

Telling your story for a strong application

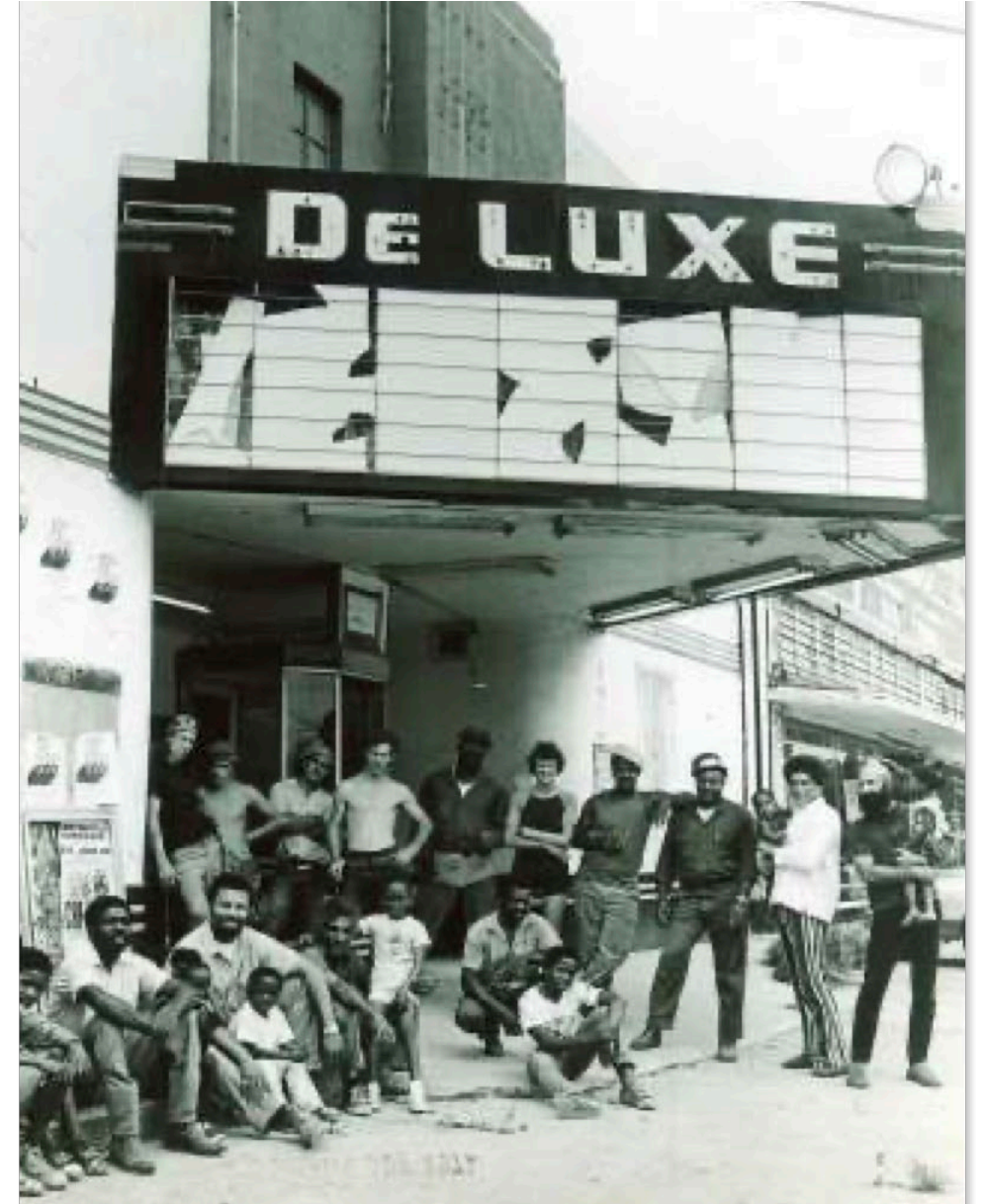
Project Area Description

By: Danielle Getsinger
Community Lattice



...n of Lyons and Jenson, circa 1950.



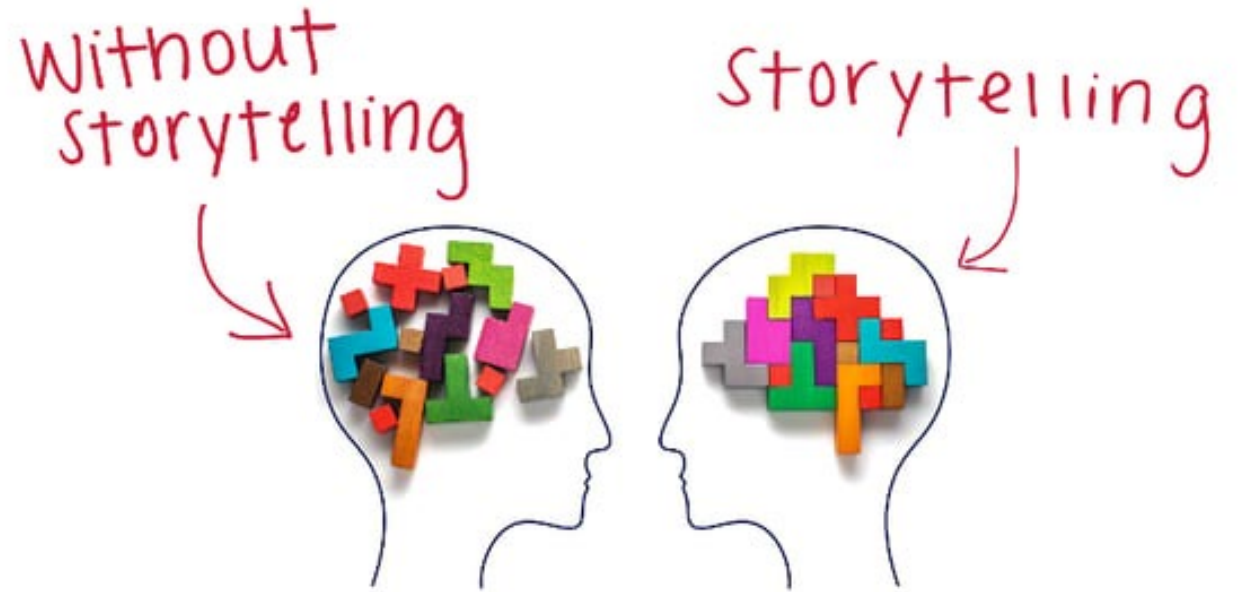


Importance of Storytelling

1. Humans have feelings and humans will be reviewing your applications.
2. Set your application apart with a memorable story.
3. "Make the reviewers cry and then stand up to applaud."

Common Pillars of Storytelling

- **Characters** – Who is impacted, involved, and benefits?
- **Plot** – What happened to create brownfields, and what will you do about it?
- **Conflict** – Challenges faced by the community and/or with brownfields reuse.
- **Theme** – Focus on one or two themes, like climate adaptation, environmental justice,
- **Setting** – “Target Area”
- **Pacing** – Timeline of story
- **Dialogue** – Good, compelling writing
- **Resolution** – How will this grant resolve conflict?



Storytelling Tips for EPA Grants

- Tell reviewers a story they want to hear! (align with EPA's mission and objectives)
 - *E.g., Projects to advance climate action and benefit the community (aligned) vs. vanity projects driven by owners or investor interests (not aligned)*
- Don't bring up a "conflict" you're not proposing to resolve
 - *E.g., Stating the need for affordable housing without including the anticipated housing to be created through brownfields redevelopment*
- Reinforce your point with data
 - *E.g., The asthma rates for this tract are 14.4% (nearly twice the national average (7%) and state average (8.2%))...*
- Bring community voices into the story if possible
 - *E.g., "This is one of our main, top, number one issues that we've had throughout the community." Local news story on illegal dumping*
- Avoid overcomplicating the story and confusing the reviewers
 - *E.g., too many target areas, different themes, new characters, contradictory data, etc.*

Successful Grant Examples:

The screenshot shows the 'Resources' page of the TAB Program website. The navigation bar includes 'Home', 'About', 'Events', 'Online Tools', 'Resources' (with a dropdown menu), 'Tribal TAB', 'Contact', and a 'Login' button. The dropdown menu for 'Resources' is open, showing 'General', 'Educational', and 'State Resources'. The main content area has a purple header with 'Resources' and 'TAB Program > Resources'. Below this is a search bar and a 'Categories' dropdown menu. A 'Clear All' button is positioned to the right of the search bar. At the bottom right, there is a 'Per Page: 50' dropdown. The main content is a table with the following items:

Title	Info	Download
2020 Ohio Virtual Grantwriting Workshop: Day 2 Recording		Download
FY18 EPA Region 7 ARC Grant Proposal Webinar Slides		Download
2016 (FY17) EPA AC National Outreach Webinar Q&A transcript		Download
2016 (FY17) EPA AC National Outreach Webinar Slides		Download

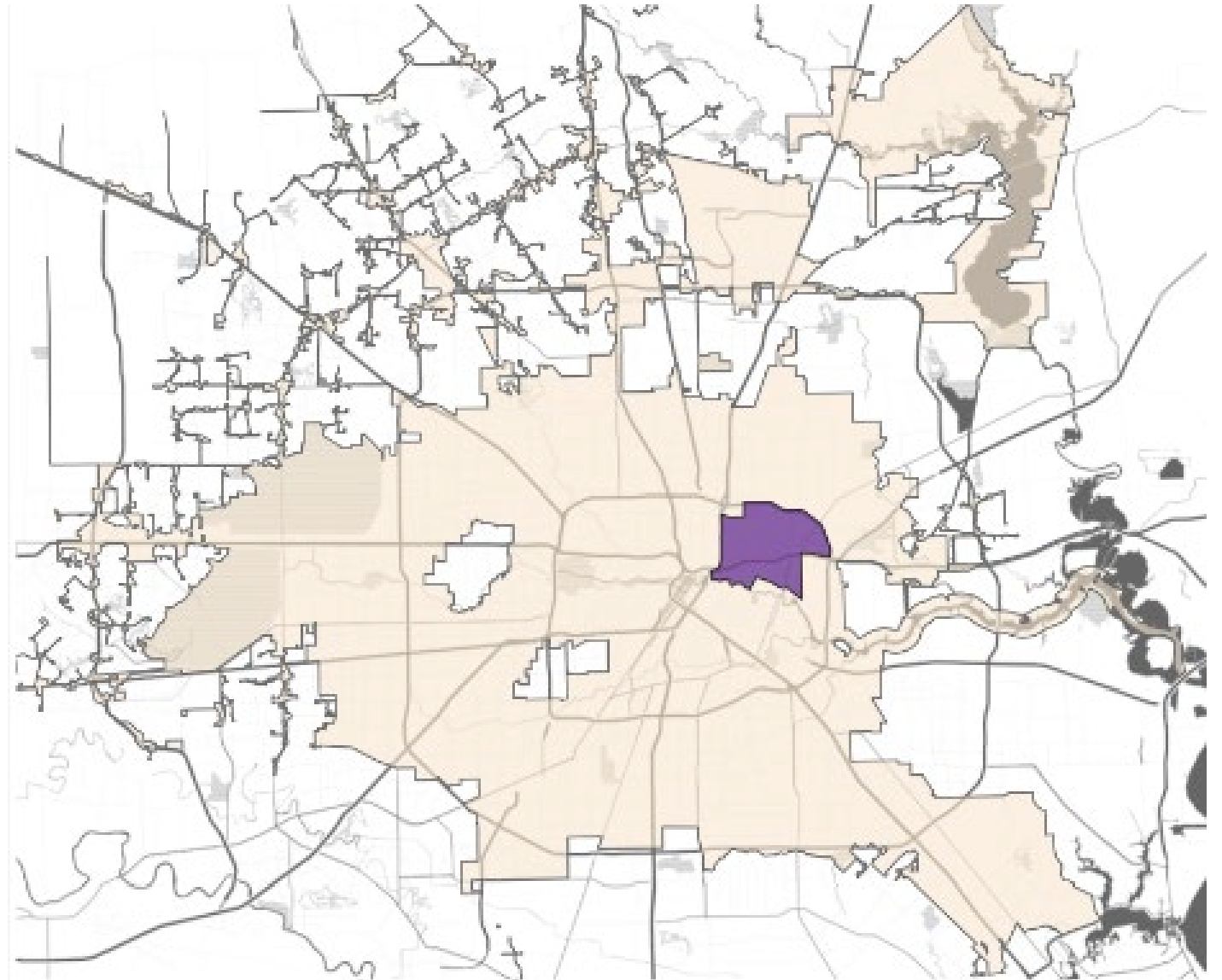
<https://www.kentab.org/resources>

i. Overview of Brownfields Challenges...

2023 Grant Guidelines

- Identify the geographic boundary(ies) where you are proposing to conduct eligible activities under this grant and discuss the brownfield challenges and their impacts. Provide a brief overview of how this grant will potentially help address those challenges and impacts.
- *Scoring: The extent to which the geographic boundary(ies) where the applicant is proposing to conduct eligible activities under this grant is clearly identified. The extent to which the brownfield challenges are clearly discussed and the degree to which the brownfield challenges impact the area(s) in the geographic boundary(ies). The extent to which this grant will potentially help address those challenges and impacts.*

Geographic Area
vs.
Target Area



Example: City of Houston vs. "Greater Fifth Ward" Target Area

i. Description of Target Areas

2023 Grant Guidelines

- Within the geographic boundary(ies) discussed above, identify and describe the specific target area(s) where you plan to focus grant activities, such as a neighborhood, district, corridor, or census tract. (Depending on the scope and design of your project, one or more target areas may be presented.)
- *Scoring: The extent to which the applicant clearly identifies and describes the specific target area(s) within the geographic boundary(ies) where it plans to focus grant activities.*

Our Selection Criteria

*Every target area
should have a
unique story.*

High community need

Concentration of distressed or
underutilized properties

Strong revitalization capacity

Ability to quantify outcomes that
align with EPA's strategic objectives

Example of selection analysis

Find the compelling story!

RANK	TARGET AREA	COMMUNITY NEED	AVAILABLE BROWNFIELDS	REVITALIZATION CAPACITY	EXPECTED OUTCOME
3	Second Ward	<p>Moderate - High</p> <ul style="list-style-type: none"> - Moderate income but high poverty rate (sign of gentrification) - Minority - High rental housing rate - High EJ Indices for <ul style="list-style-type: none"> o Lead paint o Proximity to NPL, NPDES, and TSDF - High % SNAP^[SL1] 	<p>High</p> <p>Environmental Records Include:</p> <ul style="list-style-type: none"> - EPA Air Pollution – 31 - EPA Haz. Waste – 86 - EPA Toxic Release – 22 - TCEQ PST – 159 - TCEQ GCC – 46 	<p>High</p> <ul style="list-style-type: none"> - Complete Community - Opportunity Zone - Light rail opportunity for TOD <p>Stakeholders Include:</p> <ul style="list-style-type: none"> - Greater East End Management District - Buffalo Bayou Partnership - New Hope Housing 	Job creation, health, affordable housing, and mobility focus (light rail on Harrisburg)
4	Gulfton	<p>High</p> <ul style="list-style-type: none"> - Low income, minority - High poverty rate - High rental housing rate - High median home values (people can't afford houses in area) - Linguistically isolated 	<p>Moderate</p> <p>Environmental Records Include:</p> <ul style="list-style-type: none"> - EPA Air Pollution – 19 - EPA Haz. Waste – 118 - EPA Toxic Release – 5 - TCEQ PST – 120 - TCEQ GCC – 9 <p>Land Use Indicators</p> <ul style="list-style-type: none"> - Complete Communities plan identified need to address environmental and air quality challenges related to area auto body shops 	<p>Moderate</p> <ul style="list-style-type: none"> - GO Neighborhood - Complete Community <p>Stakeholders Include:</p> <ul style="list-style-type: none"> - Alliance for Multicultural Community Services - My Connect Community 	Job creation, parks, and affordable housing

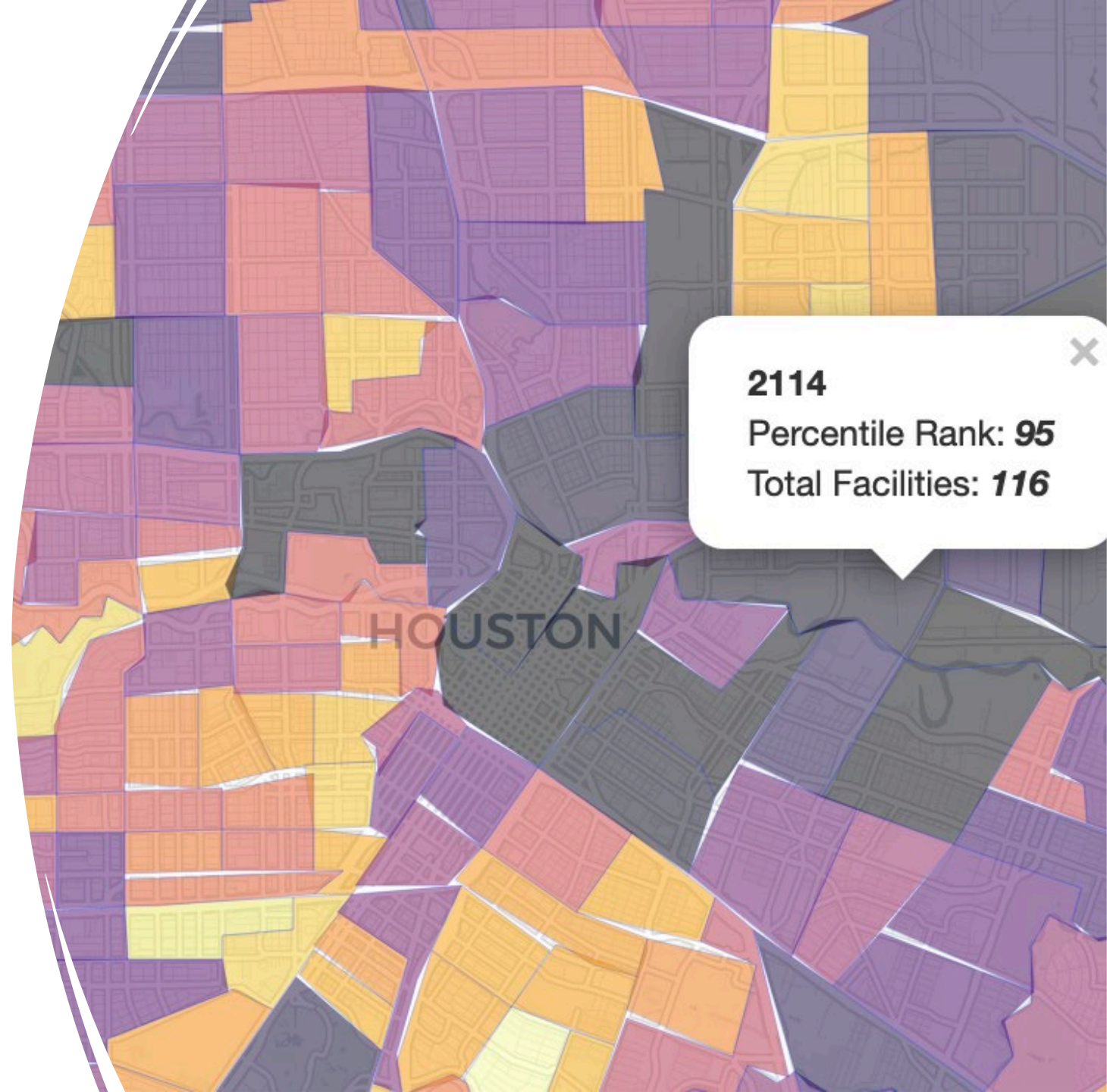
ii. Description of the Priority Brownfield Site(s)

2023 Grant Guidelines

- Provide an overview of the brownfield sites in the target area(s) with information such as number, size, and environmental concerns.
- Then, specifically highlight one or more sites that are a priority and discuss why the site(s) is a priority for assessment and reuse. Include information such as past and current land uses, current site conditions (including structures), and potentially related environmental issues.
- *Scoring: The extent to which the response provides a clear overview of the brownfield sites in the target area(s). The degree to which one or more sites are highlighted as a priority and the degree to which the priority site(s) is clearly described. The degree to which it is clear why the site(s) identified as a priority (for assessment and reuse) has been selected.*

Example of Overview:

“In the Target Area... identified **43 brownfields** based on local knowledge, environmental records, and property research revealing sites with urban fill, illegal dumping, leaking petroleum storage tanks, chemical manufacturing, former meat packing plants, and scrap metal yard.”



Examples of Priority Descriptions:

Hardy Yards - 43 acres @ 0 Burnett Street, TA #2 | CT 2123

Hardy Yards was an active rail yard with a history dating back to the 1890s. Portions of Hardy Yards were redeveloped as mixed-use housing and retail in 2015. Currently, a 43-acre lot near downtown remains vacant/undeveloped. **Env. Issues:** Chlorinated solvents, creosote, petroleum, and heavy metals. **Selection Criteria:** *Affordable housing*

Thermal Processing Facility- 4.6 acres @ 4111 Robertson Street, TA #2 | CT 2105

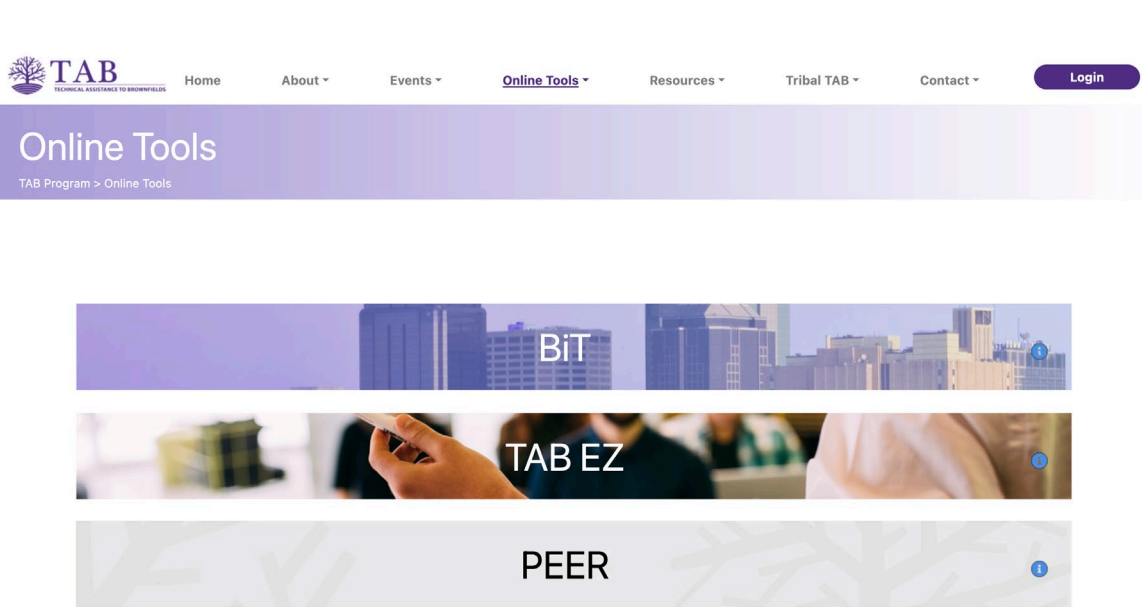
Thermal processing and metal treatment operations occurred at this facility from 1980s through 2017. The property is currently abandoned with an industrial building sitting idle. **Env. Issues:** 2015 Phase II ESA discovered heavy metals, chlorinated volatile organic compounds (VOCs), polyaromatic hydrocarbons (PAHs), polychlorinated biphenyls (PCBs), and TPH in soil and groundwater. **Selection Criteria:** *Affordable housing*

Velasco Incinerator - 4.55 acres @ 0 N. Velasco Street, TA#3 | CT 3101

The Velasco Incinerator was operational in the 1950s and 1960s. Incinerator ash and urban fill materials were discovered on site through recent Phase I and Phase II ESAs performed by the Texas Commission on Environmental Quality (TCEQ) and EPA Targeted Brownfields Assistance in 2017 and 2019. Today, the site is vacant and overgrown, attracting illegal dumping. **Env. Issues:** Heavy metals, TPH, and chlorinated VOCs have been detected in soil and groundwater above applicable standards, requiring remedial action. **Selection Criteria:** *Brownfields to Healthfields (B2H), Parks, Food Security, Climate Action, Economic Development*

Researching Priority Brownfields

Using PEER



<https://www.ksutab.org/tools>

<https://www.communitylattice.com/peer>



Researching Priority Brownfields

Using PEER

PEER: Platform for Exploring Environmental Records

Address Search Show

Display Options Show

Color Opacity:

1 50 100

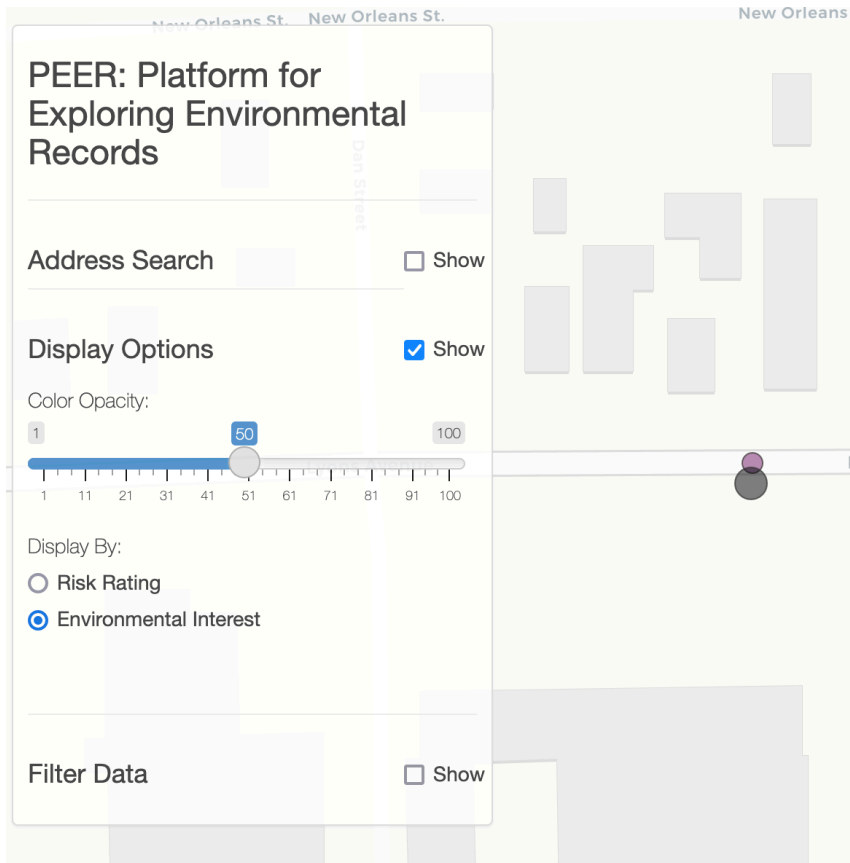
1 11 21 31 41 51 61 71 81 91 100

Display By:

Risk Rating

Environmental Interest

Filter Data Show

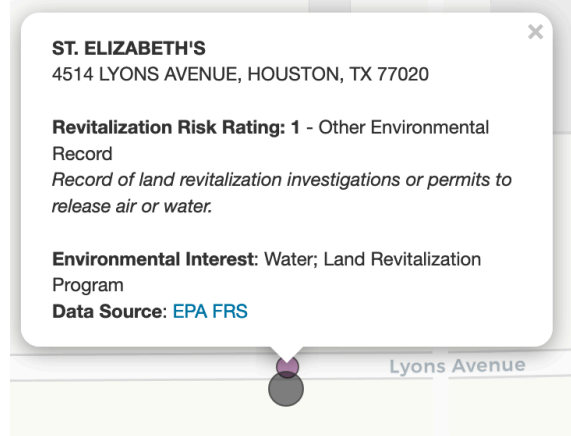


ST. ELIZABETH'S
4514 LYONS AVENUE, HOUSTON, TX 77020

Revitalization Risk Rating: 1 - Other Environmental Record
Record of land revitalization investigations or permits to release air or water.

Environmental Interest: Water; Land Revitalization Program
Data Source: [EPA FRS](#)

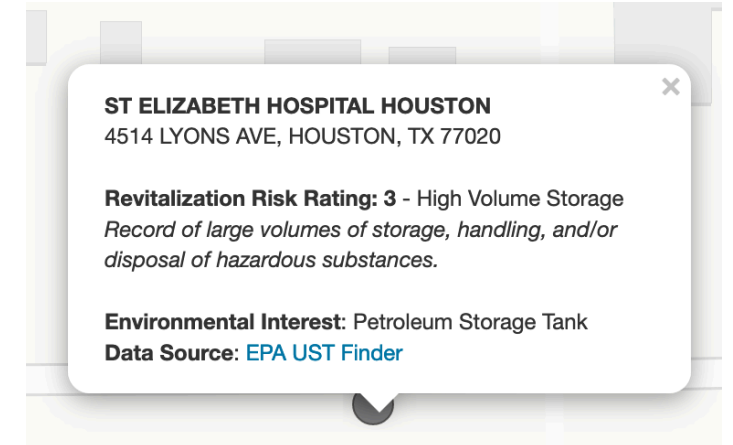
Lyons Avenue



ST ELIZABETH HOSPITAL HOUSTON
4514 LYONS AVE, HOUSTON, TX 77020

Revitalization Risk Rating: 3 - High Volume Storage
Record of large volumes of storage, handling, and/or disposal of hazardous substances.

Environmental Interest: Petroleum Storage Tank
Data Source: [EPA UST Finder](#)

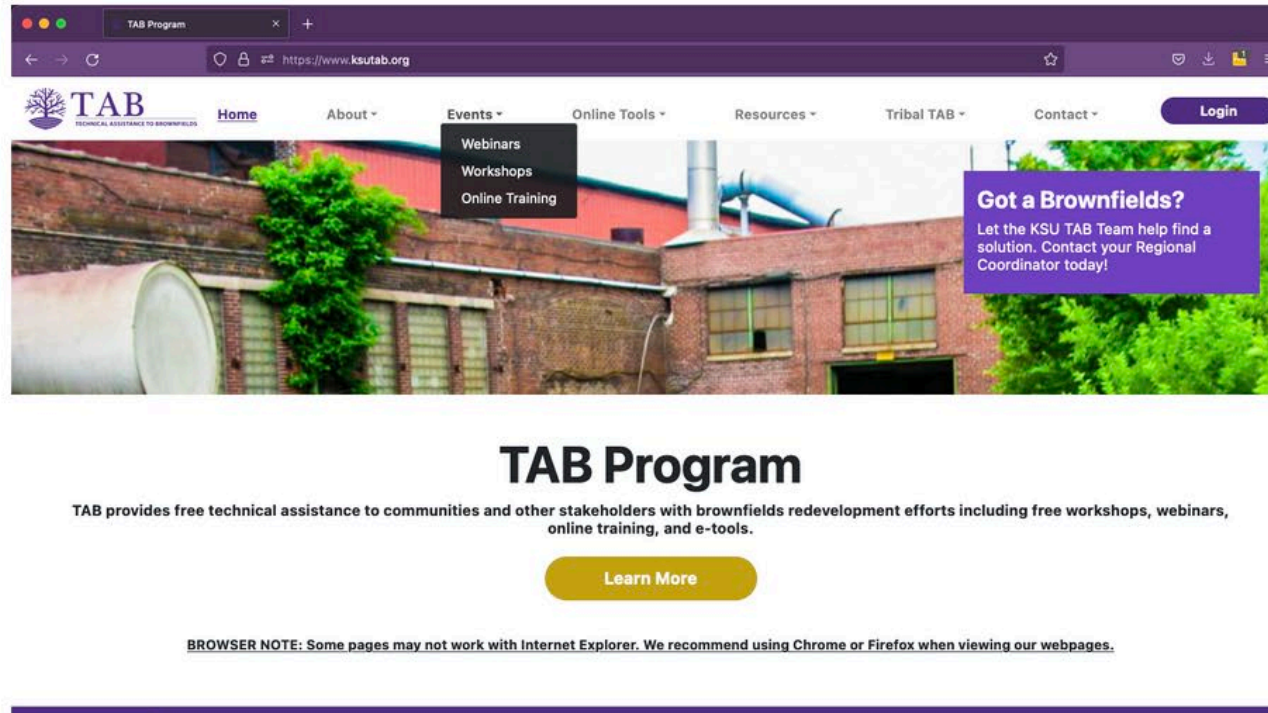


St. Elizabeth's Hospital



Researching Priority Brownfields

Using PEER

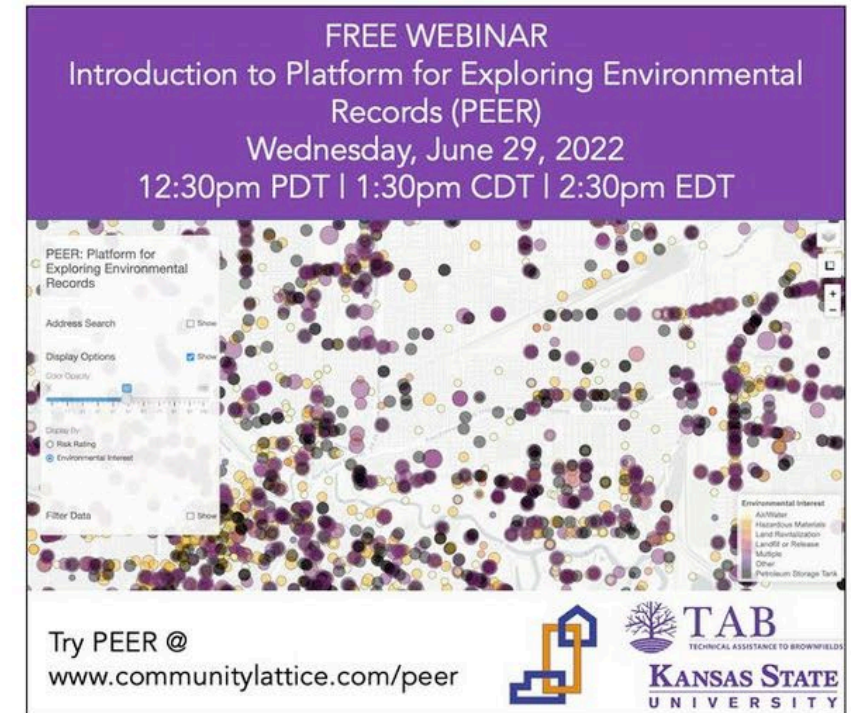


TAB Program

TAB provides free technical assistance to communities and other stakeholders with brownfields redevelopment efforts including free workshops, webinars, online training, and e-tools.

[Learn More](#)

BROWSER NOTE: Some pages may not work with Internet Explorer. We recommend using Chrome or Firefox when viewing our webpages.



FREE WEBINAR
Introduction to Platform for Exploring Environmental Records (PEER)
Wednesday, June 29, 2022
12:30pm PDT | 1:30pm CDT | 2:30pm EDT

Try PEER @
www.communitylattice.com/peer

TAB
TECHNICAL ASSISTANCE TO BROWNFIELDS
KANSAS STATE UNIVERSITY

<https://www.ksutab.org/events/webinars/details?id=532>