

Indiana Brownfields Program Perspective & Role

EPA Brownfield Grant Proposal Writing
Strategies
Indianapolis
August 4, 2011



Environmental Stewardship. Economic Development



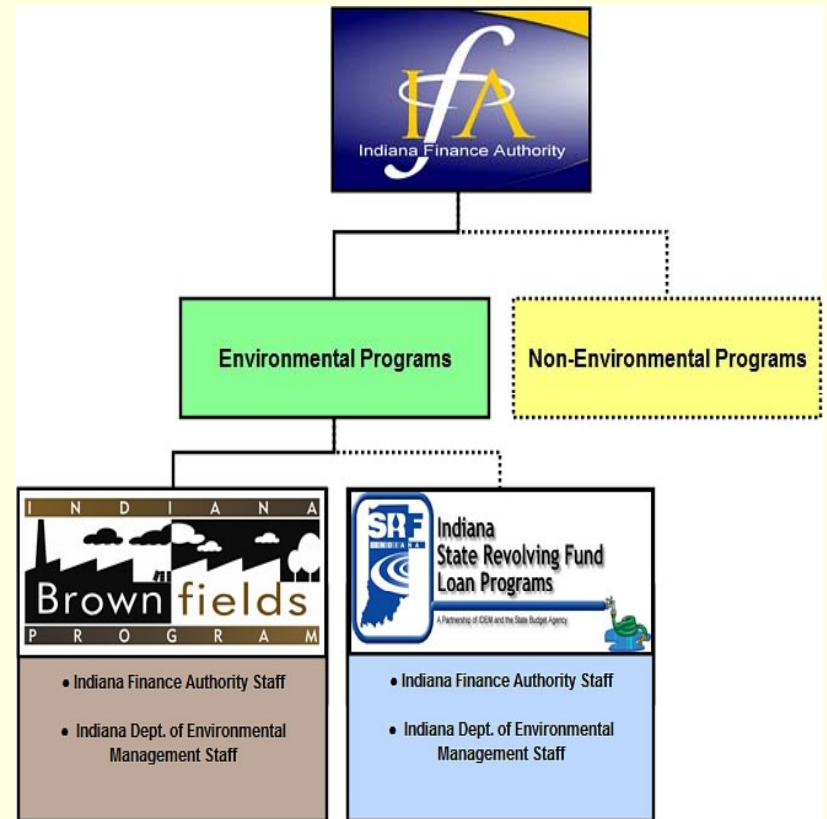
Presentation Overview

- Program is Partner with You
- Program is Partner with EPA
- Program Perspective
- Program Role in EPA Grants
- Program Incentives
- Program Partnerships for EPA Grants



Program wants to help!

- Helps communities by providing:
 - Educational Assistance
 - Financial Assistance
 - Legal Assistance
 - Technical Assistance
- Serves as a liaison with U.S. EPA for financial assistance
- Coordinates with IDEM's Voluntary Remediation Program
 - Certificates of Completion
 - Covenants Not to Sue
- Coordinates with other related IDEM programs





Program Perspective

- Funding had been very competitive
- Grant rounds had been over-subscribed and otherwise-qualified projects have not been awarded
- Scoring criteria are to weed out the not-so-good and reward the good projects
 - Details reflected in application
 - Framework in place to complete redevelopment
- Application should reflect forethought, thoroughness, and quality content



Program Perspective

General Observations about Applications

- Lack of sufficient detail in application to allocate points to scoring factors

- Over-generalized or unsubstantiated statements specifically on:
 - community support/involvement/benefit
 - projected investment
 - marketability of site
 - redevelopment plans & sustainability component

- Redundancy and/or inconsistency within the same application



Program Perspective

Common Reasons for Application Success

- All necessary information to assess threshold eligibility is included within application with no lingering eligibility/liability issues
- Evident that ample time was taken to prepare application & develop partnerships– questions thoroughly addressed & information provided tied to scoring criteria
- Evident that community has been involved in application and project planning process
- Redevelopment plans explicitly explained



Program Perspective

Primary Areas of Application Weakness

Failure to:

- put plans for site(s) into context with respect to existing community development plans or Comprehensive Plan for community (if one exists)
- discuss project in a public forum and receive input/feedback on plans to apply for funding and/or on redevelopment plans
- provide any detail on nature or substance of public comments received (e.g., support/criticism of plans)
- quantify planned (or already incurred) local or private investment in the site (if any)



Program Perspective

Application Tips

- **Choose a good consultant if you're going to outsource preparation of your application**
Review the draft thoroughly before it is submitted on your behalf.
Know and get what you are paying for!
- **Apply when the project is really ready to be addressed**
Project success is not too speculative from the point of community investment/support or planned future use/redevelopment



Program Perspective

Application Tips

- **Read the guidelines (and scoring criteria therein)**
Thoroughly understand what gets evaluated to ensure threshold criteria are satisfied *prior to* applying
- **Assume reviewers know nothing about your project**
If in doubt about whether or not to include information (e.g., about site history, stakeholders, leveraged funds) in an application, include it
- **Avoid speculative language or general conclusory statements with no substantiation** (e.g., “private sector investment could be significant” or “inquiries by interested users continue”) = a red flag for reviewers
- **Tap into your inner story-teller self!**



Program Perspective

Application Tips

- **Specifics matter**
- **Don't be hasty in completing the application**
It is obvious to reviewers when not much time and attention is paid to completing the application
- **Tie your application answers to the scoring criteria**
Addressing a scoring criterion, even if it is only in passing, may earn a point or two as opposed to none at all for failure to address it
- **Third party reviewer(s)**



Program Role

- Required Acknowledgement Letters for EPA Grant Proposals
 - Request Form handout
- Petroleum Determinations (site-specific)
- Liaison, but not reviewer
 - Listserv, web



Program Incentives

- Funding throughout the year
 - Revolving Loan Fund (RLF) Incentive (federally funded)
 - Automotive Sector Brownfields Assessment Initiative
 - State Revolving Fund (SRF) Loan coordination
 - Future funding via U.S. EPA
- Liability clarification/protection (not release) - letters
- Environmental technical oversight



Program Partners

EPA Grant Awards in IN 2010/2011

9 awardees, 18 assessment/cleanup/RLF awards,
total of **\$5,218,300** – increases from last year with
53% success rate

IFA's RLF Supplemental award of \$500,000

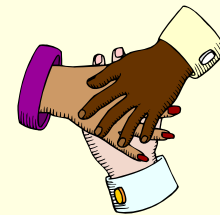
Tentative Proposal Plans - Fall 2011

- EPA Assessment Grant(s)
 - Abandoned Landfills?
 - More \$ for Trails & Parks Initiative (TPI)?
 - Other?? – come talk to me!



Take-home Points

- Begin with the end in mind – project vs. application.
- Brownfield projects may warrant state and/or federal assistance – leverage your resources!
- Brownfield projects are driven by local leaders.
- 3 Ps: planning (*long-term*), public participation, and partnerships are keys to success!!
- Success breeds success – talk to other stakeholders/applicants/award winners.
- **Indiana Brownfields Program offers tools to address environmental issues to facilitate brownfield redevelopment.**





Teamwork leads to Success!





GOOD LUCK!





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Check out the Indiana Brownfields Program web site at
www.brownfields.in.gov