



**EPA BROWNFIELDS GRANT
PROPOSAL WRITING STRATEGIES
STEPS TO GETTING STARTED**

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STRATEGIES TO APPROACH THE APPLICATION

THIS IS A NATIONAL COMPETITION—

YOU HAVE TO CONNECT TO THE EPA, *THEIR* GOALS, *THEIR* MISSION

EPA MISSION:

**TO PROTECT HUMAN HEALTH AND
THE ENVIRONMENT**

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EPA STRATEGIC GOALS

Goal 1: Taking Action on Climate Change and Improving Air Quality

Goal 2: Protecting America's Waters

Goal 3: Cleaning up Communities and Advancing Sustainable Development

Goal 4 Ensuring the Safety of Chemicals and Preventing Pollution

Goal 5: Enforcing Environmental Laws

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EPA MEASURE OF SUCCESS

- **EPA BROWNFIELD PROGRAM PERFORMANCE MEASURES:**
 - **PROPERTIES ASSESSED**
 - **PROPERTIES CLEANED UP**
 - **JOB LEVERAGED**
 - **DOLLARS LEVERAGED**
 - **ACRES MADE READY FOR REUSE**
- **Applicants are required to describe how funding will help EPA achieve environmental outputs (activity) and outcomes (results) in their responses to ranking criteria**

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EPA/HUD/DOT PARTNERSHIP: LIVABILITY PRINCIPLES

- EPA RECOGNIZES THAT ELIGIBLE ACTIVITIES LISTED IN THE APPLICATION GUIDELINES ADVANCE THE PARTNERSHIP'S LIVABILITY PRINCIPLES:
 - PROVIDE MORE TRANSPORTATION CHOICES
 - PROMOTE EQUITABLE, AFFORDABLE HOUSING
 - INCREASE ECONOMIC COMPETITIVENESS
 - SUPPORT EXISTING COMMUNITIES
 - LEVERAGE FEDERAL INVESTMENT
 - VALUE COMMUNITIES AND NEIGHBORHOODS

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HOW TO GET STARTED...

- ATTEND THIS CLASS!
- STUDY FINAL GUIDELINES
- PARTICIPATE IN EPA WEBINARS ABOUT THE GRANT
- USE TAB EZ WEBSITE FOR GUIDANCE
- MISERY LOVES COMPANY-SHARE WRITING RESPONSIBILITIES/DATA GATHERING WITH OTHERS
- IF NEEDED, CONTACT EPA FOR ELIGIBILITY QUESTIONS OR CLARIFICATION OF GUIDELINES



GETTING STARTED...

- **REVIEW THE COMMUNITY'S PLAN FOR TARGETED AREAS-
WHAT'S THE BIG PICTURE**
- **TIE IN ANY VISIONING, COMMUNITY MASTER PLAN, CEDS
AS A FRAMEWORK FOR YOUR PROJECT**
- **DESIGNATE A TEAM LEADER BUT SPREAD
RESPONSIBILITIES FOR THE RESPONSES AND REVIEWS TO
LOGICAL PARTIES**
- **THE TEAM SHOULD DISCUSS AND IDENTIFY GOALS AND
OBJECTIVES FOR THIS PROJECT**

IDENTIFY YOUR TARGET AREA

**BROWNFIELDS IMPACT
ADJACENT
NEIGHBORHOODS**

**BROWNFIELDS IMPACT
ADJACENT BUSINESSES**

**ABANDONED BUILDINGS
ATTRACT VANDALS,
CRIME, AND
NEIGHBORHOOD KIDS**



WHO IS IMPACTED BY BROWNFIELDS? WHO BENEFITS FROM CLEANUP?



HOW IT TIES TOGETHER

- COMMUNITY NEED
 - SET UP THE PROBLEM—*WHO BEARS THE HIGH BURDEN OF ENVIRONMENTAL POLLUTION?*
 - WHO IS IMPACTED BY BROWNFIELDS (COMMUNITY NEED)
 - SENSITIVE POPULATIONS: THE ELDERLY, THE VERY YOUNG
 - MINORITY POPULATIONS-LANGUAGE BARRIERS
 - UNEMPLOYED
 - POPULATIONS IN POVERTY-DISTRESSED NEIGHBORHOODS, HIGH CRIME, UNSAFE BUILDINGS
 - HOW ARE THEY IMPACTED?
 - POOR HEALTH
 - » ASTHMA RATES, LUNG DISEASE
 - » HIGH CANCER RATES OR OTHER HIGH DEATH RATES
 - POOR QUALITY OF LIFE
 - UNSAFE NEIGHBORHOODS
 - NUMEROUS VACANT INDUSTRIAL BUILDINGS

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HOW IT TIES TOGETHER

■ FINANCIAL NEED

- SET UP THE PROBLEM—*WHO BEARS THE HIGH BURDEN OF ENVIRONMENTAL POLLUTION?*
 - WHY DOES IT MATTER WHO IS IMPACTED BY BROWNFIELDS?
 - **THEY CAN'T MOVE AWAY**
 - EDUCATION RATES LOWER THAN SURROUNDING AREAS
 - UNEMPLOYMENT HIGHER
 - DEPENDENT UPON FEDERAL PROGRAMS SUCH AS WELFARE, MEDICAID, MEDICARE
 - POOR HEALTH HABITS
 - LANGUAGE BARRIERS
 - TRANSPORTATION BARRIERS
- AND, WHY CAN'T THE COMMUNITY PAY FOR THIS ON THEIR OWN!

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PROBLEMS MUST LEAD TO SOLUTIONS

- PROJECT BENEFITS
 - WELFARE AND PUBLIC HEALTH
 - ECONOMIC BENEFITS AND/OR GREENSPACE
 - ECONOMIC BENEFITS
 - OTHER NON-ECONOMIC BENEFITS

- ENVIRONMENTAL BENEFITS FROM INFRASTRUCTURE REUSE/SUSTAINABLE REUSE

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DO NOT START WRITING IN A VACUUM!

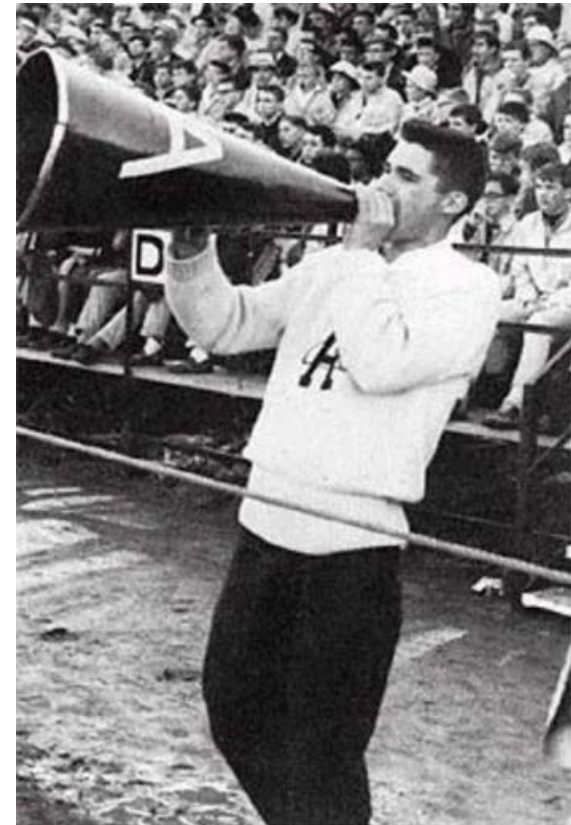
YOU NEED A TEAM OF RESOURCES!!!!

- RPCs, MPOs
- BUILDING COMMISSIONER
- LOCAL ECONOMIC DEV. ORG.
- COUNTY COMMISSIONERS
- PUBLIC WORKS STAFF
- HEALTH DEPARTMENT STAFF
- PARKS, GREENWAY ASSOC.
- HOUSING AUTHORITIES
- HISTORIC PRESERVATION



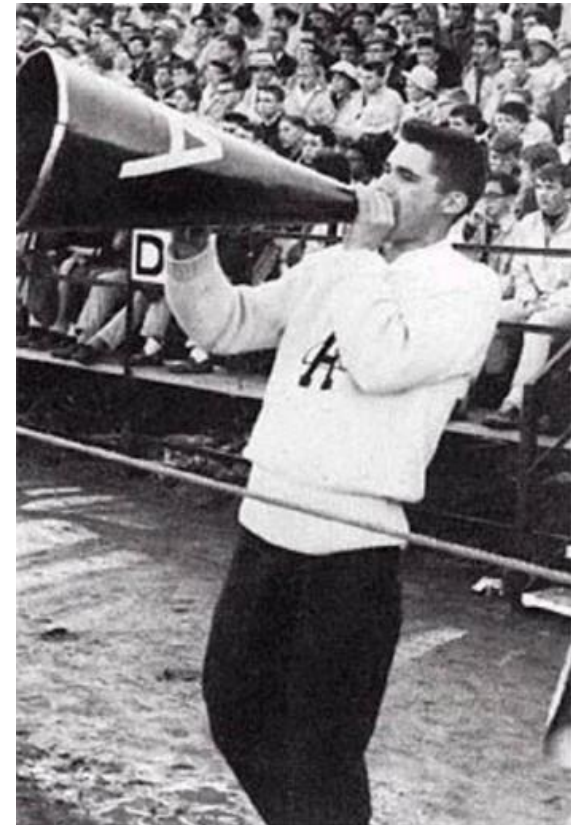
COMMUNITY OUTREACH—DOCUMENT, DOCUMENT, DOCUMENT

- **REQUEST COMMENTS AND INPUT FROM THE PUBLIC—DISCUSS COMMENTS, SOLUTIONS IN YOUR APPLICATION**
- **POST A DRAFT OR OUTLINE OF THE GRANT APPLICATION IN ACCESSIBLE LOCATIONS SUCH AS LIBRARY AND/OR WEBSITE**
- **GET LOCAL PRESS INVOLVED WITH THE EFFORT TO BUILD MOMENTUM**
- **ADVERTISE PUBLIC MEETINGS TO SOLICIT COMMENTS ON THE GRANT APPLICATION**



COMMUNITY OUTREACH—DOCUMENT, DOCUMENT, DOCUMENT

- **AND JUST....Meet with neighborhood stakeholders:**
 - **Local Community Development Corporations**
 - **Neighborhood Organizations**
 - **Local Churches**
 - **Local Real Estate professionals**
 - **Neighborhood Police stations**
 - **Interview community elders**



IDENTIFY AND MAXIMIZE PARTNERSHIPS

- OBVIOUS PARTNER: **INDIANA BROWNFIELDS PROGRAM**
- EPA EXPECTS ***GRASS-ROOTS PARTNERS***: CHAMBERS, NEIGHBORHOOD ASSOCIATIONS, UNIONS—NOT *JUST* POLITICAL OR GOVERNMENT EMPLOYEES (LIKE REDEVELOPMENT COMMISSIONS, HEALTH DEPTS, TOWN COUNCIL)
- HOW WILL YOUR PARTNERS *PARTICIPATE IN THIS PROJECT? WHAT DO THEY BRING TO THE TABLE?*
- HAVE THEM PUT IT IN WRITING!!

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WHO CAN HELP WITH LOCAL DATA???



- **WITHIN YOUR ORGANIZATION: PUBLIC WORKS, PLANNING, COMMUNITY DEVELOPMENT, ECONOMIC DEVELOPMENT, PARKS DEPARTMENTS**

OUTSIDE YOUR ORGANIZATION: HEALTH DEPT, UTILITIES, LOCAL CHAMBERS, HOUSING AGENCIES, LOCAL HOSPITALS, COMMUNITY DEVELOPMENT CORPORATIONS, GREENWAY ORGANIZATIONS, ETC...

HOW DO YOU CONNECT WITH THE EPA?

- **INDICATE THAT YOU ARE A GOOD RISK: Experience with other Fed Funding, experience with bringing plans to fruition**
- **HAVING PARTNERS ENGAGED IN THE EFFORT/FUNDING THAT CAN BE LEVERAGED**
- **IDENTIFY YOUR PAIN-the impact of the pain in financial, health, and environmental terms**
- **HOW THE COMMUNITY STANDS BEHIND YOUR PROJECT**

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AND...

YOU PLAN TO GET THIS DONE WITH....

OR WITHOUT THEM!!!!!!



HOW DO YOU CONNECT WITH THE REVIEWERS?

- Paint the picture-why are you unique?
- <http://www.youtube.com/watch?v=ggtH05LFF3k>



HAPPY WRITING!!!!



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THANK YOU!!!!!!

- PRESENTED BY:

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