

A decorative graphic on the left side of the slide, consisting of a network of white lines and circles on a blue background, resembling a circuit board or a neural network. The lines are vertical and horizontal, with some diagonal connections, and the circles are small and white.

A BROWNFIELDS RETROSPECTIVE

OBSERVATIONS ON WHAT MAKES A SUCCESSFUL
APPLICATION

REGION 4 GRANT AWARDS*

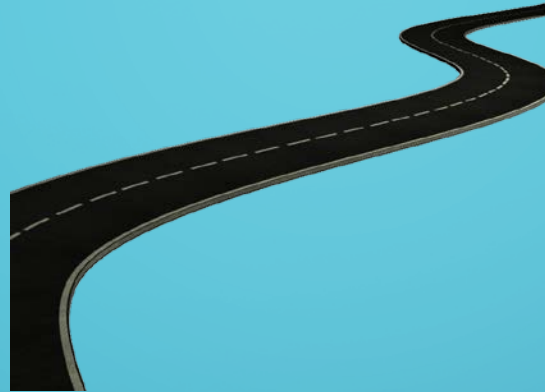
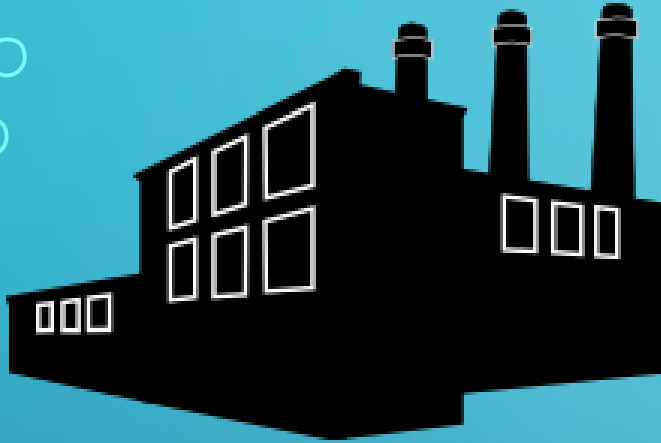
State	FY2017	\$ Awarded	FY2016	\$ Awarded	FY2015	\$ Awarded
Alabama	6	1,500,000	3	800,000	0	0
Florida	8	1,700,000	5	1,600,000	10	4,187,300
Georgia	7	1,750,103	1	820,000	1	400,000
Kentucky	5	1,100,000	3	1,200,000	4	1,000,000
Mississippi	9	2,899,700	4	1,600,000	4	792,300
North Carolina	5	1,400,000	4	1,200,000	3	879,000
South Carolina	4	1,000,000	5	2,127,000	3	1,000,000
Tennessee	0	0	3	550,000	1	500,000
Total Awarded for Region	44	\$11,349,803	28	\$9,897,000	26	\$8,758,600

*Includes Assessment, Cleanup, Revolving Loan Fund (RLF), Area-wide Planning (AWP) and Job Training (JT)

THE “TOP 5” LIST

- 5: Connect Community Need to Project Benefits (flip side of same coin).
- 4: Know the ‘easy’ points (sections 2 & 3) and the ‘hard’ points (Sections 1 & 4)
- 3: Talk to the ‘data people’ - Utilities, police, chamber of commerce
- 2: Follow the examples provided in the guidelines
- 1: If at first you don’t succeed... request the written and verbal debriefing!

BIG PICTURE WEAKNESS: FAILURE TO ESTABLISH RISK



Source



Pathway



Impact /Risk

If you don't tell the EPA part of the story, the economic need does not matter.

CRITERIA 1: COMMUNITY NEED

- **Good to Know:**

- Use a story to show source, pathway, and receptor for risk.

- **Do:**

- Do a good job describing target sites.
- Describe what blight looks like in your target community.
- Use real numbers for economic impact. If you can complain about it, you have the data.

- **Don't:**

- Use passive words, like “close proximity”.
- Use passive data sources – scorecard, neighborhood scout, etc.

SECTION 2: PROJECT DESCRIPTION

- **Good to Know:**

- Sell your larger project that will incorporate your brownfields program.
- What steps is the community taking to make the plan / vision happen?
- All sections should either tell a story, or provide data.

- **Do:**

- Clearly define hazardous substance/petroleum funds
- Cover the reasons for prioritizing known sites and the criteria for future sites

- **Don't:**

- Overdo discussion of the contractor's role. This isn't about them.

SECTION 3: COMMUNITY ENGAGEMENT

- **Good to Know:**

- Legwork should already be complete by the time you submit your proposal (outreach, site identification and prioritization)

- **Do:**

- Community partners (CBO's): have a balance (economic, citizen, etc.), but limit the discussion to most relevant.
- Make sure the Community Involvement Plan addresses the plan for engaging the target community around the target site(s).

- **Don't:**

- Overdo the discussion of EPA and State agency

CRITERIA 4: PROJECT BENEFITS

- **Good to Know:**

- Project Benefits = “Show Me” Section. Use data and examples!

- **Do:**

- Give examples!
- Develop guidelines or resources for developers that send value-based messages about sustainable development.

- **Don't:**

- Use passive language, e.g., “we hope to...”, “we encourage...”
- Cite studies EPA publishes as “data” supporting your expected benefits
- Introduce new goals and objectives in project benefits.

TECHNICAL ASSISTANCE TO BROWNFIELDS (TAB)

New Jersey Institute of Technology (NJIT) is the provider for Region 4

www.njit.edu/tab

tab@njit.edu

Services include:

- Grant-writing assistance
- Developing redevelopment strategies
- Explaining science and technology related to brownfields properties



...OR CONTACT US!

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