BACKGROUND

• Recent History of ARC – Assessment, RLF & Cleanup

<table>
<thead>
<tr>
<th>Year</th>
<th>Award</th>
<th>Apply</th>
<th>$M</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY18</td>
<td>144</td>
<td>499</td>
<td>$54.3</td>
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<tr>
<td>FY17*</td>
<td>172</td>
<td>450</td>
<td>$56.8</td>
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<tr>
<td>FY16</td>
<td>131</td>
<td>393</td>
<td>$55.2</td>
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<tr>
<td>FY15*</td>
<td>147</td>
<td>457</td>
<td>$54.3</td>
</tr>
<tr>
<td>FY14</td>
<td>171</td>
<td>391</td>
<td>$67.0</td>
</tr>
</tbody>
</table>

* RLF not offered
“Award” and “Apply” refer to number of communities, not grants

• FY2018
  • Funding Level
  • Timing
  • Allocation

• Trends

• BUILD Act
Writers of the best ARC...

✓ Have a VISION
  ✓ Like a General Plan, or Specific Plan
  ✓ Overall goals spelled out
✓ Consistent with any Regional Plan
✓ Sustainability goals
✓ Brownfields Project/Program is part of Vision
✓ Program/Project Goals or Outcomes
  ✓ Private Investment, jobs, 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
WRITERS OF THE BEST ARC...

- 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
  - Pull from American Community Survey for statistical information
- Upfront work if possible
  - Acquire Infrastructure Planning Funding
  - Leverage State 128(a) and TBA funding to pay for planning
Partnerships

✓ Relevant roles for all partners and stakeholders
✓ Other state agencies
  ✓ State Agency for Environment and Health (DOH-HEER)
  ✓ Community Development agencies (HCDC, County, DBEDT)
  ✓ Industrial Development board/the development corporation
  ✓ Leverage Infrastructure and Other Funding
✓ Neighborhood and Cultural organizations
✓ Business organizations
✓ Churches
✓ Non profits
Leveraging

- 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.
Writers of the best ARC...

✓ Start ~3-6 months to pinpoint resources and partners
✓ Review previous successful applications – TABEZ
✓ Obtain debrief or TAB review
✓ Identify needs, roles responsibilities
  ✓ Internal: Redevelopment, Engineering, Purchasing, Community Development and Law Departments
  ✓ Consultants? Editors? Reviewers?
✓ Participate in EPA and TAB webinars
✓ Familiarize themselves with threshold requirements
✓ Ready to submit one week before the deadline
Writers of the Best ARC...

✓ Addresses all of the criteria in the guidelines.
✓ Tells compelling - sad yet 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.
Writers of the Best ARC...

- 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
Writers of the Best ARC...

- 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)
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 weasel words/phrases: etc., is considering, may be, intends to – just do it!
✓ Use Tables, with light shading and/or different font
✓ Use visual variety – *italics*, **underline**, **bold**