

Indiana Brownfields Program Perspective & Role

EPA Brownfield Assessment Grant
Proposal Writing Strategies
Indianapolis
July 31, 2009



Environmental Stewardship. Economic Development



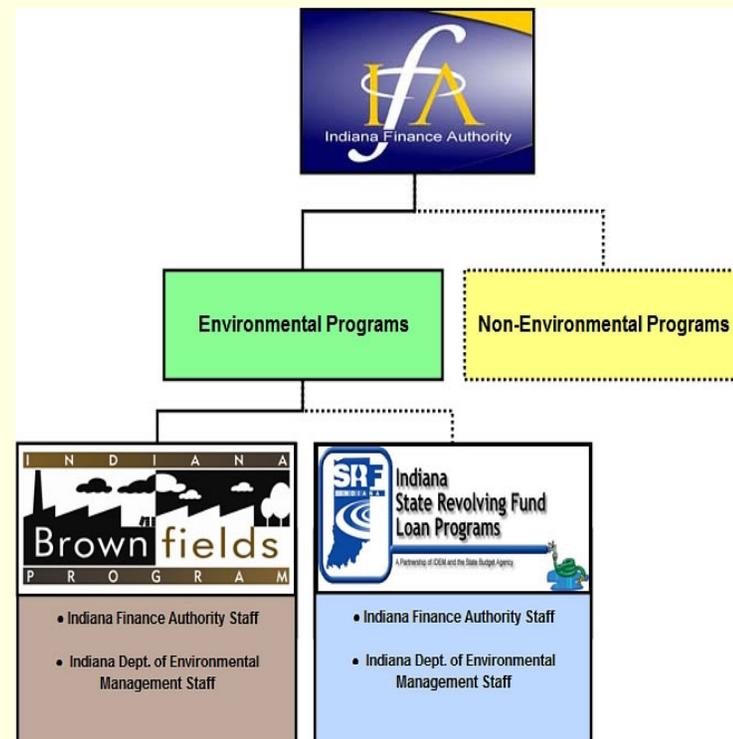
Presentation Overview

- Program is Partner with You
- Program is Partner with EPA
- Program Perspective
- Program Role in EPA Grants
- Program Incentives
- Program seeks Partner(s) for EPA Grants



Program wants to help!

- Helps communities by providing:
 - Educational Assistance
 - Financial Assistance
 - Legal Assistance
 - Technical Assistance
- Serves as a liaison with U.S. EPA for financial assistance
- Coordinates with IDEM's Voluntary Remediation Program
 - Certificates of Completion
 - Covenants Not to Sue
- Coordinates with other related IDEM programs





Program Perspective

- Funding is very competitive
- Grant rounds have been over-subscribed and otherwise-qualified projects have been denied funding
- Scoring criteria are to weed out the not-so-good and reward the good projects
 - Details reflected in application
 - Framework in place to complete redevelopment
- Application should reflect forethought, thoroughness, and quality content



Program Perspective

General Observations about Applications

- Lack of sufficient detail in application to allocate points to scoring factors
- Over-generalized or unsubstantiated statements specifically on:
 - community support/involvement/benefit
 - projected investment
 - marketability of site
 - redevelopment plans & sustainability component
- Redundancy and/or inconsistency within the same application



Program Perspective

Common Reasons for Application Success

- All necessary information to assess threshold eligibility is included within application with no lingering eligibility/liability issues
- Evident that ample time was taken to prepare application – questions thoroughly addressed & information provided tied to scoring criteria
- Evident that community has been involved in application and project planning process
- Redevelopment plans explicitly explained



Program Perspective

Primary Areas of Application Weakness

Failure to:

- put plans for site into context with respect to existing community development plans or Comprehensive Plan for community (if one exists)
- discuss project in a public forum and receive input/feedback on plans to apply for funding and/or on redevelopment plans
- provide any detail on nature or substance of public comments received (e.g., support/criticism of plans)
- quantify planned (or already incurred) local or private investment in the site (if any)



Program Perspective

Application Tips

- **Choose a good consultant if you're going to outsource preparation of your application**
Review the draft thoroughly before it is submitted on your behalf.
Know and get what you are paying for!
- **Apply when the project is really ready to be addressed**
Project success is not too speculative from the point of community investment/support or planned future use/redevelopment



Program Perspective

Application Tips

- **Read the guidelines (and scoring criteria therein)**
Thoroughly understand what gets evaluated to ensure threshold criteria are satisfied *prior to applying*
- **Assume reviewers know nothing about your project**
If in doubt about whether or not to include information (e.g., about site history, stakeholders, leveraged funds) in an application, include it
- **Avoid speculative language or general conclusory statements with no substantiation** (e.g., “private sector investment could be significant” or “inquiries by interested users continue”) = a red flag for reviewers
- **Tap into your inner story-teller self!**



Program Perspective

Application Tips

- **Specifics matter**
- **Don't be hasty in completing the application**
It is obvious to reviewers when not much time and attention is paid to completing the application
- **Tie your application answers to the scoring criteria**
Addressing a scoring criterion, even if it is only in passing, may earn a point or two as opposed to none at all for failure to address it



Program Role

- Required Acknowledgement Letters for EPA Grant Proposals
 - Request Form handout
- Petroleum Determinations (site-specific)
- Federal Matching Grants for RLF and Cleanup Grant recipients (up to 20%)
 - Guidelines on web
- Liaison, but not reviewer



Program Incentives

- Funding throughout the year
 - Stipulated Assessment & Remediation Grants - *pending*
 - Federal Matching Grants
 - Supplemental Environmental Projects
 - Low-interest Loans
 - Revolving Loan Fund Incentive (federally funded)
 - Trails and Parks Initiative (federally funded)
- Liability protection (not release) - letters
- Oversight



Program Incentives

Proposal Plans - Fall 2009

- EPA Assessment Grants
- More \$ for Trails & Parks Initiative (TPI)
- Abandoned Mine Lands – IDNR partnership
- Closed Car Dealerships – compliment pending BCRLF Phase I incentive
- Other?? – come talk to me!



Take-home Points

- Begin with the end in mind – project vs. application.
- Brownfield projects may warrant state and/or federal assistance – leverage your resources!
- Brownfield projects are driven by local leaders.
- 3 Ps: planning (*long-term*), public participation, and partnerships are keys to success!!
- Success breeds success – talk to other stakeholders/applicants/award winners.
- **Indiana Brownfields Program offers tools to address environmental issues to facilitate brownfield redevelopment.**





Teamwork leads to Success!





GOOD LUCK!





Contact Information

- **Jim McGoff, Director of Env. Programs, IFA** (317) 234-2916
 - jmcgoff@ifa.in.gov
- **Meredith Gramelspacher, Asst. Dir. & General Counsel** (317) 233-1430
 - mgramels@ifa.in.gov
- **Sue Overstreet, Administrative Assistant, General Questions** (317) 234-4293
 - soverstreet@ifa.in.gov
- **Michele Oertel, Education & EPA Liaison** (317) 234-0235
 - moertel@ifa.in.gov
- **Sara Westrick Corbin, Financial Incentives** (317) 234-1688
 - swestrick@ifa.in.gov
- **Kevin Davis, Technical Matters** (317) 233-2415
 - kdavis@ifa.in.gov

Check out the Indiana Brownfields Program web site at
www.brownfields.in.gov