



WRITERS OF THE BEST ARC

July 2018

BACKGROUND

FY	Award	Apply	\$M
FY18	144	499	\$54.3
FY17*	172	450	\$56.8
FY16	131	393	\$55.2
FY15*	147	457	\$54.3
FY14	171	391	\$67.0

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

- Recent History of ARC – Assessment, RLF & Cleanup
- 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

WRITERS OF THE BEST ARC...

- ✓ 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 CCLR review
- ✓ Identify needs, roles responsibilities
 - ✓ Internal: Redevelopment, Engineering, Purchasing, Community Development and Law Departments
 - ✓ Consultants? Editors? Reviewers?
- ✓ Participate in EPA and CCLR 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**