Grant Writing
EPA Brownfields Program



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Section One

Brownfields Grants

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Brownfields Definition

- **EPA** – 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.

- **FDEP** – "Brownfield sites" means real property, the expansion, redevelopment, or reuse of which may be complicated by actual **or perceived** environmental contamination.

- **Brownfields Opportunities** – Pursuing redevelopment opportunities that result in **viable** economic and community development, residential and open-space/green-space uses and other mixed-use projects that provide direct community benefit through redevelopment.

EPA Assessment Grants - What is eligible?

EPA Brownfields Assessment Grants

- **Assessment of**
  - Petroleum sites
  - Hazardous substances, pollutants, or contaminants (including hazardous substances co-mingled with petroleum)
  - Mine scarred lands
  - Controlled substances – meth labs



Types of EPA Assessment Grants

Site-Specific Assessment Grant

- Single Site must meet eligibility criteria
- $200,000 and up to $350,000 with a waiver

Community Wide Assessment Grant

- $300,000 for Environmental Assessment
- Assess Multiple Sites within a Community or an area

EPA Brownfields Coalition Assessment Grant

- $600,000 for Environmental Assessment
- Requires at lease three Eligible Entities
- Should have a common theme – challenges
- Multiple sites within multiple communities



Important: This document is not designed as a substitute for the EPA Proposal Guidelines for Brownfields Assessment, Revolving Loan Fund, and Cleanup Grants document located on the Brownfields Web site at: http://www.epa.gov/brownfields/applicat.htm

EPA Brownfields Assessment Grants: Interested in Applying for Funding?

Here's what you need to know to get started...

What is EPA's Brownfields Program?

Salt Lake City, Utah (before)

The U.S. Environmental Protection Agency's (EPA) Brownfields Program is designed to empower states, communities, and other stakeholders to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields. EPA provides technical and financial assistance for brownfields activities through an approach based on four main goals: protecting human health and the environment, sustaining reuse, promoting partnerships, and strengthening the marketplace. Brownfields grants serve as the foundation of the Brownfields Program and support revitalization efforts by funding environmental assessment, cleanup, and job training activities. Thousands of properties have been assessed and cleaned up through the Brownfields Program, clearing the way for their reuse.

Salt Lake City, Utah (after)

A brownfield is defined as: 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. The 2002 Brownfields Law further defines the term to include a site that is: "contaminated by a controlled substance; contaminated by petroleum or a petroleum product excluded from the definition of 'hazardous substance'; or mine-scarred land."

What are the Four Grant Types?

- ***Assessment grants*** provide funding for brownfields inventories, planning, environmental assessments, and community outreach.
- Revolving Loan Fund grants provide funding to capitalize a revolving loan fund that provides loans and subgrants to carry out cleanup activities at brownfields.
- Cleanup grants provide direct funding for cleanup activities at specific sites.
- Job Training grants provide environmental training for residents of brownfields communities.

What are Assessment Grants?

Assessment grants provide funding for a grant recipient to:

- Inventory Sites: Compile a listing
- Characterize Sites: Identify past uses
- Assess Sites: Determine existing contamination
- Conduct Cleanup and Redevelopment Planning: Scope and plan process
- Conduct Community Involvement: Inform and engage community

For a Community-Wide Grant:

- An applicant may apply for a community-wide assessment grant if a specific site has not been identified or if the assessment will address more than one site within the community.
- Applicants electing to apply for up to $200,000 for a community-wide hazardous substance assessment grant are not eligible for a site-specific hazardous substance assessment grant in the same grant competition. Applicants applying for up to $200,000 for a community-wide petroleum or petroleum product assessment grant will not be eligible for a site-specific petroleum assessment grant.

For a Site-Specific Grant:

- A site-specific assessment grant must be applied for if the assessment is limited to one, and only one, site. A site-specific assessment grant application must be made if a waiver of the funding limitation is requested.
- Applicants will not be allowed to substitute another site for a site-specific assessment grant where the subject site is determined to be ineligible.

For the complete discussion of Brownfields Program grant funding, refer to the EPA Proposal Guidelines for Brownfields Assessment, Revolving Loan Fund, and Cleanup grants at: ***http://www.epa.gov/brownfields/applicat.htm***

How Do I Apply for an Assessment Grant?

Applicants submit a proposal for each grant type that they are applying for (i.e., assessment, revolving loan fund, and/or cleanup). Each proposal must address the selection criteria outlined in the guidelines.

EPA Brownfields Grants – Endless Possibilities

Inventory sites

- Good community engagement tool and resource to target redevelopment

Assess sites

- Phase I and II environmental assessments
  - Petroleum sites – gas stations & tank removals
  - Hazardous substances – solvents, metals, asbestos…
- Other activities
- Program support - completion of a Generic/Site Specific Quality Assurance Project Plans (QAPPs), Quarterly Reporting…
- Community outreach paramount to success
- Reuse Planning – Community Visioning
- Remedial Planning – how much does it cost?
- Public Health Monitoring – Health Impact Assessments

EPA Grant Opportunities - Clean Up Grants

EPA Brownfields Clean-up Grant

- Up to $600,000 annually ($200,000 per site)
- Local governments or non-profits
- Requires assessment and draft clean-up plan (Analysis of Brownfields Cleanup Alternatives) to be completed
- Requires 20% match (can be in kind)

Brownfields Clean-up Revolving Loan Grants

- Up to $1 million annually for clean-up
- Up to 50% sub-grants for non-profits or other eligible entities for clean-up
- Low-to-no-interest loans for public and private sector

Other EPA Brownfields Opportunities
Multipurpose/ Area Wide Planning & Workforce Development

EPA Area Wide Planning Grant

- Up to $200,000 in planning resources
- Area-wide planning, including implementation strategies, for the brownfields-affected community

Economic Workforce Development and Job Training Grant

- $200,000 for environmental job training
- Employment opportunities for the local community
- Florida State College in Jacksonville has a well established program

Tips for Grants Success

- Start Early – grants are very competitive and take time to win
- Engage the community early and often
- Form broad-ranging partnerships
- Demonstrate need and opportunities with passion – tell a compelling story
- Leverage, leverage, leverage
- Try, try again – If you don't succeed the first time:
  - Debrief with EPA and re-submit
- Understand and listen for Trends
  - 1/3 of our Region 4 selected applicants are small or rural communities with populations less than 10,000
  - Over ½ of the 40 successful applicants in the southeast are receiving an EPA brownfields grant for the first time
  - Over 83% of Clean-up applications were funded last round in Region IV



Section Two

Getting Started

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Pursuing a Grant – Preliminary Steps
Am I Eligible?

An “eligible entity” can apply for an Environmental Protection Agency (EPA) Brownfields Grant. **Eligible entities** (*can vary by grant type)* are defined in general as governmental or quasi-governmental agencies, examples are as follows:

- Local Governments (as defined 2 CFR 200.64)
- Land Clearance Authority or quasi-governmental entity
- Government Entity created by State Legislature
- Regional Council or group of General Purpose Units of Local Government
- Redevelopment Agency that is chartered by a state
- State
- Indian Tribe (other than Alaska)
- Alaska Native Regional Corporation, Alaska Native Village Corporation, and Metlakatla Indian Community



Pursuing a Grant – Preliminary Steps
Does My Community Qualify for Funding?

Evaluate Your Community Needs

- Do local demographics, crime statistics, & unemployment and poverty rates demonstrate a need for funding?
- Is their a local redevelopment/vision plan in place with defined redevelopment plans?
- Do you have a target area for the funds?
- Does this align with local redevelopment plans?
- Are there properties with real and/or perceived contamination within the community of interest?
- If awarded, are there properties to spend the funds on?
- Have you successfully implemented other grants?

Pursuing a Grant – Next Steps
Internal Decisions

Grant Decisions

- Determine which type of grant
- If awarded, who will manage the funds?
- Do you have the structure in place to manage and implement the grant?
  - Project Director
  - Finance/Funds Manager
  - Project Manager
  - Technical Reviewer
- Ability to prepare the grant internally
  - Outside assistance (grant writer/brownfields consultant)
    - Requires integration of typical grant components to environmental data, technical aspect



Pursuing a Grant – Next Steps
Develop Your Team, Who Supports the Effort?

Community Partners

EPA wants to know your community has a voice

- Engage local Community Based Organizations
  - Define organization
  - Define their role in support
  - Is the community onboard with applying for the grant?
- Local decision makers support the grant
  - Council meetings



Pursuing a Grant – Final Steps
Build Your Story

Compelling Need

- "Make me want to get out my checkbook"
- What defines your community and it's need?
  - Industry loss
  - Job loss
  - Specific environmental impact
  - Natural Disaster
- Formulate your story/message



Pursuing a Grant – Final Steps
Submit Your Grant

Grant Proposal

- Components
  - Cover Letter
  - 15 page narrative with supporting documentation (support letters)
  - Grant Sections (community need, project description, community engagement, project benefits, programmatic capability)
  - Threshold Criteria

Tips

- *Don't underestimate the time it takes to complete the grant proposal*
- *Use your space wisely, consider point values*
- *EPA will check your facts, formulate your message based on facts you can support and provide details*
  - *One of the biggest mistakes for beginners, remember to document your sources*

Section Three

Enhancing Your Grant

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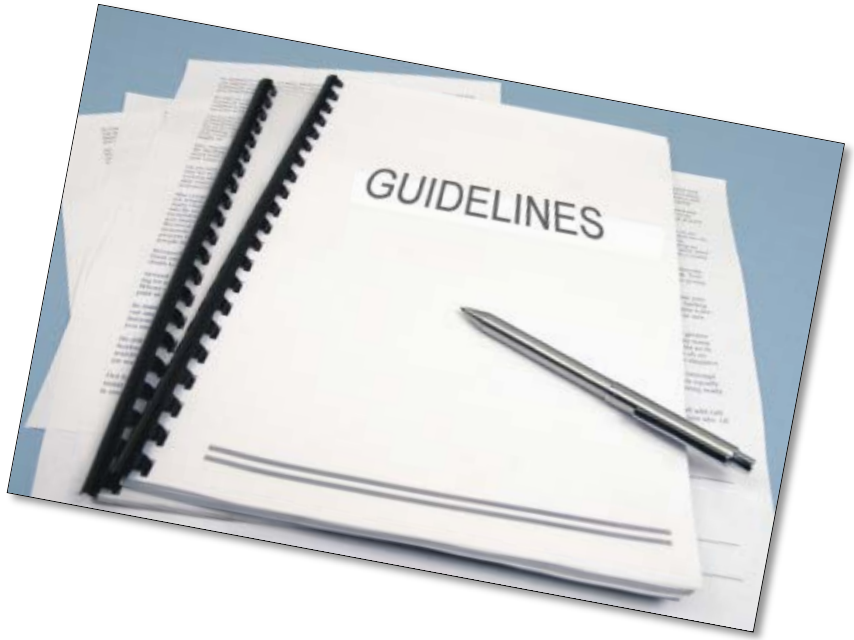
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Enhancing Your Grant

Following the Guidelines

- Make yourself a grant outline
- Make sure each section of your grant matches the guidelines
- Make sure to cover every point
- Weight each section proportional to score
- Search for extra credit (additional factors checklist)



Enhancing Your Grant

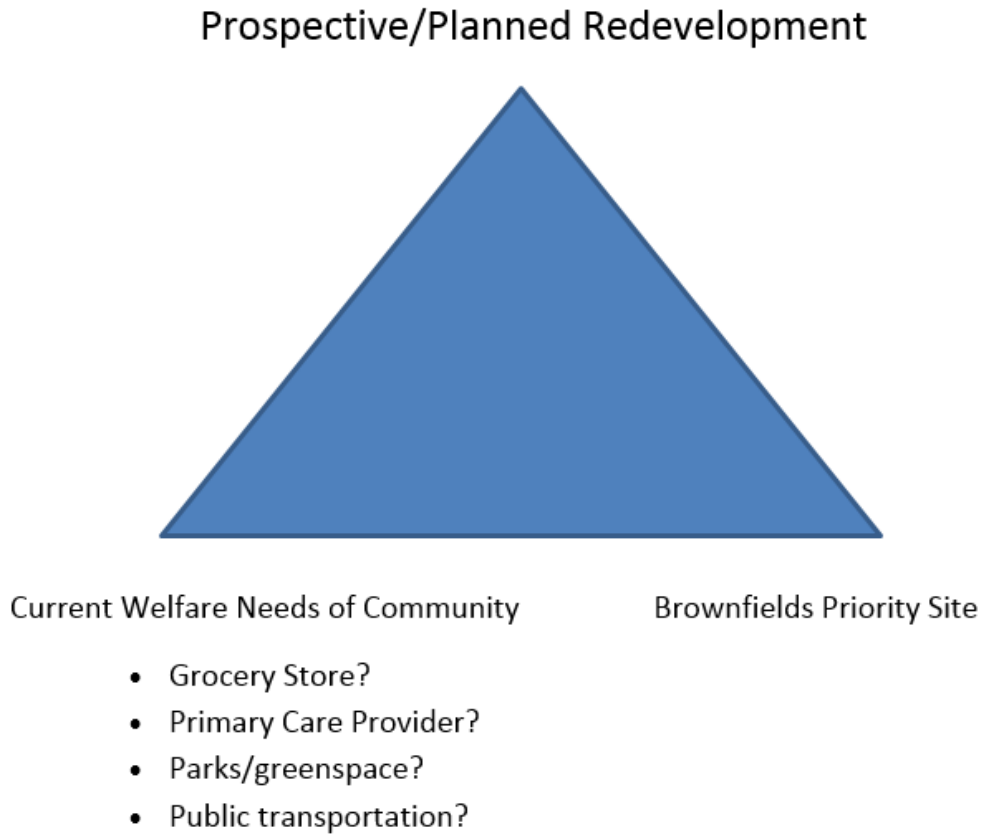
Crossing the Threshold

- Make sure you are eligible
- Involve the community
- Don’t forget the state letter

Enhancing Your Grant

Enhancing your Score

- Make sure your targeted community is clearly defined
- Develop needs/site/redevelopment triangle
- Discuss plan for sites that you already have in mind
- Add stories to make it personal



Enhancing Your Grant

Enhancing your Score

- Key on environmental issues
- Make sure you provide sources
- Write as though the reader knows nothing about your community
- Get as many content reviews as possible

Enhancing Your Grant

Community Involvement

- Involve the community from the beginning
- Involve the community in visioning sessions
- Find out the sites that are most important to the community
- Find out needs of the community



Thank you.

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