



EPA BROWNFIELDS GRANT
PROPOSAL WRITING STRATEGIES
STEPS TO GETTING STARTED

SPONSORS:

**KANSAS STATE UNIVERSITY TAB PROGRAM
INDIANA BROWNFIELDS PROGRAM**

TAB Services for State of Indiana: Beth Grigsby, ATC Associates, Inc.

beth.grigsby@atcassociates.com

STRATEGIES TO APPROACH THE APPLICATION

THIS IS A NATIONAL COMPETITION—

- **YOU HAVE TO CONNECT TO THE EPA, *THEIR* GOALS, *THEIR* MISSION**

EPA MISSION:
TO PROTECT HUMAN HEALTH
AND THE ENVIRONMENT

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EPA STRATEGIC GOALS

Goal 1: Taking Action on Climate Change and Improving Air Quality

Goal 2: Protecting America's Waters

Goal 3: Cleaning up Communities and Advancing Sustainable Development

Goal 4 Ensuring the Safety of Chemicals and Preventing Pollution

Goal 5: Enforcing Environmental Laws

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EPA MEASURE OF SUCCESS

- **EPA BROWNFIELD PROGRAM PERFORMANCE MEASURES:**
 - **PROPERTIES ASSESSED**
 - **PROPERTIES CLEANED UP**
 - **JOB LEVERAGED**
 - **DOLLARS LEVERAGED**
 - **ACRES MADE READY FOR REUSE**
- **Applicants are required to describe how funding will help EPA achieve environmental outputs (activity) and outcomes (results) in their responses to ranking criteria**

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EPA/HUD/DOT PARTNERSHIP: LIVABILITY PRINCIPLES

- EPA RECOGNIZES THAT ELIGIBLE ACTIVITIES LISTED IN THE APPLICATION GUIDELINES ADVANCE THE PARTNERSHIP'S LIVABILITY PRINCIPLES:
 - PROVIDE MORE TRANSPORTATION CHOICES
 - PROMOTE EQUITABLE, AFFORDABLE HOUSING
 - INCREASE ECONOMIC COMPETITIVENESS
 - SUPPORT EXISTING COMMUNITIES
 - LEVERAGE FEDERAL INVESTMENT
 - VALUE COMMUNITIES AND NEIGHBORHOODS

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HOW TO GET STARTED...

- ATTEND THIS CLASS!
- STUDY THE FINAL GUIDELINES
- USE TAB EZ WEBSITE FOR GUIDANCE
- MISERY LOVES COMPANY- SHARE WRITING RESPONSIBILITIES/DATA GATHERING WITH OTHERS
- IF NEEDED, CONTACT EPA FOR ELIGIBILITY QUESTIONS OR CLARIFICATION OF GUIDELINES



GETTING STARTED...



- **REVIEW THE COMMUNITY'S PLAN FOR TARGETED AREAS-WHAT'S THE BIG PICTURE**
- **TIE IN ANY VISIONING, COMMUNITY MASTER PLAN, CEDS AS A FRAMEWORK FOR YOUR PROJECT**
- **DESIGNATE A TEAM LEADER BUT SPREAD RESPONSIBILITIES FOR THE RESPONSES AND REVIEWS TO LOGICAL PARTIES**
- **THE TEAM SHOULD DISCUSS AND IDENTIFY GOALS AND OBJECTIVES FOR THIS PROJECT**

IDENTIFY TARGETED AREA



- SITE SPECIFIC
- NEIGHBORHOOD
- AREA ALREADY RECEIVING OTHER FUNDING
(LEVERAGING...



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WHO BENEFITS FROM CLEANUP



IDENTIFY SPECIAL POPULATIONS WHO WILL BENEFIT



AP



AP



DO NOT START WRITING IN A VACUUM!

YOU NEED A TEAM OF RESOURCES!!!!

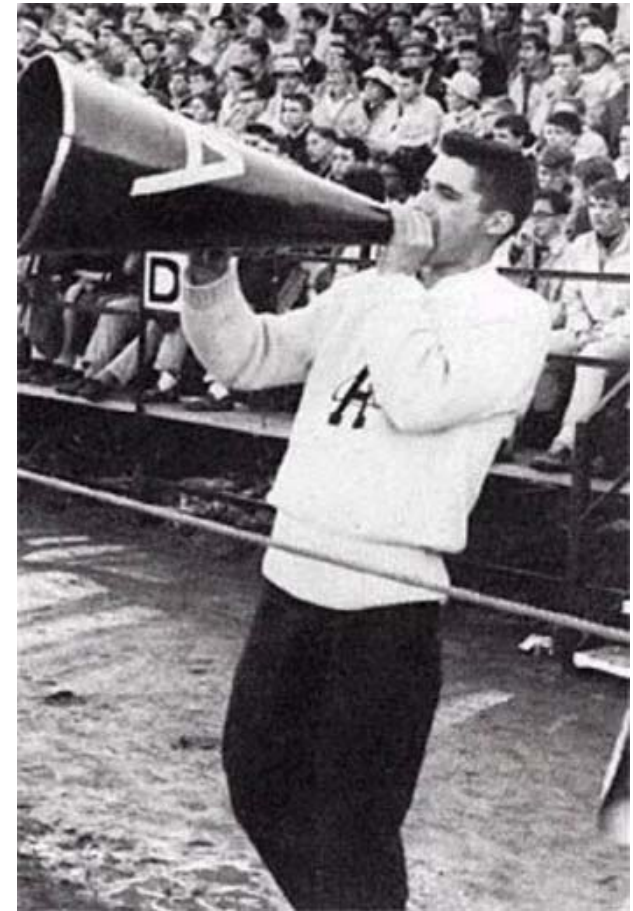
- RPCs, MPOs
- BUILDING COMMISSIONER
- LOCAL ECONOMIC DEV. ORG.
- COUNTY COMMISSIONERS
- PUBLIC WORKS STAFF
- HEALTH DEPARTMENT STAFF
- PARKS, GREENWAY ASSOCIATIONS
- HOUSING AGENCIES



**DON'T FORGET YOUR STATE PARTNERS
AND TAB!!!**

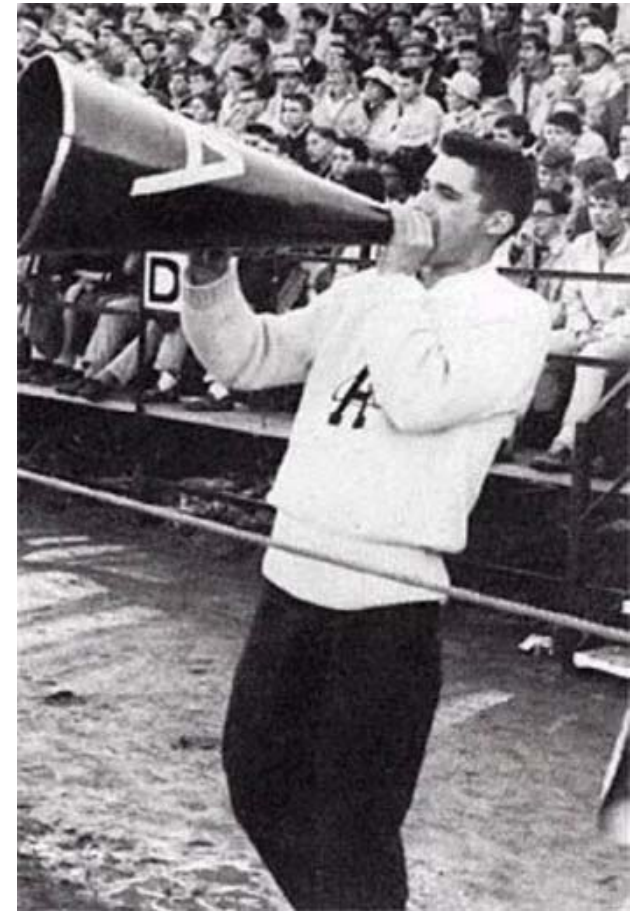
COMMUNITY OUTREACH—DOCUMENT, DOCUMENT, DOCUMENT

- **REQUEST COMMENTS AND INPUT FROM THE PUBLIC—DISCUSS COMMENTS, SOLUTIONS IN YOUR APPLICATION**
- **POST A DRAFT OR OUTLINE OF THE GRANT APPLICATION IN ACCESSIBLE LOCATIONS SUCH AS LIBRARY AND/OR WEBSITE**
- **GET LOCAL PRESS INVOLVED WITH THE EFFORT TO BUILD MOMENTUM**
- **ADVERTISE PUBLIC MEETINGS TO SOLICIT COMMENTS ON THE GRANT APPLICATION**



COMMUNITY OUTREACH—DOCUMENT, DOCUMENT, DOCUMENT

- **AND JUST....Meet with neighborhood stakeholders:**
 - **Local Community Development Corporations**
 - **Neighborhood Organizations**
 - **Local Churches**
 - **Local Real Estate professionals**
 - **Neighborhood Police stations**
 - **Interview community elders**



IDENTIFY AND MAXIMIZE PARTNERSHIPS

- **OBVIOUS PARTNER: INDIANA BROWNFIELDS PROGRAM**
- EPA EXPECTS ***GRASS-ROOTS PARTNERS***: CHAMBERS, NEIGHBORHOOD ASSOCIATIONS, UNIONS—NOT *JUST* POLITICAL OR GOVERNMENT EMPLOYEES (LIKE REDEVELOPMENT COMMISSIONS, HEALTH DEPTS, TOWN COUNCIL)
- HOW WILL YOUR PARTNERS *PARTICIPATE IN THIS PROJECT? WHAT DO THEY BRING TO THE TABLE?*
- HAVE THEM PUT IT IN WRITING!!

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WHO CAN HELP WITH LOCAL DATA???



- **WITHIN YOUR ORGANIZATION: PUBLIC WORKS, PLANNING, COMMUNITY DEVELOPMENT, ECONOMIC DEVELOPMENT, PARKS DEPARTMENTS**

OUTSIDE YOUR ORGANIZATION: HEALTH DEPT, UTILITIES, LOCAL CHAMBERS, HOUSING AGENCIES, LOCAL HOSPITALS, COMMUNITY DEVELOPMENT CORPORATIONS, GREENWAY ORGANIZATIONS, ETC...

HOW DO YOU CONNECT WITH THE EPA?

- **TELL A GREAT STORY!!!!!!!!!!!!SHOULD NOT LOOK LIKE A TEMPLATE**
- **PAIN THE PICTURE OF WHO YOU ARE AND WHY IS IT IMPORTANT FOR YOUR COMMUNITY—what makes you unique?**
- **HAVING PARTNERS ENGAGED IN THE EFFORT/FUNDING THAT CAN BE LEVERAGED**
- **IDENTIFY YOUR PAIN-the impact of the pain in financial, health, and environmental terms**
- **HOW THE COMMUNITY STANDS BEHIND YOUR PROJECT**
- **INDICATE THAT YOU ARE A GOOD RISK: Experience with other Fed Funding, experience with bringing plans to fruition**

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AND...

YOU PLAN TO GET THIS DONE WITH....

OR WITHOUT THEM!!!!!!!



ASSESSMENT DELIVERABLES

- **Transmittal Letter (2 page limit)**
- **The Narrative Proposal-threshold and ranking—18 page limit**
- **Documentation of applicant eligibility if other than city, county, state,**
- **Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria**
- **Letters of commitment from assessment coalition members**
- **20 single spaced-page limit for a total of all attachments**

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SET A SCHEDULE

TASKS ¹	6/17	6/24	7/8	7/29	8/12 ²	8/31	9/9	9/30	10/14	11/1
Determine who is in and who is out of the Coalition ³										
Confirm on partners to approach for letters of support ⁴										
Draft Sections complete—more detail next meeting										
Letters from Coalition members, Partners, State; Eligibility information completed										
Cover Letter and draft										
Applications sent to EPA, State										

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HAPPY WRITING!!!!



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TAB Contacts

- Dr. Sabine Martin (Program Coordinator)

1-800-798-7796

785-532-6519

smartin1@k-state.edu

- Beth Grigsby

317-579-4990

beth.grigsby@atcassociates.com

Web site: <http://www.engg.ksu.edu/chsr/outreach>



THANK YOU!!!!!!

- PRESENTED BY:

BETH A. GRIGSBY, LPG

BROWNFIELD PROGRAM MANAGER

ATC ASSOCIATES, INC

beth.grigsby@atcassociates.com

1-800-488-2054

1-317-439-7871

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