

The Funding Field Guide: Discovering New Dollars for Brownfields Projects

Brownfields Funding Webinar Series

Session #2

September 22, 2026

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Welcome!



Lines will be muted.



Submit questions in the chat.



We're recording!



How did we do?



Tell us what you want to hear next.



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Agenda

- Recap Webinar #1
- Redevelopment Vision
- Identify Alternative Funding Resources
- Case Studies
- Building Coordination
- Q&A



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Starting the Conversation

- Poll 1: How familiar are you with federal grants?
 - New to federal grants
 - Some experience
 - Comfortable, but still learning
 - Experienced applicant
- Poll 2: What is your biggest challenge in accessing grant funding?
 - Finding opportunities
 - Limited staff capacity
 - Developing project scope
 - Preparing a budget or cost estimate
 - Identifying match funding
 - Understanding federal requirements



Recap of Webinar #1



Typical Notice of NOFO Timeline

PROJECT IDEA

- Identify community needs
- Review plans
- Select priority projects

9-12 Months Before
NOFO

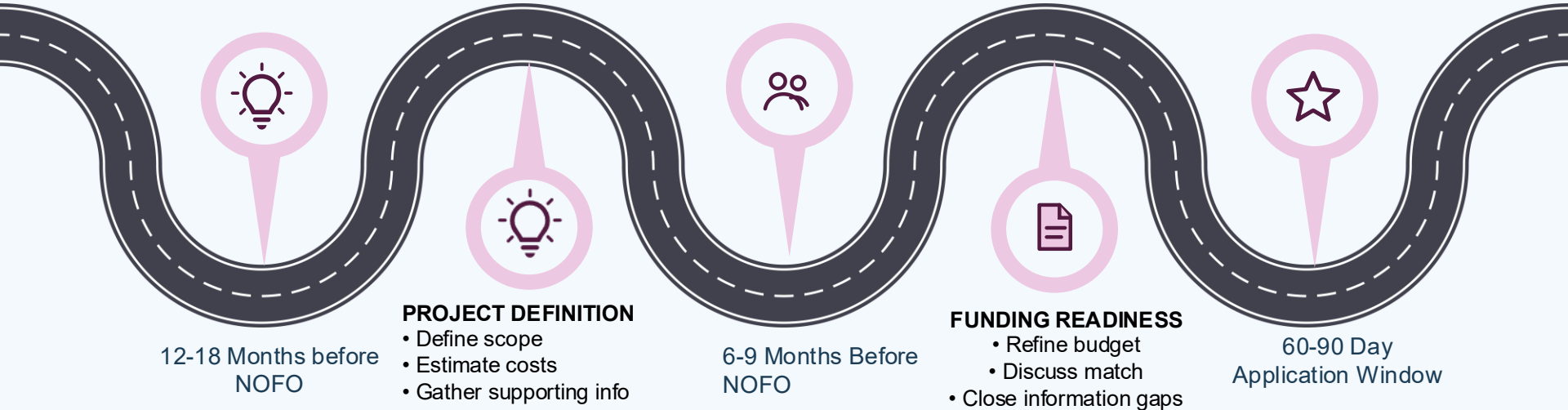
PARTNERSHIP BUILDING

- Engage departments
- Build support
- Coordinate partners

3-6 Months
Before NOFO

NOFO RELEASED

- Finalize application
- Match project to funding
- Submit



TIP: Project readiness matters before funding becomes available.



Build Grant Readiness Into Existing Local Roles

The goal is not to create a new process. It is to connect grant readiness to work communities already do.

Local Role / Group	Everyday Task	Grant-Readiness Action
Public Works / Utilities	Capital Improvement Plan (CIP) updates; asset, maintenance, and service records	Flag priority infrastructure needs; keep scope, cost, and location information current
Planning / Zoning	Comprehensive plans, small area plans, redevelopment priorities	Tie projects to adopted plans, land use goals, and community benefits
Emergency Management	HMP updates, risk assessments, damage logs, after-action notes	Connect projects to hazards, impacts, resilience needs, and documented risk
Finance / Grants	Annual budget cycle, match planning, procurement files	Identify match sources, budget timing, and documents needed for applications
Leadership / Council	Agenda items, public meetings, approvals, partner updates	Confirm priorities early and build support before a NOFO is released

PRO TIP: Assign small pieces of grant readiness to the people already managing plans, budgets, projects, and public updates.



Create a Project Pipeline

- If funding became available tomorrow, what projects would the community pursue?
- Compile and flag “grant-ready” projects internally so they can move quickly when funding opens.
- Exercise: pick 2-3 priority projects and identify what information is missing

Additional Tips:

- Maintain a simple project pipeline
- Track project lead, cost, readiness, and funding opportunities
- Keep information updated and funding-ready

Project Name	Project Need	Estimated Cost	Readiness Status	Next Action
Site A Cleanup	Complete remediation	\$1.2M	Ready to fund (Phase I and Phase II complete)	Complete Draft ABCA
Site Preparation	Grading and landscaping	\$400,000	Ready after cleanup is complete	Discuss internal budget for park development with P&R, connect with external open space partners
Trail Development	Bike/ped path	\$200,000	Future project	Research funding options for trail development



Redevelopment Vision



Begin with the Redevelopment Vision

What do we want this site to become?

Development Idea	Potential Project Components
Community Park	Cleanup, park design, recreation facilities, trails, landscaping
Downtown Redevelopment	Site preparation, infrastructure, public facilities, streetscape improvements
Business Development Site	Cleanup, utilities, access roads, workforce development
Greenway or Trail System	Land acquisition, trail construction, bike facilities, habitat restoration

Define the redevelopment vision, break it into fundable components, and identify funding programs whose goals align with each project element.



Break the Vision into Fundable Pieces

Large Redevelopment Projects Are Really Multiple Smaller Projects

Site Assessment

Environmental Investigations

Clean Up

Remediation Activities

Site Preparation

Grading, demolition, utility work

Park Development

Recreation facilities, playgrounds, landscaping

Trail Construction

Multi-use paths and bike facilities

Habitat Restoration

Wetlands, stream restoration, green infrastructure



Identifying Alternative Funding Resources



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Infrastructure and Community Facilities

- Department of Housing and Urban Development (HUD) – Community Development Block Grant (CDBG)
- Department of Agriculture (USDA) – Community Facilities Program
- Department of Transportation (USDOT) - Safe Routes to School



Community Development Block Grant (CDBG)

FLEXIBLE FUNDING

STATE / LOCAL PROCESS

Flexible community development funding administered through states and entitlement communities.

What it can fund

- Public infrastructure: water, sewer, streets, and neighborhood facilities
- Acquisition, demolition, rehabilitation, and site improvements
- Downtown revitalization, economic development, and public facilities
- Housing and neighborhood redevelopment activities

Funding snapshot

- Eligible applicants include states, entitlement cities, and qualified urban counties; smaller communities generally access funds through state programs

Eligibility screen

- Activity must be eligible and meet a CDBG national objective
- Assess environmental review, acquisition, relocation, and public participation requirements early

Note: Confirm the state or entitlement-community process before treating CDBG as a project-level competition.



Riverside Drive Business District Revitalization | St. Paul, Virginia

PROGRAM

Community Development Block Grant (CDBG) | Virginia DHCD

RECIPIENT

Town of St. Paul

FUNDING

\$1,237,228 CDBG project award

SOURCE

Virginia DHCD, CDBG Project and Planning Grants Awarded Projects

PROJECT ACTIVITIES

Revitalization of the Riverside Drive business district in a small Appalachian community.



Source: <https://discoverspaulva.com/wp-content/uploads/2024/06/St-Paul.jpg>

BROWNFIELD RELEVANCE

Similar streetscape, utility, facade, and public-realms improvements could support post-cleanup reuse of commercial and downtown districts.



USDA Community Facilities (CF) Program

ANNUAL OR ROLLING

RURAL COMMUNITIES

Affordable financing for essential facilities and equipment that provide public services in rural communities.

What it can fund

- Purchase, construct, or improve essential community facilities and pay related project expenses
- Healthcare, public safety, community support, educational, public, and certain utility facilities
- Equipment such as emergency vehicles, public works equipment, telemedicine, and distance-learning systems
- Local food-system facilities, including food banks, community kitchens, food hubs, and greenhouses

Funding snapshot

- Purchase, construct, or improve essential community facilities and pay related project expenses
- Funding is provided in a combination of grant opportunities and low interest direct loans
- Also provides a loan guarantee program for commercial lending

Eligibility screen

- Project must be in an eligible rural area with no more than 20,000 residents
- Applicant must demonstrate legal authority, financial feasibility, and the ability to operate and maintain the facility
- Confirm rural-area eligibility and financing options with the applicable USDA Rural Development state office



Elkins-Randolph County Public Library | Elkins, West Virginia

PROGRAM

Community Facilities Direct
Loan & Grant | USDA Rural
Development

RECIPIENT

Elkins-Randolph County Public
Library

FUNDING

\$2,200,000 Community Facilities
grant

SOURCE

USDA announcement reported
by The Inter-Mountain

PROJECT ACTIVITIES

Renovation and expansion of the former library into an accessible community hub with tutoring rooms, technology access, programming space, meeting rooms, and a classroom kitchen.



Source: <https://as3.mmbizimg.com/ohio/Elkins-Randolph-County-Public-Library/Elkins-Randolph-County-Public-Library-Exterior-View-1.jpg?w=1000&h=667&f=jpg&v=1>

BROWNFIELD RELEVANCE

Adaptive reuse connection: The project restores and expands an existing public building that had been gutted and left unusable.



Safe Routes to School

STATE COMPETITION

PLANNING + IMPLEMENTATION

Federal reimbursement funding for pedestrian, bicycle, and school-travel improvements administered through State DOT.

What it can fund

- Sidewalks, crosswalks, pedestrian refuge islands, protected or unprotected bicycle lanes, and bicycle parking
- Community-based projects that expand non-motorized travel choices and improve the transportation experience

Funding snapshot

- State DOT administers the program as a federal reimbursement opportunity for local sponsors
- Most common non-infrastructure model uses an 80% federal and 20% local share

Eligibility screen

- Project must benefit students in kindergarten through grade 12 and support safer walking or bicycling to and from school.
- Infrastructure projects generally must be located within approximately two miles of a school; eligible non-infrastructure activities may have a broader reach.



Russell Road Safe Routes to School Improvements | Alexandria, Virginia

PROGRAM

Safe Routes to School |
Virginia Department of
Transportation

RECIPIENT

City of Alexandria, VA

SOURCE

City of Alexandria, Russell Road
SRTS

PROJECT ACTIVITIES

Traffic-calming and pedestrian-safety improvements near Naomi Brooks Elementary School to reduce speed, improve crossings, and increase sight distance.



http://ps://www.alexandriavirginia.gov/vision/default.aspx?style=c_rpt_card_image&getp=util/c20-22-12/Virginia%20SRTS.png?h=3e381e76&w=404&b=4B1R

BROWNFIELD RELEVANCE

Safer crossings and walking connections linked to schools can support broader transportation connections in communities, and may help connect trail systems or other regional transportation alternatives.



Park Development and Green Space

- Land and Water Conservation Fund (LWCF)
- Outdoor Recreation Legacy Partnership (ORLP)
- Rails-to-Trails Conservancy
- National Fish and Wildlife (NFWF) National Coastal Resilience Fund



US Dept of Interior Land and Water Conservation Fund (LWCF)

STATE-ADMINISTERED

State-administered investment in public outdoor recreation assets and long-term stewardship.

What it can fund

- Acquisition of land or interests in land for public outdoor recreation
- Development or renovation of parks and outdoor recreation facilities
- Trails, playgrounds, athletic facilities, waterfront access, and picnic areas
- Brownfield-to-park conversions

Funding snapshot

- **Eligible applicants:** states and territories; local governments typically participate through the state process
- **Match:** generally, up to 50% federal share and 50% non-federal match; reimbursement-based

Eligibility screen

- Project must support public outdoor recreation and align with the state's selection process and recreation plan
- Assisted areas must remain available for public outdoor recreation in perpetuity
- Confirm site control, environmental review, stewardship, cash flow, and state deadline



Outdoor Recreation Legacy Partnership (ORLP)

NATIONAL COMPETITION

A national competition supporting new or substantially renovated outdoor recreation in qualifying urban areas.

What it can fund

- Acquisition or development of land and water for public outdoor recreation
- New parks and substantially renovated parks, trails, and community gathering spaces
- Brownfield-to-park conversions in qualifying urban or Tribal areas
- Projects that expand access to outdoor recreation

Funding snapshot

- **Applicants:** state and territorial lead agencies and federally recognized Tribes; local sponsors follow the applicable state process
- **Award range:** \$300,000 to \$15 million for the 2026–2031 cycle
- **Match:** ORLP reimburses up to 50% of all project costs.

Eligibility screen

- Project must be in a qualifying urban area of at least 25,000 people, or eligible Tribal land
- The entire assisted site must remain available for public outdoor recreation in perpetuity
- Confirm site control, reimbursement cash flow, match sources, and state lead-agency schedule



Hillside Pool Redevelopment | Reading, Pennsylvania

PROGRAM

Outdoor Recreation Legacy Partnership (ORLP) | National Park Service

RECIPIENT

City of Reading

FUNDING

Approx \$2,000,000 ORLP grant

SOURCE

Pennsylvania DCNR, ORLP Awards

PROJECT ACTIVITIES

Replacement of a dilapidated pool with a splash pad, shaded cabanas, support facilities, on-grade parking, and full ADA accessibility.



Source: https://be.kiswee.ky.com/wp-content/uploads/2024/09/IMG_7474.jpeg

BROWNFIELD RELEVANCE

A comparable park redevelopment could be implemented on a cleaned brownfield site. Funding can be used to support a piece of a redevelopment vision that includes recreation.

Rails-to-Trails Conservancy Trail Grants

Targeted philanthropic funding for planning, design, construction, and connections within trail networks.

What it can fund

- Feasibility studies, mapping, planning, and design for trails and trail networks
- Construction, improvement, and maintenance of physical trail assets
- Matching funds for state or federal capital grants
- Connections among remediated brownfields, neighborhoods, parks, and regional trail systems

Funding snapshot

- Eligible applicants: nonprofit organizations; state, regional, local, and Tribal government agencies; other eligible organizations
- 2026 award range: \$10,000 to \$25,000
- Philanthropic source so application and reporting requirements differ from federal sources

Eligibility screen

- Project must support a U.S. rail-trail, greenway, multi-use trail, shared-use path, or connected trail network



Armstrong Trails Connectivity Improvements | Western Pennsylvania

PROGRAM

Trail Grants | Rails-to-Trails Conservancy

RECIPIENT

Armstrong Trails

FUNDING

\$35,000 trail-development award

SOURCE

Rails-to-Trails Conservancy,
Doppelt Fund

PROJECT ACTIVITIES

Trail-development support for Armstrong Trails; RTC lists Armstrong Trails as a 2020 recipient of the Doppelt Family Trail Development Fund.



Source: <https://run.coveringpa.com/wp-content/uploads/2021/10/Armstrong-Rails-to-Trails-66-61-60-0x400.jpg>

BROWNFIELD RELEVANCE

Trail construction and connectivity can link a cleaned former industrial corridor to downtowns, parks, and regional recreation assets. Many former industrial sites with rail access or adjacent rail lines are brownfield properties.



NFWF National Coastal Resilience Fund (NCRF)

Competitive funding for nature-based solutions that reduce coastal risk and improve habitat.

What it can fund

- Nature-based solutions that reduce coastal flood and storm risks
- Planning, site assessment, preliminary design, final design, permitting, and implementation
- Brownfield waterfront reuse with measurable resilience and habitat benefits

Funding snapshot

- Eligible applicants: nonprofit organizations, state and local governments, Tribes and Tribal organizations, educational institutions, and commercial organizations
- 2026 award range: \$100,000 to \$7 million, depending on project category
- Non-federal match was encouraged but not required for the 2026 cycle

Eligibility screen

- Project must be in an eligible coastal area, including Great Lakes coastal areas and Tribal lands
- Competitive projects connect risk reduction, habitat outcomes, community engagement, and project readiness



Economic Development

- Department of Agriculture (USDA) – Rural Economic Development Loan & Grant Program (REDLG)
- Appalachian Regional Commission (ARC) Area Development Program
- Economic Development Administration (EDA) Grants



USDA Rural Economic Development Loan & Grant (REDLG)

QUARTERLY

RURAL JOB CREATION

USDA Rural Development financing delivered through eligible local utility organizations.

What it can fund

- Business start-up, expansion, and fixed assets
- Business incubators and technical-assistance facilities
- Community facilities, medical facilities, and training facilities
- Rural infrastructure and other projects that create or retain jobs

Funding snapshot

- Provides a zero-interest loan to an eligible utility intermediary
- Up to \$1 million for a REDL loan
- Up to \$300,000 for a REDG grant; a 20% intermediary match is required

Eligibility screen

- Applicant must be an eligible current or former RUS borrower or qualifying nonprofit utility
- Rural area or town with fewer than 50,000 residents
- Project must promote rural economic development and job creation or retention



Hartwell Mixed-Use Development Infrastructure | Hartwell, Georgia

PROGRAM

Rural Economic Development
Loan & Grant (REDLG) | USDA
Rural Development

RECIPIENT

City of Hartwell

FUNDING

\$1,000,000 REDLG award

SOURCE

USDA Rural Development,
REDLG Awards

PROJECT ACTIVITIES

Infrastructure improvements for a mixed-use development with office space, services, and approximately 100 residential units. The USDA summary estimated 60 jobs.



Source: https://www.hartwellga.gov/sites/gfiles/vjht863-1f/styles/galley_full/public/galler/ies/cb/wintown_aerial_-_nig.jpg?itok=xyk8GTh5

BROWNFIELD RELEVANCE

Utility and site infrastructure could support a mixed-use business district or help attract new industrial development by expanding or upgrading systems.



Appalachian Regional Commission (ARC)

STATE-LED PROCESS

APPALACHIAN REGION

State-led Appalachian Regional Commission funding for infrastructure, business, and workforce outcomes.

What it can fund

- Water and wastewater systems
- Transportation networks
- Broadband infrastructure
- Buildings and other brick-and-mortar investments – Facilities and sites anchoring economic development.
- Business and workforce development – Complementary investments in entrepreneurship, training, and human capital.

ARC Funding Programs

- Area Development
- POWER Initiative
- ARISE
- READY Appalachia
- Local Access Road / Broadband

Typical Program Structure

- Proposals originate through the applicable state in consultation with the ARC state program manager.
- Projects align with ARC investment priorities and the applicable state plan and strategy.
- Construction awards use a designated Basic Agency for environmental review, construction progress, payments, and compliance.



Economic Development Administration (EDA)

Competitive funding for infrastructure that supports private investment, business growth, and long-term job creation.

Grant Programs Available:

- American Rescue Plan/CARES Act
- Public Works and Economic Adjustment Assistance
- Build to Scale Entrepreneurial Support
- Planning, Technical Assistance, and Research
- University Centers Regional Economic Development Program
- Disaster Recovery (Disaster Supplemental Funding)



EDA Public Works

NATIONAL COMPETITION

IMPLEMENTATION

Competitive funding for infrastructure that supports private investment, business growth, and long-term job creation.

What it can fund

- Water, sewer, roadway, broadband, and other public infrastructure serving industrial or commercial development
- Site acquisition, preparation, construction, rehabilitation, and related infrastructure improvements
- Projects that help attract new industry, expand businesses, generate investment, or create and retain jobs

Funding Snapshot

- Eligible applicants include state and local governments, EDA-designated districts, Tribes, higher education, nonprofits, and qualifying partnerships
- Applications are accepted on an ongoing basis under the current PWEAA opportunity while funds remain available
- Public Works is one of two core programs covered by the current PWEAA application requirements

Eligibility screen

- Project must serve an eligible distressed community or region and advance a long-term economic development strategy
- Infrastructure scope should establish or expand industrial or commercial activity



EDA Disaster Supplemental Grant

Competitive funding to support long-term economic recovery strategic planning and project implementation.

What it can fund

- Economic Recovery Infrastructure
- Recovery Planning and Capacity Building
- Business and Industry Development

Funding snapshot

- About \$1.5 billion in assistance available for FY 2025
- Applications typically accepted on a rolling basis until funding is completely obligated.
- 20% non-federal cost share required, more encouraged
- Max \$20 million awards

Eligibility screen

- Project must be in a community with a Presidential disaster declaration during relevant period
- Eligible applicants include state and local gov, higher ed, economic development organizations, special purpose districts, P3s, and non-profit organizations



McDowell County Water Infrastructure Upgrades | Welch, West Virginia

PROGRAM

Economic Adjustment Assistance
| U.S. Economic Development
Administration

RECIPIENT

McDowell County Public Service
District

FUNDING

\$6,500,000 EDA grant

SOURCE

U.S. EDA, West Virginia ARPA
Awards

PROJECT ACTIVITIES

Water infrastructure upgrades
supporting local businesses,
matched with \$1.6 million in state
funds.



Source: <https://i.ytimg.com/vi/F-RNtUNi2-pcM/aw-sides-ut.jpg>

BROWNFIELD RELEVANCE

Water-system capacity is a foundational post-cleanup
investment for industrial, commercial, or mixed-use
redevelopment.

Defining Co-Benefits and Collaboration



Know Your Program Officers

Program officers are more than a point of contact. Build the relationship before an application is due.

WHY THE RELATIONSHIP MATTERS

- 1 Ask better questions**
Understand program priorities, terminology, and expectations.
- 2 Test project fit**
Discuss whether a project concept appears aligned before investing heavily in an application.
- 3 Get reliable direction**
Learn where to find guidance, technical assistance, webinars, and other program resources.
- 4 Stay informed**
Maintain awareness of program changes, timelines, and future opportunities.

When to Connect	What to Share	What to Ask
During early project planning	A short description of the need, location, partners, and intended outcome	Does this concept appear consistent with the program purpose and eligible activities?
While shaping the scope	Known costs, schedule, readiness, match, and major constraints	What guidance, examples, or technical-assistance resources should the community review?
Before the application opens	Updated project details and specific questions based on published guidance	What can the community prepare now to be ready when funding becomes available?
After an award or application	Implementation updates, challenges, lessons learned, and future needs	Who should the community coordinate with next, and what requirements need continued attention?

KEEP IT PROFESSIONAL AND SPECIFIC

Program officers can clarify published requirements and direct communities to available resources, but local staff remain responsible for project decisions and a complete application.

PRO TIP: Do not make the first introduction days before a deadline. Schedule periodic check-ins and keep the program officer updated as the project develops.



Coordinate Projects to Create More Value

Stay connected so planned work can be aligned, expanded, or bundled before construction begins.

ONGOING COORDINATION

- 1 Keep contacts active**
Check in with funding program POCs and regional partners, even when no application is open.
- 2 Set recurring touchpoints**
Use CIP, utility, public works, and leadership meetings to compare schedules and priorities.
- 3 Look for overlap**
Ask what is already being designed, permitted, bid, or constructed near the project area.
- 4 Coordinate early**
Add compatible work before scopes, budgets, or construction schedules are locked.

Routine Touchpoint	Coordination Question	Piggyback Opportunity
CIP and budget updates	Which projects share a location, schedule, or community goal?	Bundle related improvements or coordinate match and design costs.
Public works and utility meetings	Where will crews open streets, replace lines, or mobilize equipment?	Install compatible water, sewer, drainage, broadband, sidewalk, or streetscape work at the same time.
Planning and development reviews	What private or public investment is moving toward design or permitting?	Coordinate access, utilities, public space, or site connections that support redevelopment.
Funder and regional partner check-ins	What upcoming programs or partner projects could align with the local priority?	Adjust timing, scope, or partnerships before the funding opportunity opens.

EXAMPLE: BEFORE THE ROAD IS REPAVED

Coordinate roadwork with utility, drainage, sidewalk, lighting, and streetscape improvements to reduce costs and avoid reopening the street.



Upcoming Webinars

MARC GRANTS – hosted by KSU TAB

- Date: Thursday, October 15th
- Time: 10am – 11:00am ET
- Topic: Grant Ready: Overcoming Common Pitfalls in EPA Brownfields ARC Grants

FUNDING SERIES

- Date: Wednesday, October 21st
- Time: 10am – 11:30am ET
- Topic: Ready, Set, Apply! Best Practices for Competitive Federal Grant Applications

Office Hours!

The Funding Doctor is In!
Wednesday, 10/14 at
10:00am ET



Q&A



Thank You!



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