



West Virginia Brownfield Conference
September 7, 2016

Sean Vroom and Elizabeth Limbrick
New Jersey Institute of Technology (NJIT)
Technical Assistance to Brownfields Communities (TAB)

Felicia Fred
USEPA Region 3

What is TAB?

TAB is a technical assistance program, funded by the USEPA, which is intended to serve as an independent resource to communities and nonprofits attempting to cleanup and reclaim brownfields.



New Jersey Institute of Technology (NJIT): Regions 1, 3 and 4

- Kansas State University (KSU): Regions 5, 6, 7, 8 and nationwide
- Center for Creative Land Recycling (CCLR): Regions 2, 9, and 10

Free Assistance for Transforming Brownfields into Community Assets

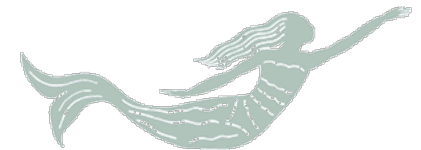
Who is the NJIT TAB Team?

- ❑ A multi-disciplinary team consisting of personnel with academic research, government, industry and consulting experience.
- ❑ NJIT has been providing brownfields services to communities for 20 years.



Who Can Receive NJIT TAB Assistance?

- ✓ Tribes, communities, local/regional/ state governmental entities and nonprofits interested in brownfields



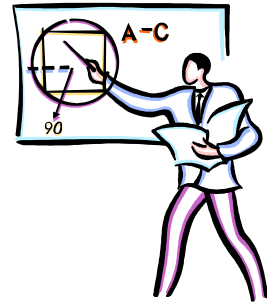
N O R F O L K

Life. Celebrated Daily.

What are NJIT TAB Services?

NJIT TAB can provide free assistance throughout the brownfield process from getting started to staying on track to getting the job done.

All services must be aimed at achieving Brownfields clean up and development and be consistent with Region 1, 3 and 4 programs.



Examples of NJIT TAB Services

- Great website – www.njit.edu/tab
 - FAQs, Guidance on Managing BF projects, download materials from previous workshops
- Brownfields Workshops
- Webinars
 - Archives available at njit.edu/tab
- One-on-One Technical Assistance
- Review , Analysis, and Interpretation of Technical Reports

NJIT TAB CONTACT INFORMATION

Informal Process for assistance – just call or email us – there is no contract to sign. All assistance is free to eligible entities.

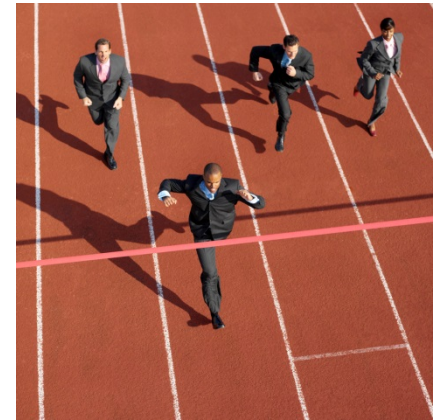
NJIT TAB Hotline 973-642-4165

<http://www.njit.edu/tab/>

tab@njit.edu

BACKGROUND

- ❑ Competition
- ❑ Grants are reviewed by people. Despite EPA's best efforts, there is a high degree of variability in how the same grant may be scored from one year to the next.
- ❑ NJIT TAB presenter opinions are NJIT TAB presenter opinions!



EPA Brownfields Competitive Grants

- Assessment Grants
 - ▣ Property-Specific
 - ▣ Community –Wide
 - ▣ Coalition
- Revolving Loan Fund Grants
- Cleanup Grants
- Area-Wide Planning Grants
- Workforce Development Grants and Training

EPA Assessment Grant Program

Assessments grants can be used for:

- ▣ Brownfields Inventories / Prioritizing Sites
- ▣ Environmental Assessments (Phase I)
- ▣ Performing community engagement activities
- ▣ Preparing cleanup plans and/or end-use plan

Who is eligible?

- ▣ State, local and tribal governments
- ▣ General purpose units of local governments
- ▣ Regional councils or redevelopment agencies
- ▣ Award ~150 annually

Next Solicitation Fall
2016

Assessment Grant: Funding Guide

Combinations: Either 3 grant proposals (2 community-wide and 1 site specific) OR 1 grant as part of a coalition

Community-Wide	Site-Specific	Coalition
Up to \$200,000 for hazardous substances and/or up to \$200,000 for petroleum	Up to \$200,000 for hazardous substances or up to \$200,000 for petroleum	Up to \$600K for hazardous substances and/or petroleum
	May request a waiver for up to \$350,000	Cannot apply individual community wide or site-specific grant or as part of another coalition
Maximum combined amount: \$300,000	Maximum amount \$350,000	Maximum amount \$600,000

Property Specific Assessment Grants

- Up to \$200,000 for hazardous or petroleum
 - A waiver up to \$350,000
 - Need to pass Property and Ownership Eligibility threshold requirement
 - May also apply for a community wide grant

Community-wide Assessment Grant

Community-wide Assessment Grant:

- Up to \$200,000 for hazardous substances **and/or** up to \$200,000 for petroleum
- No waiver of funding limit
- **Maximum amount is \$300,000**
- May also apply for a site-specific grant
- Performance period – three years



Most Flexible

Coalition Assessment Grant

Community-wide Assessment Coalition Grant

- Up to \$600,000)
- No waiver of funding limit
- Must have at least **three** eligible entities
- Must assess a **minimum of five** sites.
- May not apply for individual community wide or site-specific grant or as part of another coalition.

TIP: Assessment Grants

The best assessment grant applications are for projects where:

- You have already identified a specific area in need of assessment
- The property owners are on-board
- Significant redevelopment/revitalization potential

EPA Brownfield Cleanup Grants

Purpose: **Site specific** funding to conduct cleanup **after** assessment work is completed

- Begin “Shovel Ready” cleanup or supplement ongoing cleanup
- Remediation (removing USTs / impacted soil, capping sites, groundwater treatment)
 - Reporting
 - Environmental oversight
 - Monitoring institutional controls
- Health monitoring of targeted population
- Purchase Environmental Insurance
- Award ~60 annually

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2016

Brownfield Cleanup Grants

Eligible entities are:

- Local Government
- States and Tribes
- Quasi-governmental entities
- **501(c)(3) Non-profits Organizations**

Yes! Nonprofits
may apply

Funding:

- May apply for up to 3 properties (3 proposals)
 - Up to \$200,000 per property per proposal (Hazardous substances and/or petroleum).
 - **Eligible entity MUST OWN** the property PRIOR to applying.
 - Cost share of 20% (can apply for a hardship waiver)

TIP: Cleanup Grants

The best cleanup grant applications are for projects where:

- You own the property (and are not the Responsible Party)
- Site is fully characterized and remediation plan and cost estimates are complete
- Leveraging of additional funds is committed
- Redevelopment Plan is established

EPA Brownfield RLF Grants

Purpose: To make low interest loans and subgrants for remediation activities (combination of hazardous substance and /or petroleum)

- **Up to \$600.000 per eligible entity**
 - **Up to 50% can be subgrants**
 - **50% or more for loans (Applicant determines the loan structure (interest rate, loan terms, application fees, etc.)**
 - **Coalitions (of 2 or more) may apply for \$1M each (or \$600K?)**
- **Cost Share requirement of 20%**

Next Solicitation
Supplemental RLF: January 2016
New RLF funding Summer/Fall 2018

Brownfields Area-Wide Planning

Area-Wide Planning Grants

- ▣ Fine-tuning an ongoing planning process for brownfields
 - ▣ Developing area-wide plans for brownfields
 - ▣ Assistance with determining next steps and identifying resources to implement the plan.
-
- maximum total award \$200,000
 - Recipients may also receive direct technical assistance from EPA
 - Award ~20 biannually

Next Solicitation Fall
2018

Environmental Workforce Development and Job Training (EWDJT)

- Provide funding to recruit, train, and place unemployed and under-employed residents of communities affected by solid and hazardous waste.
- Support training in various environmental programs across EPA (such as solid waste, Superfund, brownfields, emergency response, waste and stormwater, chemical safety, etc...).
- **Who is eligible?**
 - States, counties, municipalities, tribes, and U.S. territories
 - Colleges and universities
 - Community job training organizations
 - Non-profit training centers and Workforce Investment Boards
- **Funding:**
 - Up to \$200,000 each
 - Award ~16 grants annually

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2016

Overview of EPA Brownfields Grant Application Process

- Grant Guidance To Be Issued (Fall)
- Grant Proposals Prepared and Submitted (Late Fall/ Early Winter)
- EPA Vets:
 - Threshold Eligibility (Early Winter)
 - If pass go, Ranking Criteria Scored (late winter/early spring)
- Notification of Award (Spring)
- Submit Cooperative Agreement Application (June)
- Receive Cooperative Agreement (October)



Developing a Grant Program that Works for YOU and appeals to EPA

- Develop a specific focus to your grant program that is based on the unique needs of your community – Generic doesn't get funded
- What is your story?
- Should be an intersection of
Community Needs and
Community Benefits



Requirements to Submit a Proposal

NEW

- Learn how to submit a proposal via www.grants.gov.
 - Review the on the www.grants.gov website. [Applicant Tools & Tips](#)
- Obtain the organization's DUNS number and register in www.sam.gov now.
- Even if already registered in www.sam.gov, make sure the account is active and will be active by the deadline.
 - The account must be renewed annually by the E-Business Point of Contact (E-Biz POC).
- Ensure the **correct** Authorized Organization Representative (AOR) submits the proposal.
 - The AOR must be designated by the E-Biz PO

DUNS Verification

NEW

- EPA will verify the Data Universal Number System (DUNS) number listed on the application to ensure is the correct DUNS number for the applicant's organization. If the correct DUNS number is not included on the application, the application may be deemed ineligible.

Get An Early Start

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- Use this guide anytime
- It lists activities that applicants can perform in advance of the Guidelines being released

Getting Started Early On Preparing Your ARC Proposal

Every year, the Office of Brownfields and Land Revitalization (OBLR) receives numerous inquiries regarding preparation of proposals for the Assessment, Revolving Loan Fund, and Cleanup (ARC) grant competitions. Many potential applicants find that it is difficult to prepare their proposals in only 60 days, the typical amount of time the Request for Proposals (RFP) allows from publication until the proposals are due. While the RFP is on schedule to be available in early fall, there are still many activities that applicants can perform in advance of the RFP (commonly referred to as the Guidelines) being made publically available. We have listed many of these activities below. We hope that using this list to get started preparing your assessment and/or cleanup proposal early will facilitate your efforts in the preparation of a thorough, thoughtful, timely, and most importantly, successful proposal.

GENERAL

- **Review the last ARC Guidelines** - While there will be some changes between the FY14 RLF/FY15 Assessment and Cleanup and FY16 ARC Guidelines, the Guidelines remain the same from year to year as many of the criteria and requirements come directly from the Brownfields statute. Reading the Guidelines, thinking through and gathering the information required, and even putting together the plan for your brownfields program and brownfields project will give you a step up when it comes to preparing your proposal.
- **Establish the framework (core elements) of your brownfields program.** Think about the needs and goals of your community. How best could your community accomplish these goals? Would an assessment grant help your community to achieve these goals? Do you have the manpower to manage a grant? If not, maybe a Targeted Brownfield Assessment may be a better option for your community or being part of an assessment coalition. Once you establish the framework, it will be easier to determine the next steps you need to take and begin implementing those steps.
- **Establish the needed partnerships.** Determine whether your community should apply as an individual or a coalition. If you are applying as a coalition, identify who will be part of the coalition, who will be the lead coalition member and manage the cooperative agreement, and who will be members. Also, be sure to discuss what each coalition member's role will be in the program. Once all that is determined, document your agreement through a memorandum of understanding/agreement.

THRESHOLD CRITERIA

- **Applicant Eligibility.** Begin gathering the necessary information to document your eligibility status. Contact U.S. EPA Brownfields regional staff if an eligibility question arises. A list of the Brownfield regional staff for your region can be found at <http://www.epa.gov/swenozps/bf/corentct.htm>
- **Site Eligibility.** Prepare your defenses to CERCLA liability and request state determination for petroleum site eligibility. Non-tribal applicants must provide the information required for a petroleum site eligibility determination to their state, so the state can make the necessary determination on petroleum site eligibility.

To Do List

- Reach out To EPA NOW!
 - If reapplying for a failed proposal – GET A DEBRIEF
 - Review the last ARC Guidelines and Frequently Asked Questions
 - Find out when the Guidelines trainings will be held attend/participate
 - For current grantees: cleanup your outstanding reporting requirements
 - For site specific applications: vet site eligibility

To Do List



- Build your team NOW!
 - Identify partners that would be key to implementing your grant program
 - Health Department linkage to program?
 - Are there any community based organizations, non-profits, economic development corporations?
 - Who are the neighborhood or community groups around the targeted sites/area?
 - LEVERAGE - What other resources will be needed to see the project to redevelopment? Discuss with prospective funders



To Do List



- Get your paper on!
 - **Unique** support letters from your community based organizations:
 - their mission,
 - their involvement in the implementation brownfield program/project,
 - their contribution to the brownfield program/project
 - Authorizing resolutions: EPA doesn't care, but your business administrator may

To Do List



- Get your paper on!
 - Letter from State environmental regulatory agency
 - For site specific petroleum assessment or cleanup proposals: State petroleum eligibility letter is needed

To Do List



- Coalition Assessment Grants:
 - Have discussions with targeted communities and get them on board now
 - Determine who will be part of the coalition
 - Determine who will manage the cooperative agreement
 - Have community meetings to garner grassroots support and help with site identification



To Do List



- Cleanup Grants:
 - Secure ownership
 - Complete the site's Phase II investigation
 - Prepare Draft Analysis of Brownfield Cleanup Alternatives document (ABCA)
 - Review requirements and begin public notification/comment period
 - Work on detailed cost estimate for cleanup activities
 - Identify and secure funding source for 20% match requirement and any balance of funding needed for cleanups that will cost more than \$240,000

Tips and Tricks

- ❑ FOLLOW DIRECTIONS (read entire Guidelines).
- ❑ Write as though the reader knows NOTHING about your community
- ❑ Address *all* criteria – *if it doesn't apply say so and explain why*
- ❑ Use the Proposal *Check Lists* that may be associated with NOFA
- ❑ Be kind to your reviewers – minimize use of acronyms/technical/organizational jargon
- ❑ Don't rely on past successes – keep the application forward-focused.



#1 Piece of Advice



TIPS

Tips and Tricks

- ❑ Get an “outside” editor.
- ❑ Decide what your story is. How is your community different from other applicants?
- ❑ Clearly define your priorities and weave it throughout your application.
- ❑ Keep extraneous stuff out; it distracts from your story
- ❑ Keep it real – make sure your assertions are backed up with data and/or examples.
- ❑ If you don’t know what something is, don’t just skip it! Check out EPA’s Frequently Asked Questions.



TIPS

Tips and Tricks

- Make sure that what you want to do is eligible, and that it fits in with what the program is looking to fund.
- Make sure that the timeframe works for you and for the funding program. Can your project wait until funding is available?
- Tell a story: what ills will the brownfield program strategy you have developed correct? Collect data to support your story and strategic approach.
- Be specific, do not be vague in ranking criteria section.
- Make sure your proposed grant funding activities are realistic and can be implemented, both logistically as well as on a cost basis.



TIPS

Main Sections of the Guidelines

- Community Need
- Project Description and Feasibility of Success
- Community Engagement & Partnerships
- Project Benefits
- Programmatic Capability and Past Performance

Community Need:

Describe the effect brownfields have on your community the health, welfare, and environmental impacts of these sites. In addition to brownfields, provide a summary of the various cumulative environmental issues and describe how they have resulted in a disproportionate impact on the targeted community. ... Provide information describing the health and welfare of sensitive populations such as children, pregnant women, minority or low-income communities, or other sensitive populations...

Community Need



Targeted Community and Brownfields Common Pitfalls To Avoid:

- Showing the Community in a positive light
- Vague or changing definition of Program Description and/or target area.
- Falling short with addressing “Cumulative Environmental Issues.”
- Missing environmental impacts of sites mentioned in proposed/target area.
- Lack of understanding of contamination.

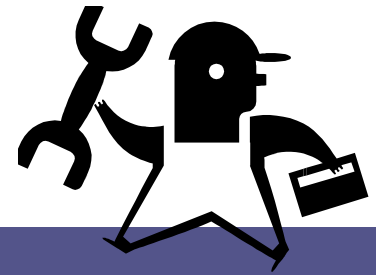
Community Need



Impacts on Targeted Community Common Pitfalls:

- ❑ Falling short with addressing “disproportionate impact.”
- ❑ General statements of health impacts.
- ❑ Lack of detail on sensitive populations in target area.
- ❑ Not linking brownfield sites to the sensitive populations experiencing health/welfare impacts in target area.
- ❑ Linking the brownfield sites to the “ills” of the target community.

Community Need



Strategies:

- Clearly define target project/communities
 - Keep it consistent throughout your application.
- Discuss cumulative issues and how these disproportionately impact your target population. Identify specific threats and supporting information.
- Describe in detail the type brownfields you are going to address.
- Based on the types of contaminants, find specific health related statistics.
- Include demographics of sensitive populations.
- Quantify, quantify, quantify.**

Community Need:



Financial Need Common Pitfalls.

- ❑ Target communities are unclear.
- ❑ Economic data is not presented in compelling light.
Target communities do not show need
- ❑ Missing details of economic impact to the targeted area lined with brownfield sites.
- ❑ Missing discussion on inability to draw on other sources of funds.
- ❑ Fail to cover why more funding is needed.

Community Need:



Financial Need Strategies:

- Be sure to be consistent with defined targeted community.
- Talk about region / community-specific issues that increase costs (i.e. higher transportation costs, higher utility costs...). Drill down to targeted Census Tracts, if need be.
- Talk about budget slashing measures that have been implemented – public sector layoffs, small staffs, or reductions in services.
- Talk about the great need for additional brownfield cleanups, and the lack of budget in your small towns for this work. Include factors that limit your ability to draw on other sources of funding.
- Existing Grantees: Why is more money needed?
- Be consistent with financial need and leveraged funding for projects.

Project Description and Feasibility of Success:

Describe the program you are proposing to be funded under this grant and how the program fits in with the targeted community's needs as well as demonstrate that you have a reasonable approach to reach your project goals, reasonable costs and the capacity implement the program.

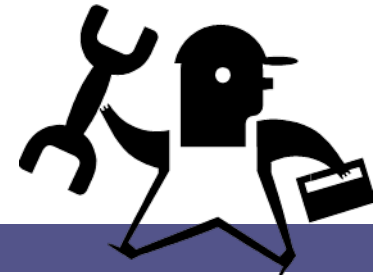
Project Description and Feasibility of Success



Common Pitfalls:

- ❑ There is not an overall targeted program; just want assess a bunch of sites; or cleanup a site and see what happens.
- ❑ Contradictions on whether or not inventories and/or Brownfield Advisory Committees exist or will be developed.
- ❑ No emphasis on community planning products that call for brownfield work.
- ❑ Project Description doesn't include redevelopment strategy for properties that are assessed.
- ❑ Timing of key activities not discussed (procurement, site selection, securing site access)
- ❑ Site selection not discussed or contradicts program focus.
- ❑ Stopping with assessments
- ❑ If existing grantee, set forth administrative process as if for the first time.

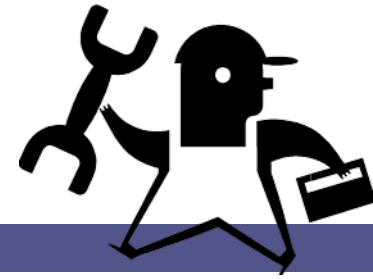
Project Description and Feasibility of Success



Project Strategies:

- ❑ Write a compelling story that sets your community apart in the reviewers' minds.
- ❑ Be Clear as to what prior work you are building upon and what will be funded through this grant.
- ❑ Demonstrate good planning.
- ❑ Link the community need sections and issues identified to the work planned through this grant with a clear program focus.
- ❑ Yet, allow for additional sites beyond the program focus. "It is anticipated that the majority of funds will be spent on XYZ, but this is a community wide application."

Project Description and Feasibility of Success



Strategies:

- ❑ Describe site selection process for targeted area and non-targeted areas. May be different.
- ❑ Mention strategic plan(s). Discuss timing.
- ❑ For existing grantees, discuss existing administrative process, team and fund uses. Does the current structure work or will it be changed? Don't focus on overall successes in this section.
- ❑ Be forward thinking

Project Description and Feasibility of Success: Budget

Common Pitfalls:

- Missing information regarding Cost Share (Cleanup)
- Detail to back up costs is not provided. Outputs are not presented.
- Numbers of sites to be assessed/cleaned up/ loans and sub-grants to be issued don't align with the program focus that was described in the rest of the application.
- Detailed activities in the budget not discussed elsewhere in the proposal.
- Not including items described in Project Description in budget tasks.



Project Description and Feasibility of Success

Task Description and Budget Strategies:

- ❑ Use a spreadsheet with formulas inserted into the word document to ensure that there are no mathematical or transcription errors.
- ❑ Provide detail to back up the numbers. Justify the need for any salary, particularly if it is a high percentage of the grant. UNIT COSTS need to be provided.
- ❑ Make sure each task has appropriate output(s) associated with it.
- ❑ Link budget to the rest of the application, specifically to Project / Program Description activities and roles.



Project Description and Feasibility of Success: Leveraging

Under this criterion applicants who can demonstrate firm commitments for additional funds/resources for completion of the project may be evaluated more favorably. Demonstrate how you will leverage additional funds ...to support the project activities. Specifically, describe how these funds will be used to contribute to the performance and success of the proposed project. ... Describe the amount(s) and type(s) of leveraged resources...how you will obtain...likelihood the leveraging will materialize during the grant...strength of commitment ... specific role. Attach letters or other documentation...

Project Description and Feasibility of Success



Leveraging Common Pitfalls:

- ❑ Specific commitments not included.
- ❑ Funds for how to get a site from planning to assessment through redevelopment aren't discussed.
- ❑ Not connecting leveraged resources to the projects or the overall program.
- ❑ Not indicating if leverage is definite or otherwise how likely it is to obtain funding from funder cited.
- ❑ Elsewhere in proposal, discuss how advisory committee is providing support, but fail to include members in-kind contribution or even EPA Grantee in-kind as leveraging.
- ❑ Didn't include commitment letters or other documentation from providers of with specific leverage mentioned.

Project Description and Feasibility of Success



Leveraging Strategies:

- Use real funds and make the connection of how you will leverage it.
- Talk about funding to take a project through the entire process to include redevelopment; cite funding sources available for this work and the timeframe / likelihood of securing these funds. Make sure each source is tied to the targeted program/projects.
- Spend some time getting letters of commitment from grantors, financial institutions, developers with numbers!
- For existing grantees: use examples of past project leveraging to demonstrate ability to leverage (and indicate if such funding sources are likely to be used moving forward).

Community Engagement and Partnerships:



How will you inform and involve the target community and other stakeholders during the planning and implementation of your project?

- demonstrate actions or plans to effectively involve and inform the targeted community and relevant stakeholders;
- identify the relevancy of the local/state/tribal environmental authority to the project;
- identify roles of other relevant governmental partnerships;
- identify the relevant roles of community organizations and affirm their involvement in the project through commitment letters.

Community Engagement and Partnerships: Plan for Involving Targeted Community



Common Pitfalls:

- ❑ With existing EPA grantees, fail to describe meaningful outreach for new grant.
- ❑ Outreach is targeted to governmental bodies, not to public.
- ❑ Fail to describe communication and involvement of community in site selection and clean up planning.
- ❑ Fail to describe outreach to specific, targeted residential communities.
- ❑ Fail to provide a plan for informing affected populations, but not for involving them.

Community Engagement and Partnerships: Plan for Involving Targeted Community



Strategies:

- ❑ Address the issue of non-English speaking populations if Community Need indicated substantial non-English speaking populations.
- ❑ Know the difference between ENGAGING the public and INFORMING the public.
- ❑ Include opportunities for the public to communicate in a meaningful way on individual projects-as they are selected and cleanup plans are being developed.
- ❑ Include a broad cross section on any formal boards, etc.



Community Engagement and Partnerships with Government Agencies

Describe your current efforts and plans to develop partnerships with your local/state/tribal environmental and health agencies; other relevant federal and state governmental agencies; including a description of the role they would play to ensure your brownfields project is successful

Community Engagement and Partnerships: Partnerships w/ Government Agencies



Common Pitfalls:

- ❑ Not making the connection to local and state Health Departments.
- ❑ Not discussing role of state environmental regulators/program.
- ❑ Weak Federal partnerships

Community Engagement and Partnerships: Partnerships w/ Government Agencies



Strategies:

- Meet with local and state health officials to discuss how they can work with the brownfields program. Perhaps they sit on your advisory committee or receive copies of all reports? Or assist with communicating risk to public?
- Include Federal agencies that are touched on in Leveraging section.
- And don't forget your friends at USEPA and WV DEP!

Community Engagement and Partnerships with Community Organizations

Provide a description of, and role of, the key community-based organizations involved in your project. ... local citizen or business groups, environmental or civic organizations, educational institutions, and local labor organizations. ... demonstrate how the community is engaged and involved in your project ... Attach letters from all community-based organizations mentioned that describe their roles and affirm any referenced commitments.

Community Engagement and Partnerships: Community Based Organizations



Common Pitfalls:

- Including groups that are not Community-Based Organizations.
- Not including letters from CBOs.
- CBO letters do not have role or commitment for grant implementation.
- Not including enough organizations or a wide range of organizations.
- Not including residential groups that are relevant to specific targeted areas.
- Not including specific commitments / roles for CBOs.

Community Engagement and Partnerships: Community Based Organizations



Strategies:

- ❑ Drum up more community support. Meet with neighborhood groups and other stakeholders in targeted area prior to submission of application to get their buy-in on the application and their role in implementation.
- ❑ Draft support letters with suggested language as to the CBO role/commitment in implementing your program.
- ❑ DON'T forget to include CBO letters. If you don't have a letter, take them off the narrative CBO table.
- ❑ For existing EPA grantees: need to demonstrate examples of past engagement to show that efforts have effectively involved targeted community.

Program Benefits: Health / Welfare and Environmental

- Describe how the site assessments will lead to cleanups and redevelopment that supports your proposed project. Specifically, describe the social and /or public health benefits anticipated from the revitalization of the sites assessed under this grant.
- Describe the health and/or welfare and environmental benefits anticipated from this program and how these benefits will address the health and/or welfare and environmental challenges discussed in the Community Need section.

Program Benefits: Health / Welfare / Environment

Common Pitfalls:

- ❑ Benefits are vague/generic.
- ❑ Benefits don't tie back to the needs expressed in the Community Need section.
- ❑ Missing specifics regarding connection between sensitive populations and their proximity to targeted area.



Program Benefits: Health / Welfare / Environment



Strategies:

- ❑ Tie the benefits into the Community Needs expressed, the Program Description, and the outcomes.
- ❑ How will the benefits be achieved?



Program Benefits: Economic and Community Benefits

Discuss potential economic benefits, such as increased employment and expanded tax base, which may be achieved through the redevelopment of sites assessed under this grant (be as specific as possible);

or

discuss non-economic benefits associated with sites to be reused for greenspace or other not-for-profit activities. Examples may include areas redeveloped for uses such as parks, recreation areas, greenways, environmental buffers and other not-for-profit, governmental or charitable organization spaces libraries, schools, health centers, community centers, fire stations, etc.

Job Creation Potential

Program Benefits: Economic and Community Benefits



Common Pitfalls:

- ❑ Benefits are too vague, not quantified.
- ❑ Benefits don't tie into the Community Need, Program Description, and identified outcomes.
- ❑ Bringing in a greenspace element for the first time in the narrative.
- ❑ Missing specifics regarding connection between cleanups and outcomes such as increased tax base, jobs and other economic benefits for the targeted area.

Program Benefits: Economic and Community Benefits



Strategies:

- ❑ Generate specific numbers on jobs created and taxes generated. Extrapolate, if need be.
- ❑ Tie the benefits into the Community Needs expressed, the Program Description, and the outcomes.

❑ QUANTIFY, QUANTIFY, QUANTIFY.

Case Study #	1	2	3
Project Name	Metro Station & Gateway Plaza	State Line Industrial Area	Westin Hotel
Address	100 N BROCKWAY ST	Stateline Road & Sibley Blvd	597 N Milwaukee Ave
Project Impacts			
EAV Before Project	\$ 1,614,695	4,292,133	\$ 4,164,418
EAV After Project	\$ 8,525,230	5,482,622	\$ 34,666,188
Property Value Multiplier	5.3	1.3	8.3
Yearly Property Tax Generation before Project (\$)	\$ 87,984	\$ 362,630	\$ 325,772
Yearly Property Tax Generation after Project	\$ 927,127	\$ 726,914	\$ 2,544,152
Annual Sales, Hotel, and Restaurant Tax Generation after Project	\$ 565,941	\$ 34,059	\$ 4,914,535
Annual Tax Generation after Project	\$ 1,493,068	\$ 810,972	\$ 7,458,687
Secondary Impacts			
EAV Before Project (\$)	\$ 43,491,097	\$ 3,557,740	\$ 17,858,090
2007 EAV	\$ 88,938,487	\$ 4,794,719	\$ 18,895,244
Property Value Multiplier	2.04	1.35	1.06
EAV CAGR Before Project	-5.05%	+1.40%	-4.47%
EAV CAGR After Project	14.97%	0.06%	1.90%

- ❑ Identify how your program will provide a linkage to EPA funds expended and job opportunities. What mechanisms you have/will put in place to create opportunities for local workers to be hired with the grant funds?
- ❑ If your project doesn't involve greenspace, don't introduce it here. If there is a greenspace element, make sure you include it throughout the narrative.

Programmatic Capability and Past Performance

- Demonstrate that your organization has programmatic capability (experience, knowledge and resources, or ability to obtain them) necessary to ensure successful completion of all required aspects of this project
- Describe the management system... include a description of your project manager and staff... if you intend to contract for the necessary expertise, describe the system(s) you have in place to acquire that expertise

Programmatic Capability & Past Performance: Tracking and Measuring Progress

Describe your plan for tracking and measuring your progress towards achieving the expected short-term and long-term project outcomes and outputs.

1. Outputs: ...an environmental activity, effort, and/or associated work products related to an environmental goal or objective that will be produced or provided over a period of time or by a specified date. Outputs may be quantitative or qualitative but must be measurable during the project period. ...the number of brownfield sites identified, development of an area-wide plan, number of Phase I and Phase II site assessments, and number of community meetings held.

2. Outcomes: ...the result, effect, or consequence that will occur from carrying out the activities under the grant. Outcomes may be environmental, behavioral, health-related, or programmatic; must be quantitative; and may not necessarily be achievable during the project period. ... the number of jobs leveraged and other funding leveraged through the economic reuse of sites; the number of acres made ready for reuse or acres of greenspace created for communities; and whether the project will minimize exposure to hazardous substances.

Tracking and Measuring Progress

Common Pitfalls:

- ❑ Vague description of outputs and outcomes.
- ❑ Copying and pasting language from other types of grant proposals.
- ❑ No discussion of how these will be tracked, measured and reported.
- ❑ Outputs don't match budget or align with program focus.
- ❑ Misunderstanding of what EPA means by outcomes and outputs.



Tracking and Measuring Progress



Strategies:

- ❑ Be very specific in the outcomes and outputs.
- ❑ Be specific about how you will track it (short and long term).
- ❑ Affirm that all will be recorded in ACRES.
- ❑ Refer back to the outputs identified in your budget to make sure that they line up.
- ❑ Refer back to the Community Need section to make sure it ties together.

Programmatic Capability and Past Performance

Shouldn't be Any Common Pitfalls!

- ❑ Information requested is straightforward: description and should consist of facts!
- ❑ Information can be verified with Regional personnel (don't lie!).
- ❑ HERE is where past accomplishments should be discussed.

After Your Submission to Grants.gov Notification Emails

- After signing and successfully submitting the application package, within 24 to 48 hours the AOR should receive notification emails from www.grants.gov with the following subject lines:

1. GRANT##### Grants.gov Submission Receipt

Check status of application using the tracking number.

2. GRANT##### Grants.gov Submission Validation Receipt for Application

If the AOR did not receive either notification emails listed above, your proposal did not transmit successfully. Therefore, contact the www.grants.gov Help Desk (open 24/7; except federal holidays) at 1-800-518-4726. Make sure to get a case number.

After Your Submission to Grants.gov (continued)

- After the application package is retrieved out of the www.grants.gov system by EPA, the AOR should receive the following notification emails from www.grants.gov:
 3. GRANT##### Grants.gov Grantor Agency Retrieval Receipt for Application
 4. GRANT##### Grants.gov Agency Tracking Number Assignment for Application

Proposals that are not successfully submitted **and 'validated'** by the deadline will be considered late and will be rejected.

Thank you!

CONTACT INFORMATION:

Elizabeth Limbrick: limbrick@njit.edu

NJIT 973-596-5519 <http://www.njit.edu/tab/>

TAB Hotline: (973-642-4165); tab@njit.edu

Felicia L. Fred: fred.felicia@epa.gov

215-814-5524

EPA Region 3





SAVE THE DATE!

Join us in Pittsburgh ♦ December 5-7, 2017



Photo courtesy of EPA

2017 NATIONAL BROWNFIELDS TRAINING CONFERENCE

Pittsburgh ♦ David L. Lawrence Convention Center ♦ December 5-7, 2017