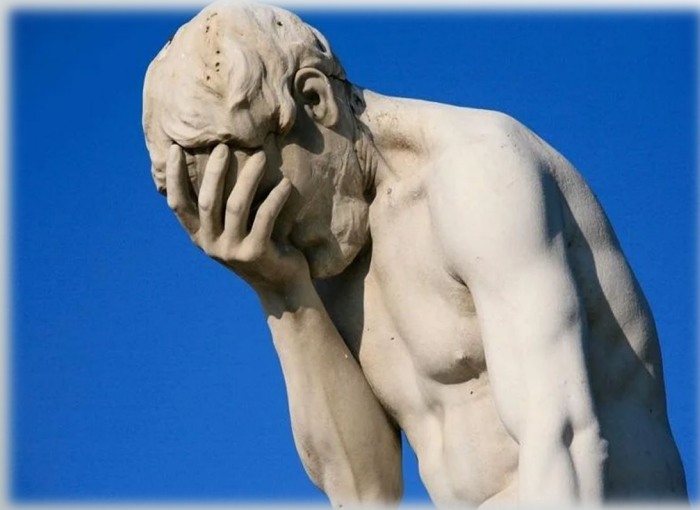
# 1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

## 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

#1 Piece of  
Advice

- 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.



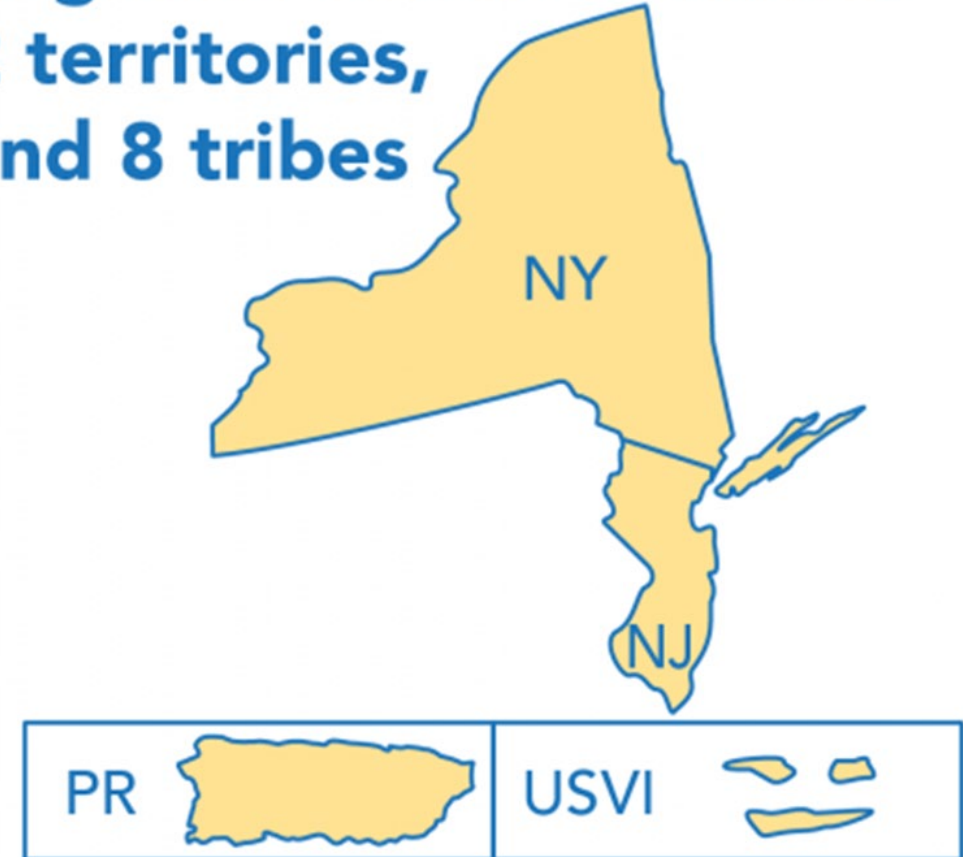
# What is TAB?

(Technical Assistance to Brownfields Communities)

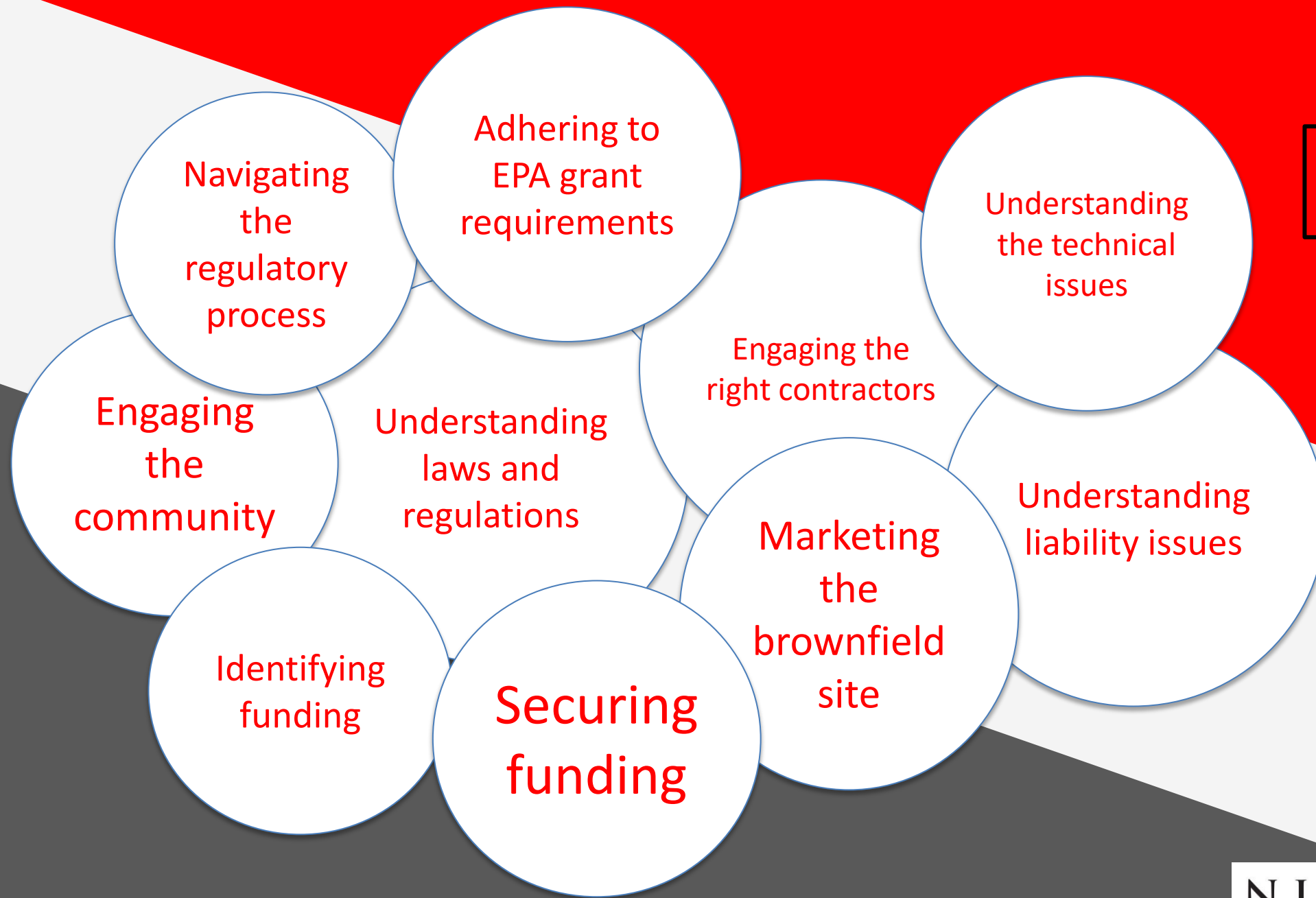
TAB is a technical assistance program, funded by the USEPA, which is intended to serve as an independent resource to communities and nonprofits attempting to cleanup and reclaim brownfields.

➤ **Assistance is *free* of charge!**

**Region 2 serves 2 states,  
2 territories,  
and 8 tribes**



**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

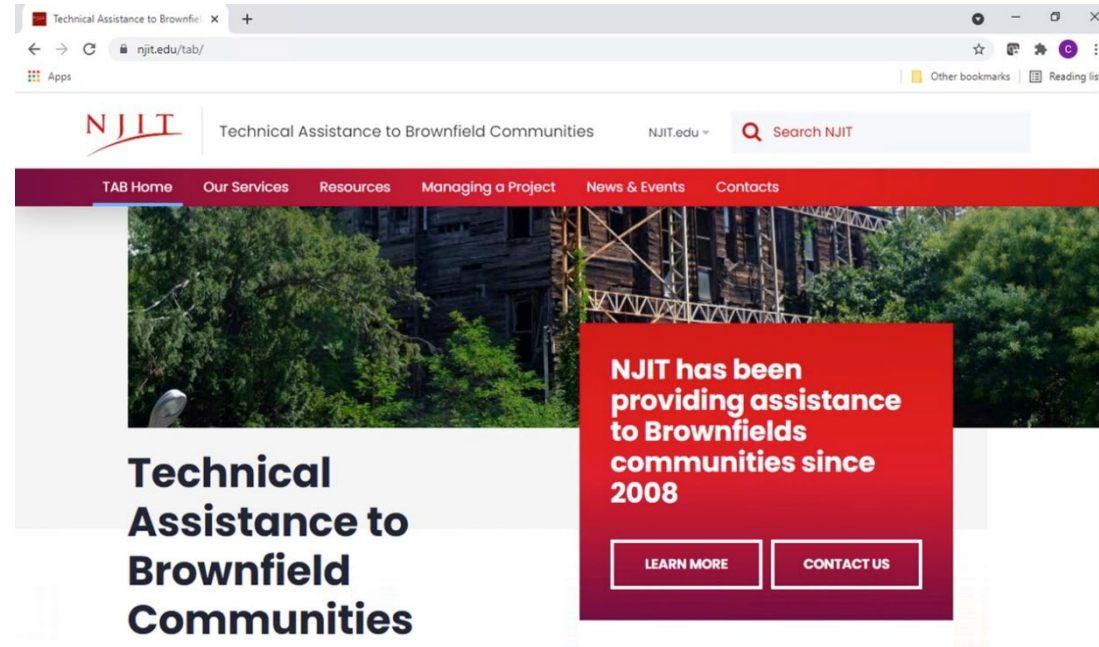




# NJIT TAB Resource Center

**www.njit.edu/tab**

- ❖ 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.



@NjitTab



**NJIT TAB Hotline**  
973-642-4165

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

# NJIT TAB Brownfield Educational Forums

**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**