



## **New Jersey Institute of Technology (NJIT) Technical Assistance to Brownfields Communities (TAB)**

# 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.

NJIT's TAB program covers communities in EPA Regions 1 and 3.



# 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?

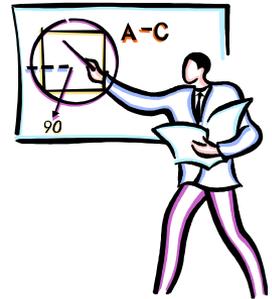
- ✓ Communities, regional entities and nonprofits interested in brownfields



# 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 and 3 programs.





# Examples of NJIT TAB Services

- Great website – [www.njit.edu/tab](http://www.njit.edu/tab)
  - FAQs, Guidance on Managing BF projects, download materials from previous workshops
- Brownfields Workshops
- Webinars
  - Archives available at [njit.edu/tab](http://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 contact to sign. All assistance is free to eligible entities.*

*NJIT TAB Hotline 973-642-4165 [tab@njit.edu](mailto:tab@njit.edu)*

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

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# Overview of Today's Presentation

- Overview of EPA Brownfields Grants Application Process
- To Do List
- Helpful Hints for Each Section

OVERALL GOAL FOR TODAY:  
Developing a Grant Program that  
Works for YOU and appeals to  
EPA = Cha Ching!



# 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!



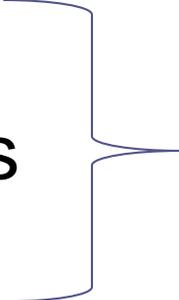
# Overview of EPA Brownfields Grant Application Process

## Feeling Lucky?

- 449 applications submitted
  - 243 were selected for awards (54%)
  - 179 Assessments
  - 64 Cleanups
- The estimated budget for FY 15 awards has been reduced by \$14M



# EPA Brownfields Competitive Grants

- Assessment Grants
  - Revolving Loan Fund Grants
  - Cleanup Grants
- 
- ARC Grants
- Area-Wide Planning Grants
  - Workforce Development Grants and Training



# Overview of EPA Brownfields Grant Application Process

- Types of ARC Applications
  - Assessment
    - Coalition (up to \$600K for 3 or more eligible entities)
    - Community Wide (\$200K hazardous substance and/or \$200K petroleum)
    - Site Specific (\$200K, up to \$350K with a waiver)
  - Cleanup (\$200K per site, up to 3 sites)
  - Revolving Loan Fund (RLF) (up to \$1 Million)



# EPA Assessment Grant Program

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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

# 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 potential

# Assessment Grant Program

- Three Types of Assessment Grants:
  - Property-specific Assessment
  - Community-wide Assessment
  - Community-wide Assessment Coalition
- Eligible entities are:
  - Local Government
  - States and Tribes
  - Quasi-government entities

# Assessment Grant Application 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 <b>and/or</b> 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: \$400,000	Maximum amount \$350,000	Maximum amount \$600,000

# Property-Specific Assessment Grant

## **Property-Specific Assessment Grant:**

- Up to \$200,000 for hazardous substances or up to \$200,000 for petroleum
  - A waiver up to \$350,000 can be requested
  - Maximum amount is \$350,000

- **Need to Pass Property and Ownership Eligibility**

### **Threshold Requirements**

- 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 \$400,000
- May also apply for a site-specific grant
- Performance period – three years



**Most Flexible**

# Coalition Assessment Grant

## Community-wide Assessment Coalition Grant

- Up to \$1 million for hazardous substances and/or petroleum (\$500K hazardous, \$500K petroleum)
  - 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.

# 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

# Brownfield Cleanup Grants

Eligible entities are:

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

**Yes! Nonprofits  
may apply**



# EPA Brownfield Cleanup Grants

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- May apply for up to 3 properties (3 proposals)
  - Up to \$200,000 per property per proposal (Hazardous substances and/or petroleum). If applying for both at the same site submit 1 proposal which cannot exceed \$200K)
  - **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

## Revolving Loan Funds (RLFs)

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

- Up to \$1M 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%

# RLF Subgrants

## SUBGRANTS

Up to 50% of total RLF funds - Subgrants do not need to be paid back.

- ▣ Maximum subgrant - \$200,000 per site.
- ▣ **Subgrantee must own the site. (Government or Non-Profit entity)**
- ▣ Private parties/developers are NOT eligible for subgrants, only loans.

# RLF Tips

RLFs are good for areas where there is high redevelopment potential (growing market and developers are interested in loans), and an established redevelopment plan that includes brownfields.

If you are applying for an RLF, you need to be able to handle financial transactions (eg. Redevelopment Agency).



# Brownfields Area-Wide Planning

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## 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.
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- Previously the maximum total award was \$200,000
  - Recipients may also receive direct technical assistance from EPA



# Brownfields Area-Wide Planning Pilot Program

The Brownfields Area-Wide Planning Grants are designed to assist predominantly under-served and economically disadvantaged communities with developing an area-wide plan which will:

- facilitate the assessment and cleanup of individual brownfields properties,
- connect assessment, cleanup, and decisions for subsequent reuse of these parcels to neighborhood and city-wide contexts, and
- promote area-wide revitalization.



# EPA Workforce Development Grants

Purpose: To train residents of communities impacted by brownfields for environmental jobs that might otherwise be filled from outside the affected community. Targets: predominantly low-income and minority, unemployed and under-employed residents

- Recruit, Train, Place Residents (3 year performance period)
- HAZWOPER, Asbestos Abatement, Green Remediation techniques, CDL, Surveying, Site prep for Solar/Renewable energy, etc.

Note: Workforce Development Grant replaces the Brownfield Job Training Grant

- Allows applicants to deliver additional environmental training



# EPA Workforce Development Grants

Up to \$200,000 per proposal

Eligible entities are:

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

**Yes! Nonprofits  
may apply**

# 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





# To Do List

- Reach out To EPA NOW!
  - If reapplying for a failed proposal – GET A DEBRIEF
  - Find out when Region 3 is doing their grant presentations and 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?



# To Do List



- Build your team NOW! (Continued)
  - 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
  - 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

# To Do List



- Revolving Loan Fund Grants:
  - Identify and secure funding source for 20% match requirement
  - Resolve Fund Manager Catch 22: issue a Request for Qualification to identify fund manager prior to submission of application

# 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 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.





# Community Need:

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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:

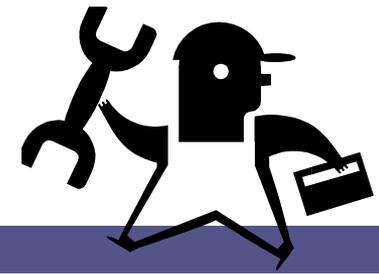
- Showing the Community in a positive light
- Vague or changing definition of Program Description and/or target area.
- Falling short with addressing “Cumulative Environmental Issues.”
- Missing environmental impacts of sites mentioned in proposed/target area.
- Lack of understanding of contamination.

# 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

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...Elaborate on demographic information  
...population, unemployment rate, poverty rate, percent minority, and per capita income....describe the economic impact of brownfields...put the community's economic need in context...describe factors such as fiscal condition or population size that limit your ability to draw on other sources of funding for cleanup of brownfield sites. If you already have a brownfields grant(s) ... describe why you need additional funding.

# 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.



# Program Description and Feasibility of Success: Program Description

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.

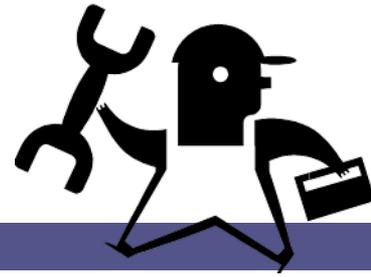
# Project / Program Description and Feasibility of Success



## Project / Program Description 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.
- ❑ Resting on laurels
- ❑ Stopping with assessments
- ❑ If existing grantee, set forth administrative process as if for the first time.

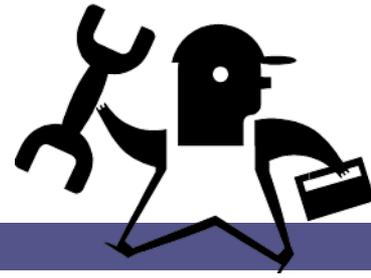
# Project / Program Description and Feasibility of Success



## Project / Program Description 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 / Program Description and Feasibility of Success



## Project / Program Description 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

...Identify specific tasks for which EPA funding will be used. .. Describe each task in detail, including the basis for the estimated costs as well as the projected outputs. ...a local government ... may use up to 10 percent of its grant funds for health monitoring of populations, monitoring and enforcement of institutional control(s), or other related program development and implementation activities.

# Project / Program Description and Feasibility of Success



## Task Description and 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.



# Project / Program Description and Feasibility of Success



## Task Description and Budget Common Pitfalls (continued):

- Detailed activities in the budget not discussed elsewhere in the proposal.
- Not including items described in Program Description in budget tasks.

# Project / Program 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: 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.



# 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 / Program 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 / Program 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: Plan for Involving Targeted Community



How will inform involve and inform the 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 (a)



Discuss your plan for involving the affected community (e.g., neighborhood organizations, citizens' groups, borrowers, developers, and other stakeholders) in site selection for assessments, cleanup decisions, or reuse planning, including activities that have already occurred. Describe your plan for communicating the progress of your project to citizens, including plans for communicating in languages commonly used in the community. ... *Applicants must demonstrate how they will engage the targeted community in meaningful ways to ensure success of the proposed project.*

# Community Engagement and Partnerships: Plan for Involving Targeted Community



## Common Pitfalls:

- ❑ With existing EPA grantees, fail to describe meaningful prior outreach.
- ❑ Fail to describe outreach to specific, targeted residential communities.
- ❑ Provide a plan for informing affected populations, but not for involving them.



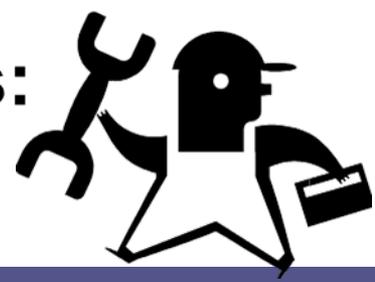
# Community Engagement and Partnerships: Plan for Involving Targeted Community



## Common Pitfalls (continued):

- Outreach is targeted to governmental bodies, not to public.
- Fail to describe communication and involvement of community in site selection and clean up planning.

# 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.



# Project Description and Feasibility of Success: Community Engagement and Partnerships (b)

Describe your current efforts and plans to develop partnerships with the following entities including a description of the role they would play to ensure your brownfields project is successful: i) your local/state/tribal environmental and health agencies; ii) other relevant federal and state governmental agencies; and iii) any local environmental job training program.

# 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!

# Project Description and Feasibility of Success: Community Engagement and Partnerships (c)

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 list or table with CBOs name, description and role in RLF program.
- 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.

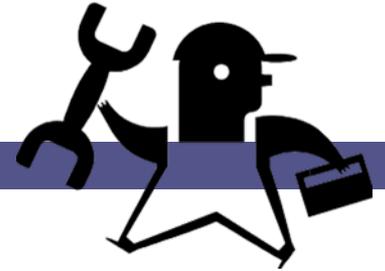
# Community Engagement and Partnerships: Community Based Organizations



## Common Pitfalls (continued):

- Not including letters from CBOs.
- CBO letters do not have role or commitment for grant implementation.

# 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 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 challenges 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.

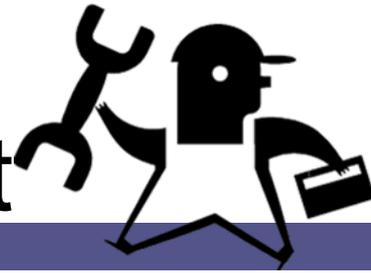
# Program Benefits: Health / Welfare / Environment

## 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?





# Project Benefits: Infrastructure / Sustainable Reuse

- Describe how your community or organization is using planning, policies, ordinances...to foster and implement sustainable redevelopment. Provide examples ...such as using existing infrastructure, green buildings, energy efficiency, water management, green remediation, construction and demolition materials recycling, diesel emissions reductions, and renewable energy.
- Describe how your approach to address and revitalize brownfield sites will incorporate equitable development practices or livability principles.

# Program Benefits: Environmental Benefits from Infrastructure Reuse / Sustainable Reuse



## Common Pitfalls:

- Providing too many examples at the expense of explaining what overall benefits are anticipated.
- Failure to include the reuse of existing infrastructure.
- Introducing prioritization elements for sustainable reuse here for the first time.
- Missing information on how environmental practices will be promoted/enforced (tools/ordinances).
- Missing Equitable Development / Livability Principles

# Program Benefits: Environmental Benefits from Infrastructure Reuse / Sustainable Reuse



## Strategies:

- Tie the benefits into the Community Needs expressed, the Program Description, and the outcomes.
- Provide a single example, but not at the expense of descriptive text on your objectives.
- Cite specific requirements wherever possible for green building design, recycled content, stormwater management, etc. Ordinances? Agreements with Developers?
- Read the list of Livability Principles and think about how it applies to your program. Or Discuss Equitable Development.





# 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
<b>Project Impacts</b>			
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	\$ 776,914	\$ 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
<b>Secondary Impacts</b>			
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 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.



# Thank you!

## CONTACT INFORMATION:

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