

# Tips for Writing a Persuasive Brownfields Assessment or Cleanup Application - and Incorporating Sustainability

Susan Kaplan  
Champaign, IL Workshop  
April 16, 2010



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE



# Developing the Application: Two Types of Criteria

Threshold criteria: Requirements that you must meet for your application to be considered. Evaluated on a pass/fail basis.

Ranking criteria: Points are given for your responses to questions about the project, its likely do-ability, success and benefits, and how you will manage the grant.



# Threshold Criteria - briefly:

- Applicant eligibility
- Site Ownership (Cleanup Grants)
- Description of Boundaries of Jurisdiction (RLF)
- Letter from State or Tribal Environmental Authority acknowledging that the applicant plans to establish a revolving loan fund/conduct cleanup/assessment activities and is planning to apply for federal grant funds.



# Threshold Criteria, continued

- Cleanup and (Site-Specific) Assessment Applications: Site Eligibility and Property Ownership Eligibility
- RLF only: Oversight Structure and Legal Authority to Manage a Revolving Loan Fund. Requires legal opinion from counsel.
- RLF and Cleanup grants: 20% Cost Share (but can request exemption from this)
- Cleanup grants: Cleanup authority and oversight structure



# Cleanup Grants Only: Community Notification

- Provides the community with notice of applicant's intent to apply for a grant and opportunity to submit comments.
- Place ad in local newspaper/equivalent at least two weeks before submitting proposal indicating proposal is available for review/comment.
- Applicant must hold a public meeting to discuss the draft proposal and consider public comments.



# Ranking Criteria #1: Community Need

Describe the health, welfare, environmental, and financial needs of the targeted community as it is affected by the presence of brownfields.

## A. Health, Welfare and Environment

- Number and size of the brownfields and their health, welfare, and environmental impacts.
- Health and welfare of sensitive populations.



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE

# Community Need, cont'd

## B. Financial Need

- Economic impact of brownfields on the targeted community -- e.g., poverty rates, household income, unemployment rate, other demographic information that demonstrates the economic needs of the targeted community's residents.
- Factors such as fiscal condition or population size that limit your ability to draw on other sources of funding for the cleanup of brownfield sites.



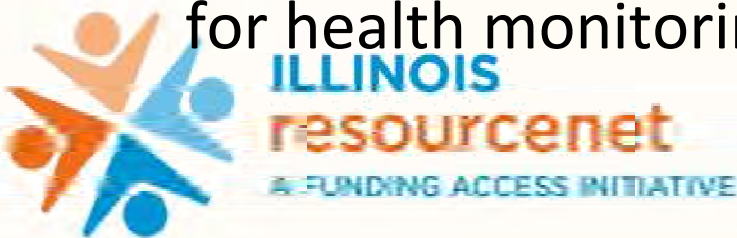
# Ranking Criteria #2: Program/Project Description and Feasibility of Success

## A. Program description:

- RLF: How you will set up and manage the program; resources and capabilities.
- Cleanup: Show sufficient resources to complete project. Show ability to complete project in a timely manner.
- Assessment: Focus on conducting site assessments.

## B. Budget and leveraging additional resources

- Local government can use 10% of grant funds for health monitoring and related activities.





# Program/Project Description and Feasibility of Success, cont'd

## C. Programmatic Capability

- How your organization has managed previous EPA or other federal grants
- Staff expertise and qualifications
- Ability to manage grant and perform all phases of work
- Any adverse audit findings



# Ranking Criteria #3: Community Engagement and Partnerships

How will you engage the targeted community in this project? What partnerships have you established?

- A. Plan for involving the affected community.
- B. Describe your efforts or plans to develop partnerships with local/state/tribal environmental and health agencies and other relevant governmental agencies.
- C. Describe key community-based organizations involved in your program and their roles.



# Ranking Criteria #4: Program/Project Benefits

## General considerations:

- How will anticipated outcomes of program/project improve public health and safety, the economy, and the environment of the targeted community?
- How will these outcomes contribute to your overall community “vision” for brownfield revitalization?
- EPA will consider how public health issues are addressed during the program, the anticipated benefits of redevelopment, and the incorporation of sustainable practices.



# Program/Project Benefits, cont'd

## A. Welfare and/or Public Health

- Environmental, social, and/or public health benefits anticipated from the redevelopment of sites
- How nearby and sensitive populations in your targeted community will be protected from contaminants during cleanup work on sites.

## B. Economic Benefits and/or Greenspace

- Economic benefits like new jobs, increased tax base.
- Non-economic benefits of sites used for greenspace or other non-profit purposes.



# Program/Project Benefits, cont'd

## C. Environmental Benefits from Infrastructure Reuse /Sustainable Reuse

- Using existing infrastructure
- green buildings
- energy efficiency
- water management
- green remediation
- construction and demolition materials recycling



## More on Sustainable Reuse: Construction and Demolition Material Reuse and Recycling

- Recycle, reuse on site, or sell/donate to someone else for reuse.
- Some ways of reusing on site:
  - Deconstruct and reuse brick, lumber, etc. in constructing/renovating new building
  - Reuse appliances, plumbing, doors, windows, etc.
  - Pulverize concrete and other materials for use as backfill
  - Mulch vegetative debris



# Demolition of Needham, MA Public Library

Photo source: Website, City of Needham, MA



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE

# Deconstruction and Preparation for

**Reuse** Photo source: "A Guide to Deconstruction," Deconstruction Institute





# Benefits of C&D Reuse

- Can make project more financially viable (see EPA case studies)
- Better for the environment and public health
  - fewer materials wasted; less trucking away of materials and burial in landfills; fewer emissions from demolition and from landfills.
- Get points as part of LEED and other green building certification programs



# Thinking More About A Project's Benefits...

Your town is applying for a grant to clean up a contaminated former mill and replace it with a new park and playground close to families that live nearby. What benefits may result?

- Public safety/community: May reduce blight, crime, vandalism, litter; more residents walking to park may increase feeling of safety, even give people an opportunity to meet each other.



Photo source: Maryland DNR website



[www.Illinoisresource.net](http://www.Illinoisresource.net)



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE

# Thinking about project benefits, cont'd

- Environment and public health: Especially if there is a lack of greenspace in the community, allows people to get exercise, fresh air, maybe lose weight, improve their health. Reduces carbon emissions, urban heat island effect.
- Economic: New park may increase property values. May help to revitalize area, even encourage new businesses (café to serve folks looking for refreshments?).



# Thought exercise, continued: How could you make this project even greener?

- Green remediation
- Construct playground out of recycled materials -  
- even reuse materials from the mill building.
- Include community garden. Collect water for  
garden in rain barrels. Permeable pavement.
- Night lighting powered by solar panels!
- Use Integrated Pest Management rather than  
chemical herbicides to control weeds/pests.
- Install bike racks.



# Sustainable Redevelopment of a Brownfield Site: Save The Bay Center, Providence, RI. Before: Former municipal dump. Source: Save the Bay website



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE

# After: Environmental education center and coastal greenspace

Source: Save

The Bay website



[www.Illinoisresource.net](http://www.Illinoisresource.net)



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE

# Some of the Sustainable Aspects of the Save The Bay Project

- Green roof covers 5,100 sq ft with 12,312 plants
- The amphitheatre is built from about 1,000 linear ft of reclaimed granite curbing found on site.
- The steel superstructure, framing and metal roof are all recyclable.
- The use of light fixtures connected to daylight-sensitive dimming and motion sensors reduces electric consumption by 37%.
- Recycled newspapers were used for acoustic insulation.





# Technical assistance for grantwriting: Illinois ResourceNet

- Based at University of Illinois at Chicago, in conjunction with U of I Extension
- Provides education and technical assistance to municipalities and non-profits on seeking and applying for federal grants - free of charge.
- Resources include webinars, workshops, and one-on-one feedback on grantwriting.
- Brownfields partnership with U.S. EPA, Illinois EPA and Chicago Metropolitan Agency for Planning



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE

# Illinois ResourceNet, cont'd

- Visit our website and sign up for our e-newsletter at <http://www.illinoisresource.net/>.
- Susan Kaplan  
kaplans@uic.edu  
312-355-0738



**ILLINOIS**  
**resourcenet**  
A FUNDING ACCESS INITIATIVE