Write on the MARC

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Center for Creative Land Recycling
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Recent History of ARC – Assessment, RLF, Cleanup & Multipurpose

FY2019
- Funding Level
- Timing
- Allocation

Trends?

<table>
<thead>
<tr>
<th>FY</th>
<th>Award</th>
<th>Tribes~</th>
<th>Apply</th>
<th>$M</th>
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<td>19*+</td>
<td>151</td>
<td>4</td>
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<tr>
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<td>4</td>
<td>391</td>
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</table>

~ Estimate - excludes job training and Assessment Coalition Partners
* RLF not offered
“Award” and “Apply” refer to number of communities, not grants
+ Area wide Planning grants were awarded on a different cycle before FY2019.
The average annual allocation was approximately $4M
Being on the MARC...

✓ Have a VISION
  ✓ Like a General Plan, or Specific Plan
  ✓ Overall goals spelled out

✓ Consistent with any regional or state plan

✓ Sustainability goals

✓ Brownfields Project/Program is part of Vision
Being on the MARC...

✔ Program/Project Goals or Outcomes
  ✔ Private Investment, jobs, cultural and community benefits, affordable housing
  ✔ Reduce Uncertainty
  ✔ “Needs” to get from present to the Vision
  ✔ Divided by Tasks

✔ Have a lead for every task

✔ Champion(s) of Vision, program and tasks
Being on the MARC...

- Attainable Outputs
- Clearly identify the need and how resources will be used to meet the need
- Relate “data” to “needs”
- Utilize census data and other reports to support the community need
  - American Community Survey for statistical information
- Upfront work if possible
  - Acquire Infrastructure Planning Funding
  - Leverage State 128(a) and TBA funding for planning
Partnerships

✓ Relevant roles for all partners and stakeholders
✓ Other Federal, state agencies and local partners
  ✓ EPA brownfields regional staff - TBA
  ✓ State agency for environment and health
  ✓ Community development agencies
  ✓ Industrial development board, tourism
  ✓ Leverage infrastructure and other funding
✓ Cities, neighborhood and cultural organizations
✓ Business organizations, churches and non profits
EPA has noted that on average for every $1 spent on brownfield grants yields $18 of private investment and other government investment.

Identify all possible sources of local, public and private funds, and in-kind assistance that contribute toward a program or project.

Learn how to calculate returns.

Investment areas like Opportunity Zones.
Being on the MARC...

✓ Start NOW
  ✓ SAM and DUNS
  ✓ Resources and partners
✓ Familiar with threshold requirements
✓ Review previous successful applications – KSUTAB.org
✓ Participate in EPA and TAB webinars
✓ Obtain debrief or TAB review
✓ Identify needs, roles responsibilities
  ✓ Internal: Business/economic development, engineering, purchasing, community and legal departments
  ✓ Consultants? Editors? Reviewers?
✓ Ready to submit one week before the deadline
Being on the MARC...

✓ Addresses all of the criteria in the guidelines.
✓ Tells compelling – focused, convincing - story about their community.
✓ Keeps their story clear and consistent.
✓ Describe the needs of the targeted community and the positive outcomes that will be realized with the grant funding.
✓ Use metrics and statistics
Being on the MARC...

- Identify the sensitive populations in the targeted community
  - children, pregnant women, elderly, minority or low-income communities, etc.
- Include Health department stats and make a connection to brownfields impacts
  - cancer rates, obesity, blood lead levels, asthma, substandard housing, limited access to health care
- Emphasize the social impacts
  - blight, crime, vandalism, illegal dumping, people moving out, lack of neighborhood upkeep, lack of prosperity
Being on the MARC...

✓ Describe in the economic decline and relate it to the brownfield sites
✓ Provide specific examples if possible – e.g., closure of a mill or manufacturer
✓ Provide quantitative information
  ✓ lost jobs and business opportunities, deterioration of active properties, vacancies, relocations, low income, lack of investment, and reduced property/sales tax base.
Writers of the Best Assessments...

✓ Have already identified specific site(s)/area(s) in need of assessment
✓ Have relevant participation and commitments from stakeholders
✓ Have property owners that are on-board
✓ Have identified significant redevelopment/revitalization potential
Writers of the Best Cleanups...

✓ Own the property way before the deadline (and are not a Responsible Party)
✓ Have a Phase II that fully characterizes the site, an Analysis of Brownfields Cleanup Alternatives (ABCA) and complete cost estimates
✓ Have commitments for leveraged funds for cleanup and redevelopment
✓ Have established Redevelopment Plan(s)
See assessment and cleanup tips, plus...

Neighborhood level planning efforts

Consensus-building focus

Plan and meet with EPA and state staff, and stakeholders before drafting an application
Writing and Formatting Tips

✓ Use active, upbeat tone
✓ Short, direct sentences, and if possible, organized into bullet points
✓ Newspaper style – don’t back into an argument
✓ Be direct – don’t make the reader guess
✓ Minimize/explain acronyms and vernacular
✓ Don’t use tentative words/phrases:
  ✓ etc., is considering, may be, intends to...
✓ Use tables, with light shading and/or different font
✓ Use visual variety – *italics*, **underline**, **bold**
Technical Assistance to Brownfield (TAB)

- A national program funded through a cooperative agreement with the USEPA
- Funded by EPA via grants to 3 entities
- **Free** to communities
- TAB providers serve as independent resources to: state, regional, county, tribal, and local governments; and nonprofits attempting to cleanup and reclaim brownfields

**NJ Institute of Technology (NJIT):** EPA Regions 1, 3, 4
**Center for Creative Land Recycling (CCLR):** EPA Regions 2, 9, 10
**Kansas State University (KSU):** EPA Regions 5 6, 7, 8
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