

EPA BROWNFIELDS ASSESSMENT  
GRANT

PROPOSAL WRITING STRATEGIES

**SPONSORS:**

**KANSAS STATE UNIVERSITY TAB PROGRAM**

**INDIANA BROWNFIELDS PROGRAM**

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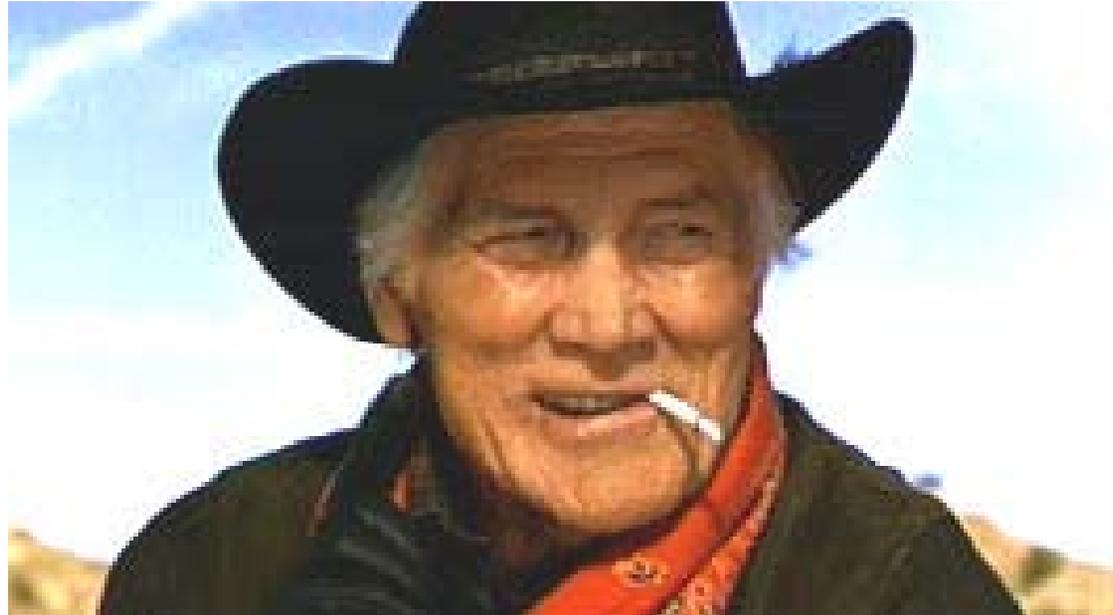
# SUCCESSFUL PROPOSAL WRITING

- HOW TO WRITE THE SUCCESSFUL PROPOSAL...ACCORDING TO CURLY:

**– IT TAKES ONE THING...**



# JUST ONE THING...



- **Curly: Do you know what the secret of life is?**
- **Curly: This. [holds up one finger]**
- **Mitch: Your finger?**
- **Curly: One thing. Just one thing. You stick to that and the rest don't mean shit.**
- **Mitch: But what is the "one thing?"**
- **Curly: [smiles] That's what *you* have to find out.**

# SUCCESSFUL PROPOSAL WRITING

**– CURLY PROBABLY DIDN'T WORK MUCH WITH THE FEDS**



# STRATEGIES TO APPROACH THE APPLICATION

- **THIS IS A NATIONAL COMPETITION**
  - **YOU HAVE TO CONNECT TO THE EPA, THEIR GOALS THEIR MISSION**
- **EPA BROWNFIELD PROGRAM PERFORMANCE MEASURES:**
  - **PROPERTIES ASSESSED**
  - **PROPERTIES CLEANED UP**
  - **JOBS LEVERAGED**
  - **DOLLARS LEVERAGED**
  - **ACRES MADE READY FOR REUSE**

# HOW DO YOU CONNECT?

- **WHO YOU ARE AND WHY IS IT IMPORTANT FOR YOUR COMMUNITY—what makes you unique?**
  - **REALLY IDENTIFY YOUR PAIN—the impact of the pain in financial, health, and environmental terms**
  - **THE COMMUNITY STANDS BEHIND YOUR PROJECT**
  - **ARE YOU A GOOD RISK? Experience with other Federal Funding, experience with bringing your plans to fruition**
  - **SPECIFY SOLUTIONS—How do solutions relate to the impact**
  - **QUANTIFY THE VALUE—TIE BACK TO IMPACT**
- **AND YOU PLAN TO GET THIS DONE**
- ...WITH OR WITHOUT THEM!!!!!!!**

# STRATEGY: PLAY THE POINTS!!!

<b>Cover Letter</b>	
<b>Programmatic Capability</b>	<b>20</b>
<b>Health Welfare and Environment</b>	<b>10</b>
<b>Financial Need</b>	<b>10</b>
<b>Budget</b>	<b>10</b>
<b>Description of and role of key community-based organizations</b>	<b>10</b>
<b>Welfare and Public Health</b>	<b>10</b>
<b>Project Description</b>	<b>5</b>
<b>Plan for involving affected community</b>	<b>5</b>
<b>Efforts, plans to develop partnerships with env &amp; health agencies</b>	<b>5</b>
<b>Economic Benefits /Greenspace</b>	<b>5</b>
<b>Environmental Benefits from infrastructure reuse/sustainable reuse</b>	<b>5</b>
<b>Plan for tracking and measuring progress</b>	<b>5</b>
	<b>100</b>

# BEFORE YOU GET STARTED?



- **IDENTIFY SUSPECTED AREAS**
- **IDENTIFY STAKEHOLDERS**
- **REVIEW THE COMMUNITY'S PLAN FOR TARGETED AREAS-  
WHAT'S THE BIG PICTURE**

# IDENTIFY TARGETED AREA



- SITE SPECIFIC
- NEIGHBORHOOD
- AREA ALREADY RECEIVING OTHER FUNDING (LEVERAGING...



# IDENTIFY STAKEHOLDERS

- NEIGHBORHOODS
- THE CHAMBER
- UTILITIES
- TOURISM ORGANIZATIONS
- GREENWAYS, PARKS
- MAJOR EMPLOYERS
- HOSPITALS, UNIVERSITIES

# ASK COMMUNITY STAKEHOLDERS TO PLAY THE EPA ASSESSMENT APPLICATION GAME!

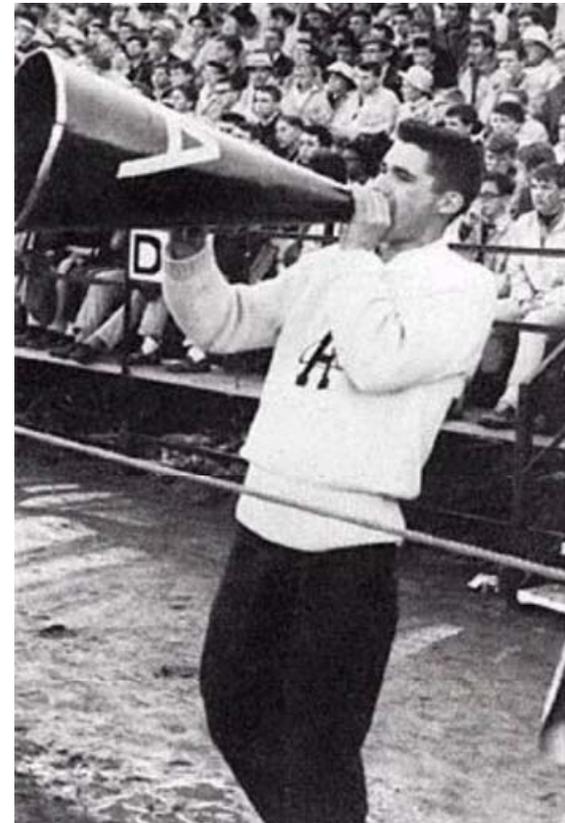


- **Bring stakeholders to the table**
- **local neighborhood groups**
- **church groups**
- **local planners**
- **developers**
- **economic development interests**
- **private corporations**



# COMMUNITY OUTREACH—DOCUMENT, DOCUMENT, DOCUMENT

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



# WHO BENEFITS FROM CLEANUP



# IDENTIFY SPECIAL POPULATIONS WHO WILL BENEFIT



AP



AP



# DO NOT START WRITING IN A VACUUM!

## YOU NEED A TEAM OF RESOURCES!!!!

- REGIONAL PLANNING COMMISSION
- BUILDING COMMISSIONER
- LOCAL ECONOMIC DEVELOPMENT ORG.
- COUNTY COMMISSIONERS
- PUBLIC WORKS STAFF
- HEALTH DEPARTMENT STAFF

DON'T FORGET YOUR STATE PARTNERS  
AND TAB

# ASSESSMENT DELIVERABLES

- **Transmittal Letter (2 page limit)**
- **The Narrative Proposal-threshold and ranking—18 page limit**
- **Documentation of applicant eligibility if other than city, county, state,**
- **Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria**
- **Letters of commitment from assessment coalition members**

# CHECKLIST FROM LAST YEARS SUBMITTAL

## CHECKLIST FOR ASSESSMENT GRANT PROPOSAL/APPLICATION PACKAGE

<input checked="" type="checkbox"/> Transmittal Letter (2-page limit)
<input checked="" type="checkbox"/> The Narrative Proposal, which includes the responses to applicable threshold and all ranking criteria (18-page limit)
<input checked="" type="checkbox"/> Letter from the state or tribal environmental authority (see section III.C.2.)
<input checked="" type="checkbox"/> Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.C.1.)
<input checked="" type="checkbox"/> Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.B.3.)
<input checked="" type="checkbox"/> Justification for requested waiver of the \$200,000 limit for a site-specific assessment, if applicable (see section I.A.2.).
<input checked="" type="checkbox"/> Property-specific determination request, if applicable (see section III.C.3.d.)
<input checked="" type="checkbox"/> Letters of commitment from assessment coalition members, if applicable (see section III.C.1.)
<input checked="" type="checkbox"/> Petroleum eligibility determination information, if applicable (see section III.C.3.i.)

# SET A SCHEDULE

TASKS <sup>1</sup>	6/17	6/24	7/8	7/29	8/12 <sup>2</sup>	8/31	9/9	9/30	10/14	11/1
Determine who is in and who is out of the Coalition <sup>3</sup>										
Confirm on partners to approach for letters of support <sup>4</sup>										
Draft Sections complete—more detail next meeting										
Letters from Coalition members, Partners, State; Eligibility information completed										
Cover Letter and draft										
Applications sent to EPA, State										

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HAPPY WRITING!!!!



# TAB Contacts

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# THANK YOU!!!!!!

- PRESENTED BY:

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