U.S. EPA Brownfields Grant
Section Overview

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2024 May
Project Area Description & Plans for Revitalization

**Geographic Boundary(ies)**
- Boundary(ies) in which work can be performed (formerly referred to as “jurisdiction”)
- Include discussion of brownfields challenges/impacts w/in boundary (not industrial/cultural history)
- *How will this grant address these challenges!!!!*

**Target Area(s)**
- Within the geographic boundary(ies), specific target area(s) where you plan to focus grant activities, such as a neighborhood, district, corridor, or census tract.

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[https://www.ksutab.org/?ResponseView=TABResourceDownloadView&id=4935](https://www.ksutab.org/?ResponseView=TABResourceDownloadView&id=4935)
Set the Stage with Project Description

The background section should set the stage for a cohesive story where the affected population directly benefits from the cleanup or assessment activities.

- Make a BRIEF but passionate case
- Identify a specific issue based on past history
- Identify priority sites in your target area with past and current land uses and environmental. Be specific yet concise.
  - Why are the sites a priority?
  - How do they impact the affected populations?

Often times the project description is not where people lose significant points, but not defining the exact issue being addressed carries through the entire proposal. A poorly defined proposal will not get funded.
Project Area Description & Plans for Revitalization

Revitalization of the Target Areas and Strategy for Leveraging Resources

Reuse Strategy and Alignment with Revitalization Plans
- Know your plans and understand community vision
- Local & Regional Plans
- How will addressing your priority sites fit in with the plans?

Outcomes and Benefits of Reuse Strategy
- Identify direct impacts of affected populations
- Tie back to the challenges mentioned in the target area.
- Include sustainable reuses and climate resilience strategies as relevant

Resources Needed for Site Reuse
- Describe access to funds from other sources to support the completion of assessment, cleanup, and reuse strategy of sites.
- How does this grant set up for leveraging other resources.

Use of Existing Infrastructure
- Will your grant use existing infrastructure or is there a need?
- Mention funding resources to address any necessary infrastructure needs.
Thread the Story Throughout

Project Description: Housing Example

Lack of business opportunities, job loss, shattered economy

Health and environmental impacts from lack of housing

Housing site chosen as a priority for abatement

Providing housing will reduce health impacts and improve economic conditions moving forward.
Thread the Story Throughout

Project Description: Housing Example

- Addressing lack of housing is priority for the local government as documented in X Plan.
- Improved housing stock for work force aligns with Regional priorities and supports economic development opportunities by offering housing for new employees.
- Financial support for housing – HUD, Private Investment, how to fund redevelopment. (Leveraging)
- Existing infrastructure is in place or identify specific needs and how it will be funded
Community Need & Community Engagement

Community Need for Funding
• Why do you need the $?
• Why is your community unable to secure funding for brownfields activities?

Threats to Sensitive Populations
• Health or Welfare of Sensitive Populations
• Greater than Normal Incidence of Disease and Adverse Health Conditions
• Promoting Environmental Justice (disadvantaged communities)

Community Engagement
• Project Involvement
• Project Roles
• Incorporating Community Input
• Cleanup Grants – Public Meeting and an opportunity for input is required!

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https://www.ksutab.org/?ResponseView=TABResourceDownloadView&id=4940
Community Need

Tie Into History and Challenges

- Why is your community unable to secure funding for brownfield activities?
- What financial information can you provide to demonstrate your need?
- Possible information to convey includes job losses and unemployment rates, very low tax base, poverty among residents, all leading to no other funding for brownfields.

- What sensitive populations exist in your target area?
- Sensitive populations can include children, pregnant women, elderly, minority, low-income communities and others.
- How will your project address or facilitate the reduction of threats of these sensitive populations?
Community Need

Example

Need: The Target Area’s low incomes, lack of housing to attract workers and high unemployment translate to limited income tax revenues and a lack of available funding for brownfields revitalization.

Sensitive Populations: Target Area residents have low incomes and high poverty rates compared to the state and US averages (Tables 1 and 2). Poverty is particularly acute for the area’s Hispanic and elderly residents. Target Area mothers and children are also especially vulnerable—the County’s child poverty rate is 60% higher than the state rate.

How grant will reduce threats to sensitive populations

The brownfield grant will help identify and reduce threats to the health and welfare of these sensitive residents by promoting assessment and cleanup of lead paint and asbestos.

Assessment leading to redevelopment of X site would reduce isolation and improve recreation opportunities for residents by connecting them to the rest of X city with trails and other bike and pedestrian infrastructure.”
Community Need
Disproportionately Impacted Populations

- How is your community or a population group disproportionately affected by the brownfields site(s)?
- How will this grant reduce the negative impacts of the brownfields on this population group?
- Examples of how the community might be affected by your brownfield site:
  - Lack of job opportunities
  - Loss of population
  - Low Property Values
  - Lack of access to services
  - Food Desert
  - Disinvestment

Attempt to connect the brownfields sites to the negative impacts the population is experiencing!
Community Engagement

Project Involvement, Project Roles, Incorporating Community Input

- Ensure engagement is happening with the identified populations
  - Do you need translators?
  - What methods will be used to engage?
    - keep in mind access to web services
  - Involve the youth
- **Incorporate** input is just as important and sharing information.
Community Engagement
Do you have the right partners on board to support your project?

- How are they connected to your project...your vision?
- What do They bring to the Table for your grant project? Resources? Outreach assistance? Links to the community(ies) in your target area?
- What expertise can they provide?
- Will they enhance your Community Involvement Activities?
- Can they help be a champion for your brownfields project?
Community Engagement

Project/Program Partners

Partners need to be relevant to site selection, cleanup, and future redevelopment, reuse of brownfields sites.

Quality of partners is more important than the quantity.

FY23/FY24 - Assessment & Multipurpose Grants - plan that does not involve at least one relevant community-based organization or community liaison representing residents directly affected by the project work in the target area will be evaluated less favorably. Identify one community liaison per target area.
Task Description, Cost Estimates, & Measuring Progress

“Discuss the EPA-funded tasks/activities that will take place under this grant” and “If applicable, identify tasks/activities . . . that will be contributed by sources other than the EPA grant.” – EPA-OLEM- OBLR-22-05

Common Pitfalls
- Poor description of task and lack of milestones
- Lack of detail on contractual tasks
- Too many tasks – not realistic to complete project
- Project schedule is vague

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https://www.ksutab.org/?ResponseView=TABResourceDownloadView&id=4942

Be clear, concise, and realistic!
Task descriptions, the budget table and budget narrative are the brief summary of ‘what’ your funding will do to achieve your goals.

‘Money talks . . . BS Walks’
Program Capability and Past Performance

Programmatic Capability
- Organizational Capacity
- Organizational Structure
- Description of Key Staff
- Acquire Additional Resources

Past Performance and Accomplishments
- Have received a Brownfields MARC Grant
  - Accomplishments & Compliance w/Grant Requirement
- Have not received Brownfields funds but have received other federal or non-federal assistance agreements
- Never received any type of federal or non-federal assistance agreements
Cleanup Grants – Construction line item

- 50% or more of the estimated costs of the contract is for “construction” services then the cost for the contract should be placed on the “Construction” budget line.
- Construction Costs
  - excavation and removal or treatment of contaminated soil,
  - installation of concrete caps and other barriers to migration of contamination,
  - abatement of asbestos or lead based paint contamination in buildings,
  - construction or assembly of structures housing equipment to pump and treat contamination,
  - permanent installation of equipment purchased by the contractor or the recipient, and
  - site restoration activities such as grading that prepare a site for reuse and similar activities that improve real property.

Existing grantees (MAR) must demonstrate 70% drawdown
Key Reminders

Communicate who you are: Remember a person reading your proposal has probably never heard of your town.

- How does your location influence identity?
  - Does your community face challenges due to your location?
  - Is the landscape part of what makes you unique?
- Who are you as a community, and how does this project support that identity?
  - Agricultural, tourism, and industrial communities all have different needs.
- How does your community and your project fit into a bigger picture?
  - Is your project in keeping with a larger state or national initiative?
  - Can your project address a community need in a substantive way?
Key Reminders
Tell Your Story well

I. Communicate your identity clearly.
II. Maximize the most compelling elements of your story.
III. Answer all the components of a question in the order put forth.
IV. Be succinct; utilize choice, well placed vocabulary
2023 Brownfields Grant-writing Training Webinar Series: It is Never too Early to Start
https://www.ksutab.org/events/webinars/details?id=560

All Grant Resources
https://www.ksutab.org/resources type in ‘fy24’ in the search field (fy25 after the guidelines are released)
Use the Categories dropdown to select successful grant applications
We Want to Hear Your Feedback

Please provide feedback on today’s event:

1. Click this link
   https://memphis.co1.qualtrics.com/jfe/form/SV_bQ7ne4DLamHmOlU

2. Fill out the paper copy and leave on the table on your way out.

3. Scan this QR image from your smartphone