

# Plan to Succeed

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Indiana Brownfields Program  
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# WHY PLAN?

- ❑ Helps Frame Your Efforts
- ❑ Creates Order and Uniformity
- ❑ Demonstrates Forethought/Vision and Direction
- ❑ Directs Your Path
- ❑ Required for Grant Purposes

# WHAT ARE THE KEY COMPONENTS?

- ▶ **PROBLEM IDENTIFICATION**
- ▶ **STRENGTHS, WEAKNESSES AND OPPORTUNITIES**
- ▶ **GAP ANALYSIS**
- ▶ **STRATEGIES/TACTICS /ACTIONS**
- ▶ **TIMELINE/SCHEDULE OF ACTIVITIES**

# WHAT ARE THE KEY COMPONENTS?

- ▶ ASSIGNED RESPONSIBILITIES
- ▶ MONITORING/EVALUATION MECHANISMS
- ▶ SCHEDULE FOR UPDATING THE PLAN

# STAKEHOLDER INVOLVEMENT/SUPPORT

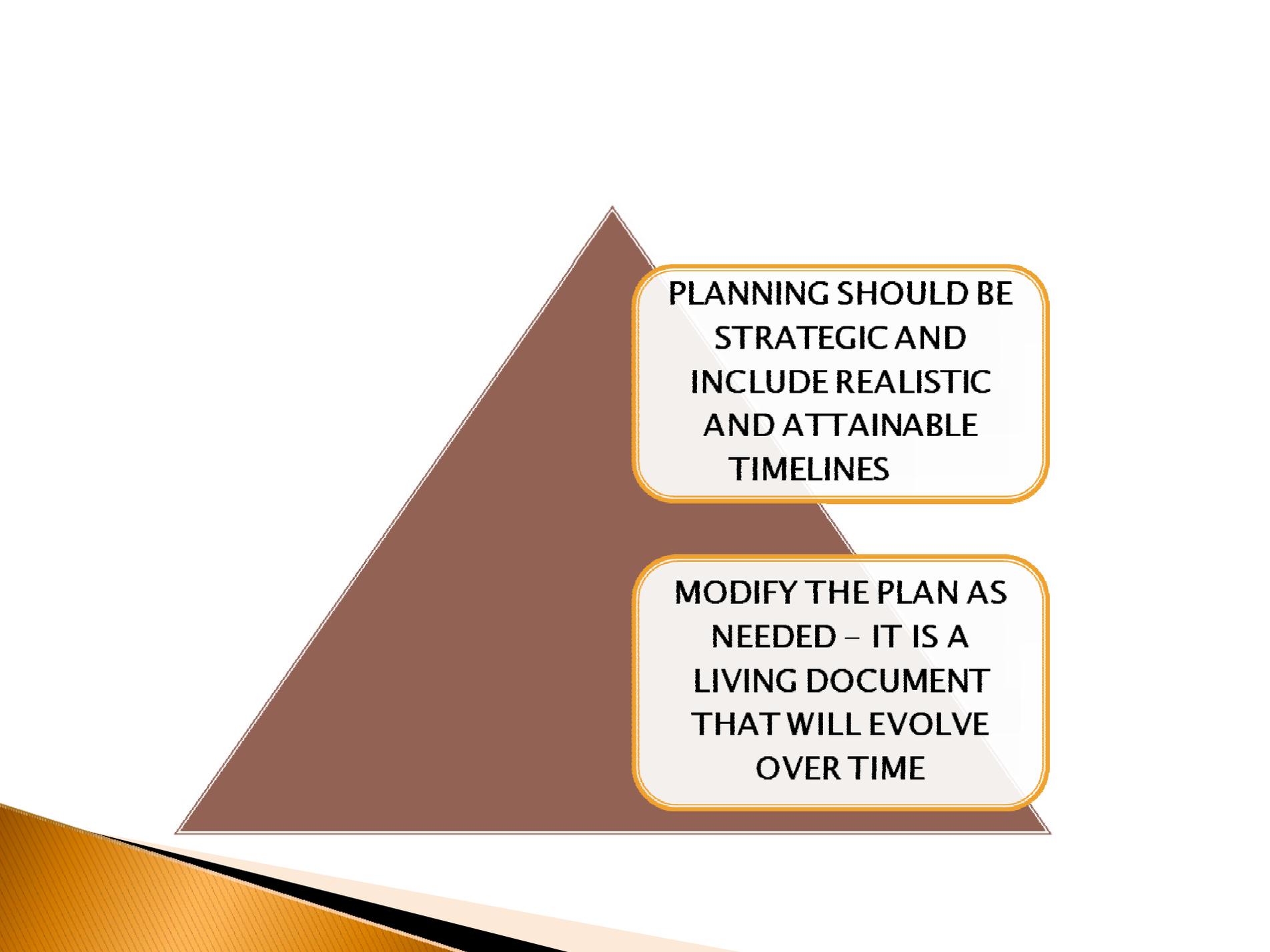
- ▶ HAVING STAKEHOLDER SUPPORT IS CRUCIAL
- ▶ FRONT-END INVOLVEMENT
- ▶ CONTINUOUS SUPPORT HELPS DERAIL CHALLENGES

# INCORPORATING THE PLAN INTO THE GRANT/LOAN PROCESS

- ▶ DEMONSTRATES PROPOSED PROJECT POINTS BACK TO A PLAN
- ▶ ENSURES THE PROJECT/LOAN REQUEST IS NOT ISOLATED FROM THE BIGGER PICTURE
- ▶ PROOF LOCAL LEADERSHIP AND COMMUNITY PARTICIPATED IN PLANNING PROCESS/PROMOTE SUSTAINABILITY

# TIPS FOR SUSTAINABLE PLANNING





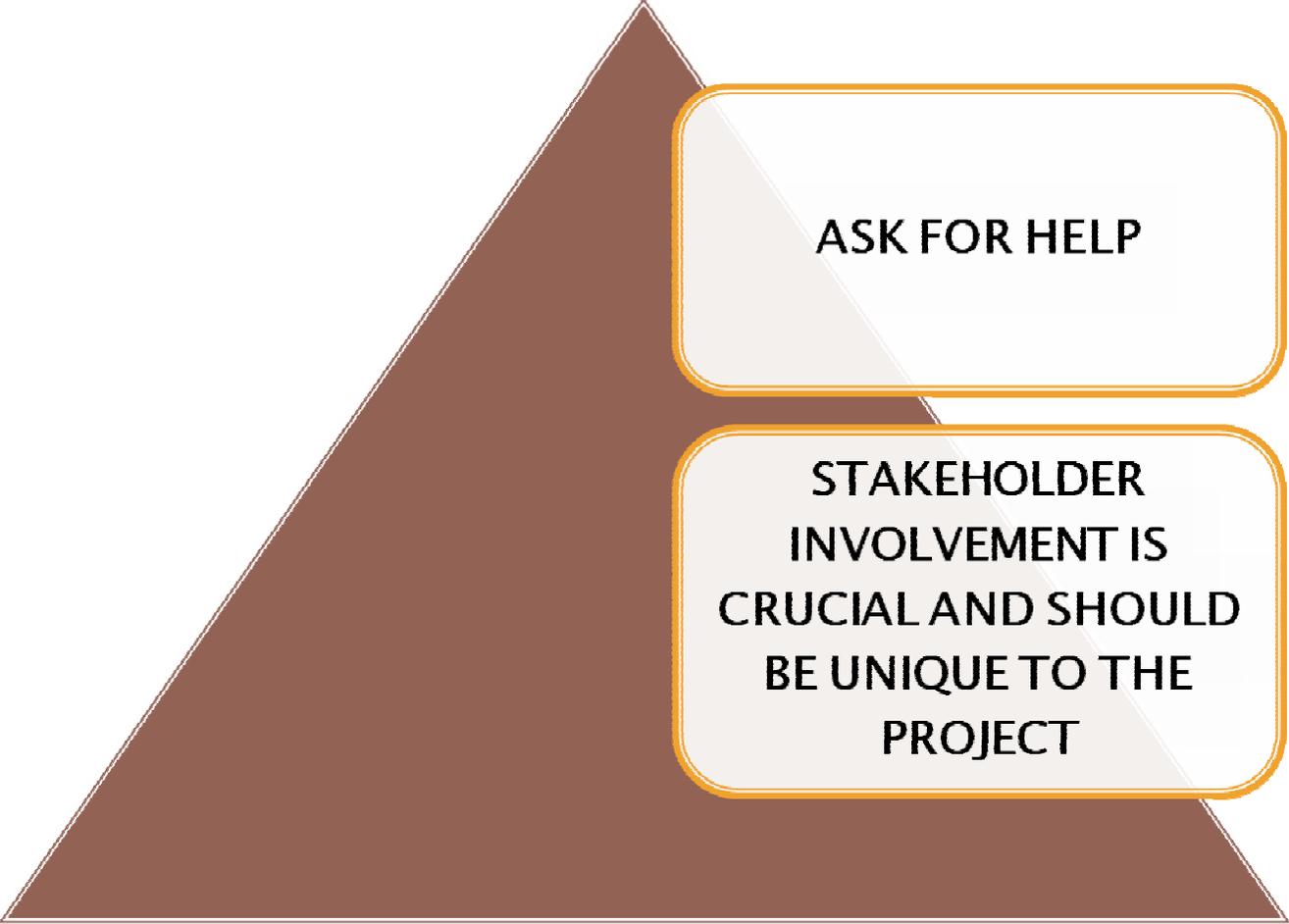
**PLANNING SHOULD BE  
STRATEGIC AND  
INCLUDE REALISTIC  
AND ATTAINABLE  
TIMELINES**

**MODIFY THE PLAN AS  
NEEDED - IT IS A  
LIVING DOCUMENT  
THAT WILL EVOLVE  
OVER TIME**



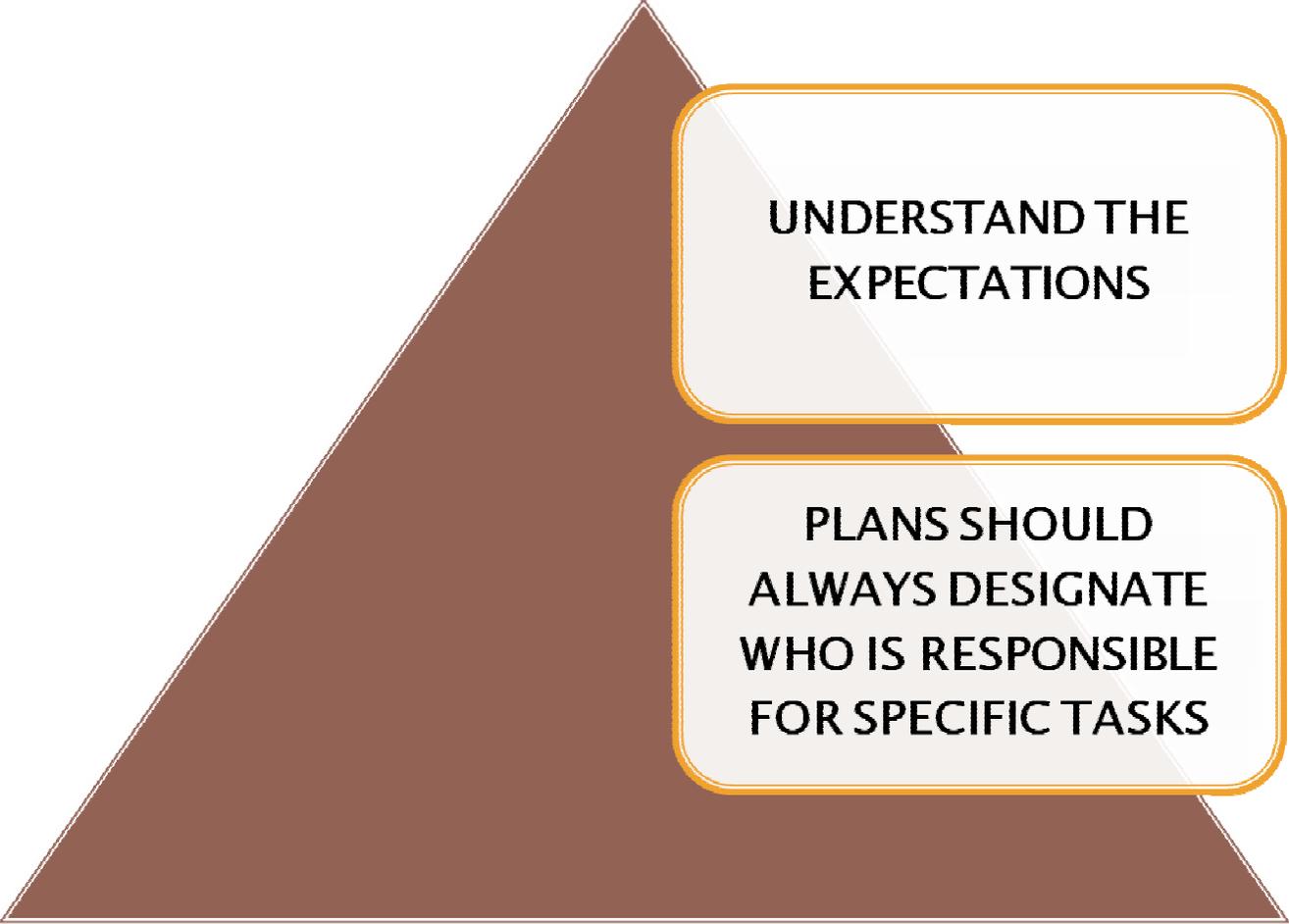
**PLANNING NEVER  
STOPS!**

**ASSIGN A CHAMPION  
TO KEEP THE PLAN ON  
FRONT BURNER AND  
MONITOR PROGRESS**



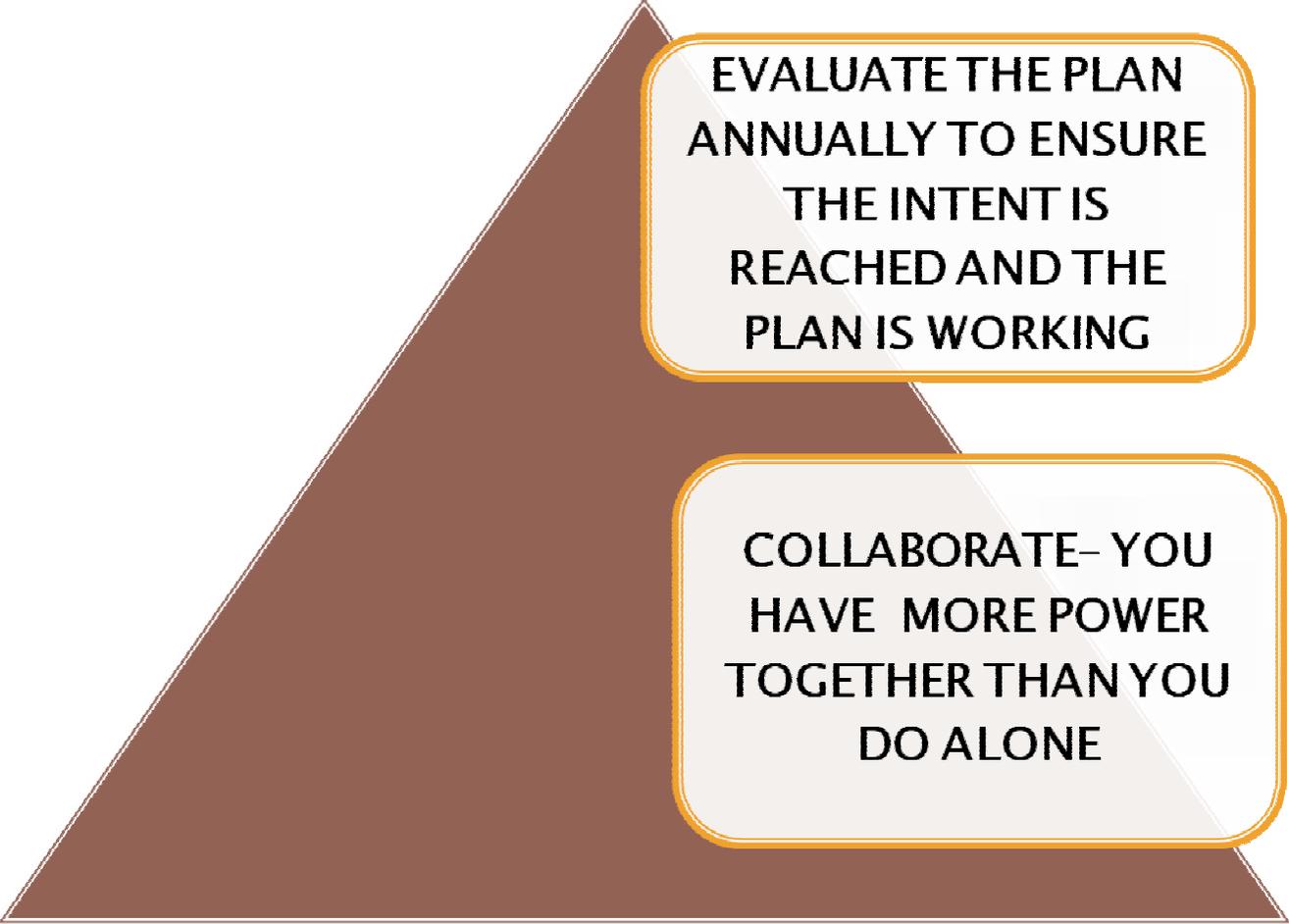
**ASK FOR HELP**

**STAKEHOLDER  
INVOLVEMENT IS  
CRUCIAL AND SHOULD  
BE UNIQUE TO THE  
PROJECT**



**UNDERSTAND THE  
EXPECTATIONS**

**PLANS SHOULD  
ALWAYS DESIGNATE  
WHO IS RESPONSIBLE  
FOR SPECIFIC TASKS**



**EVALUATE THE PLAN  
ANNUALLY TO ENSURE  
THE INTENT IS  
REACHED AND THE  
PLAN IS WORKING**

**COLLABORATE- YOU  
HAVE MORE POWER  
TOGETHER THAN YOU  
DO ALONE**



**BEST PRACTICES AND  
LESSONS LEARNED –  
LEARN FROM OTHERS  
MISTAKES**

# BEST PRACTICES

- ▶ **CREATE A STRONG DEDICATED LEADERSHIP TEAM**
- ▶ **DESIGNATE A CHAMPION TO SHEPHERD THE PLAN TO COMPLETION**
- ▶ **BEGIN WITH THE END GAME IN MIND**
- ▶ **RESEARCH AND LEARN FROM OTHERS**

# BEST PRACTICES

- ▶ Environmental Protection Agency ([www.EPA.gov](http://www.EPA.gov)), North East Midwest Institute ([www.nemw.org](http://www.nemw.org)), and Urban Land Institute ([www.uli.org](http://www.uli.org)) are valuable sources
- ▶ RELATIONSHIP BUILDING WITH KEY GOVERNMENT AGENCY/DEPT OFFICIALS
- ▶ INVOLVE CITIZENS/COMMUNITY FROM THE START

# BEST PRACTICES

- ▶ **CONSIDER PUBLIC/PRIVATE PARTNERSHIPS TO POOL RESOURCES TO LEVERAGE FUNDING AND SWEAT EQUITY**
- ▶ **SHOW SOME MOVEMENT TOWARDS FRONT END ACTIONS/STRATEGIES IN YOUR GRANT APPLICATION**