



Northeast Brownfields Grant Webinar For Assessment Grant Proposals



Summerset at Frick Park, Pittsburgh, Pa

Former slag heap outside Pittsburgh, PA now boasts over 200 homes, walking trails and more expansion is planned.



Northeast Brownfields Grant Proposal Workshop

Understanding the FY-2009 Proposal Guidelines for
Assessment Grants

September 17, 2008

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Presentation Overview

- What are brownfields?
- What types of funding are available and who is eligible apply?
- Proposal and selection process
- Eligibility (threshold) criteria for Assessment Grants
- Competitive (ranking) criteria for Assessment Grants
- Tips for preparing a winning proposal
- Additional resources and final questions

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For those of you familiar with EPA's grants process, I will be highlighting what's new this year within the main presentation.



Disclaimers

- EPA staff cannot provide individual assistance with proposals.
- This is a competitive grants process. Following today's tips will not guarantee your proposal will be funded.
- Read the Guidelines completely.

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Before we begin....

Read the new guidelines in their entirety, don't just refer to today's information.
EPA can answer questions about applicant eligibility and site eligibility.



Brownfields Overview



*Transportation Center
Brattleboro, VT*



Brownfields Mission

- EPA's Brownfields Program empowers states, communities, and other stakeholders in economic redevelopment to work together to assess, safely clean up, and sustainably reuse brownfields.
- EPA provides financial and technical assistance for brownfield revitalization, including grants for:
 - Environmental assessment
 - Cleanup
 - Job training

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What are Brownfields?

- Property contaminated or potentially contaminated by hazardous substances, pollutants, contaminants, petroleum or controlled substances. Examples:
 - Abandoned gas stations
 - Abandoned commercial or industrial sites/factories
 - Dump sites
 - Mine scarred land (strip mines, acid mine drainage, coal piles)
 - Illegal drug labs
 - Building contamination (lead paint/asbestos)
- Superfund NPL sites and federally owned land/facilities are **NOT** eligible brownfields funding.

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Broad definition - Could be residential property too



Benefits of Brownfields Revitalization

- Increases local tax base
- Facilitates new job growth
- Uses existing infrastructure
- Takes development pressure off undeveloped land
- Prevents sprawl
- Supports cleaner air
- Reduces habitat destruction
- Discourages blight and vandalism



Roberto Clemente Park—a distressed neighborhood in Lancaster, Pa., gets a new walking path, playground, and baseball fields.

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EPA's Investment in Brownfields Grants

- **Since 1995, EPA has awarded close to 2,000 brownfields grants totaling more than \$595M. This has helped:**
 - **Assess more than 11,779 properties.**
 - **Leverage more than \$11 billion in brownfields cleanup and redevelopment funding from the private and public sectors.**
 - **Generate more than 48,238 jobs.**



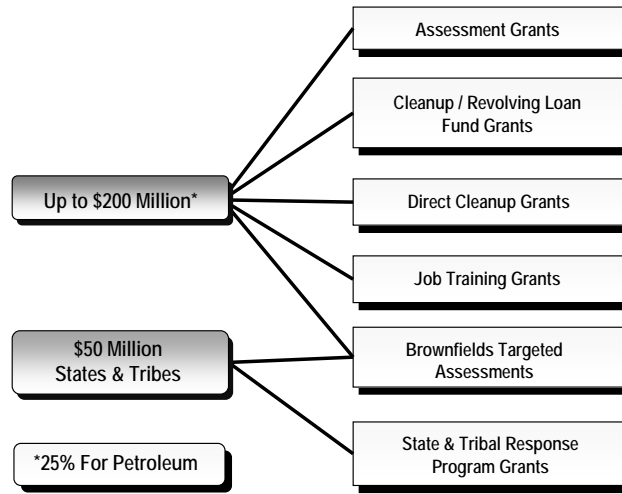


Types of EPA Brownfields Grants





Authorized Brownfield Funding



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Brownfields Assessment, Revolving Loan Fund, and Cleanup (ARC) Grants

- **Assessment*****
 - **Revolving Loan Fund (RLF)**
 - **Cleanup**
 - * EPA refers to as **ARC Grants!**
- Also referred to as:
- 104(k) grants
 - Competitive brownfields grants
- **Training for Cleanup and RLF proposals will be tomorrow (9/18/2008)**

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The background image is a grayscale photograph showing several individuals in a professional or training environment. Some are wearing white protective suits, while others are in casual or work attire. They appear to be engaged in a discussion or a practical activity. The setting includes large windows and what looks like a doorway or a large opening in a wall.

Other EPA Brownfields Programs

Brownfields Job Training Grant Program

- **Up to \$200,000 to train for hazardous site cleanup related work**
- **Separate solicitation process – Proposals due October 15, 2008**
- **www.epa.gov/brownfields/job.htm**

Targeted Brownfields Assessment (TBA) Program

- **Non-grant program that provides direct EPA assessment assistance to communities**
- **Contact your EPA Regional Office for information**



EPA's Brownfields Grant Program

EPA Brownfields grants are very competitive. Applicants should be prepared to put time and effort into constructing a winning proposal.

- In 2008, EPA received over 800 proposals for funding
 - Funded 314 grants nationally (\$74 million)
 - 194 assessment grants; 108 cleanup grants; 12 RLF grants
- Roughly 1 in 4 proposals funded annually

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Assessment Grant Program

Purpose: to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites.

- No cost share required
- **NEW!** Three kinds - Community-wide, Site-specific (single site) and Assessment Coalition Grants.
- Individual applicants can submit one community wide and one site specific proposal. Coalition members are **NOT** eligible to apply for individual Community-wide or Site-specific Assessment grants in the year they apply as part of a coalition.

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Assessment Grant Program *(con't)*

Community Wide Assessment Grants

- Most Flexible - No need to identify sites
- Up to \$200,000 for hazardous substance (including asbestos, lead paint, other environmental hazards) **and/or** up to \$200,000 for petroleum contamination.



- Applicant can apply in **ONE community-wide assessment proposal** for \$200k Hazardous Substance and \$200k Petroleum, for a combined total of \$400k.

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EPA has the option to only partially fund requested amounts. You may be awarded only the haz sub or only the petroleum funds, even though they are in the same proposal.



Assessment Grant Program *(con't)*

Site Specific Assessment Grants

- Up to \$200,000 for petroleum or hazardous substances (or comingled)
 - Can request up to \$350K for a large or highly contaminated site with justification
- Only 1 site specific application per eligible entity allowed.
- Site Eligibility *Threshold requirements*.
- Funding can be used on named site only, no substitutions allowed.

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Waiver requests can be granted based on the basis of one or more of the following justifications: anticipated level of contamination, size or status of ownership



Assessment Grant Program *(con't)*

Assessment Coalitions



- Up to \$1 million for hazardous substance and/or petroleum (e.g. \$500k hazardous, \$500k petroleum)
- 3 or more eligible entities (not 2!!)
- Must assess a minimum of 5 sites
- Must commit to sign an Memorandum of Agreement between all parties that details how the funds will be shared and decisions for the coalition will be made.

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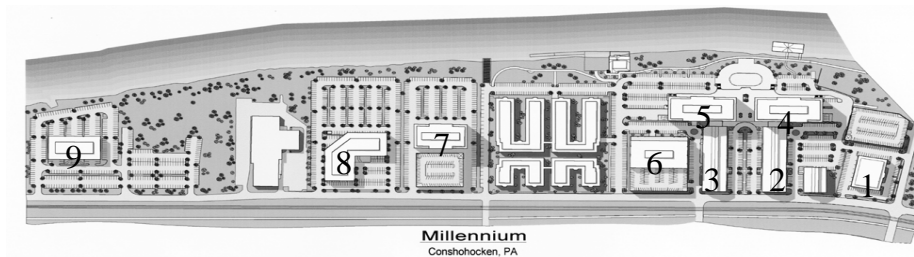
Coalition members that want to apply individually can apply in future years. See fact sheet for additional information.



Assessment Grant Program *(con't)*

What makes a good assessment grant project?

- Identified needs (targeted areas)
- Sites ready to go (owner cooperation)
- Development potential (plans adopted)




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Millenium Office Park, Conshohocken, Pa. Site of the 2002 presidential signing of the brownfields law.



Proposal and Selection Process

- Competitive Process - national competition
- Guidelines are separate for each grant type! 
- Proposals for Assessment, Cleanup, and RLF are all due at the same time.
- PROPOSALS ARE DUE **November 14, 2008**.
- Can submit hard copies (2) or electronically (no Fax or e-mail). Must register 1 week in advance to submit electronically.

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Your proposal must convince the reviewer that what you are proposing is consistent with the guidelines and that you will be successful because you know what you want to accomplish with the funds and have set aside sufficient resources to do so.



Proposal and Selection Process

- Separate proposals for community wide and site specific. All proposals are reviewed independently.
- Threshold criteria (pass/fail) and ranking criteria (numerical score).
- Regions review threshold criteria
- National panels review ranking criteria and determine final numeric scores
- Awards will be announced in the Spring and funding awarded in September 2009

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Who Can Apply?

Type of Applicant	Assessment	RLF	Cleanup
Local or Regional Governments (e.g. municipalities, counties, schools)	•	•	•
Quasi-governmental organizations authorized by state or local government (e.g. redevelopment authorities, economic development agencies, metropolitan planning organizations)	•	•	•
State agencies and Indian Tribes	•	•	•
Nonprofit organizations			•

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Proposal Overview

- Cover Letter
- Threshold Criteria - pass/fail only
- Ranking Criteria - numerical score
- Required attachments
- **Use the checklist on page 29!**

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Cover Letter

- Must be signed by an official of your organization
- Tell us what kind of grant you are applying for, what kind of \$ (hazardous or petroleum; community wide or site specific) and how much \$ you are applying for
- Site name and location, if applicable
- Contact info – person to call for questions
- Jurisdiction covered/population
- Any cooperative partners or coalition partners
- Proposed project period
- Short overview of your project

!!2 Page Max!!

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Follow all details on pages 17 and 18

Page 18 – special designations federally recognized tribe, federally designated empowerment zone, enterprise community, renewal community or weed and seed community

Give total population of jurisdiction, plus population of the target areas if possible.



Overview of Threshold Criteria *for Assessment Grants*





Threshold Criteria – Must Pass

For Assessment Grants

- Applicant Eligibility
- Letter from the State or Tribal Environmental Authority
- Site Eligibility and Property Ownership Eligibility (Site-specific Assessment proposals only)

You must pass all these criteria to be moved on to the national panel!

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Threshold for assessment grants is pretty short and easy. More requirements for RLF and cleanup grants.



Applicant Eligibility

- Explain how you are an eligible applicant.
- If you are a quasi-governmental organization, provide some proof/legal document.
- For nonprofits, provide evidence of your nonprofit status.

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Applicant Eligibility (*con't*)

Coalition Applicants

- Three or more coalition members
- All separate legal entities
- All eligible applicants
- Include in proposal:
 - Documentation that all members are eligible entities
 - Attach letters from coalition members agreeing to be part of coalition
 - Make the case why a coalition makes sense (pooling resources, geographic emphasis, etc) and how you will work together to make decisions.

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Must be separate jurisdictional entities. For example and city and county or two neighboring cities. Two offices or departments of the same city or county, for example, is not allowed.



Letter from State or Tribal Environmental Authority

- Provide a *current* letter from the state environmental authority acknowledging that you plan to conduct or oversee assessment activities and to apply for grant funds.
- If you are applying for more than one type of grant, you can submit only one letter acknowledging the relevant grant activities. *However, you must attach the letter to EACH proposal.*
- Provide your state environmental authority sufficient notice.

**Contact Information for your State is can be found in the links at the end of this presentation.*

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Site and Property Ownership Eligibility **(Site-Specific Assessment Only)**

- The Brownfields Law prohibits EPA from providing grants to entities that are responsible for the contamination on the property.
- Liability is determined differently for hazardous substance sites and petroleum contaminated sites.

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Site and Property Ownership Eligibility (Site-Specific Assessment Only) *(con't)*

Hazardous Sites

- EPA Is Decision Maker
- Applicant Can Not Be Potentially Liabile

Petroleum Sites

- State Is Decision Maker
- State Petroleum Eligibility Letter
 - Request Early
 - Unique From State Acknowledgement Letter
 - Proposal Attachment

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Site and Property Ownership Eligibility (Site-Specific Assessment Only)

Hazardous Substance Sites Owned by Applicant

- For site specific assessment grants, if the applicant owns the property, they must demonstrate that they are not a liable party under CERCLA. ***If the applicant does not own the site, then the ownership provisions do NOT apply.***
- CERCLA contains very broad liability provisions.
- Liability for site owners is highly dependent on *HOW* and *WHEN* the site was acquired.
- Therefore, site eligibility is dependent on *HOW* and *WHEN* the site was acquired.

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Site and Property Ownership Eligibility (Site-Specific Assessment)

Hazardous Substance Sites

- **Ownership Eligibility**
 - Owner liable unless exemption applies
 - Common liability exemptions/defenses
 - Involuntary
 - Tax foreclosure
 - Eminent domain
 - Bona Fide Prospective Purchaser
 - Innocent Landowner
 - Contiguous Property Owner
- If exemption applies, site eligible!





Site and Property Ownership Eligibility (Site-Specific Assessment)

Hazardous Substance Sites

For voluntary acquisitions post 2002, applicant must be a Bona Fide Prospective Purchaser (BFPP)

- Not responsible for contamination (e.g. municipal landfills are not eligible)
- Not affiliated with responsible party
- Other Continuing Obligations (reasonable care of site)
- **All Appropriate Inquiry**
 - ASTM E1527 Ph I Environmental Site Assessment
 - Must have been done **PRIOR** to acquisition
 - EPA rules went into effect in November 2006
 - Current – can't be more than 6 months old at time of purchase

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Site and Property Ownership Eligibility (Site-Specific Assessment Only)

Petroleum Contaminated Sites

- Applicants must provide answers to the petroleum threshold questions to the appropriate state contact in sufficient time for them to make an eligibility determination.
- State review based on statutory requirements to determine whether the site is:
 - Relatively low risk,
 - No viable responsible party (financially capable)
 - Applicant not responsible party, and
 - No RCRA Corrective Action.

**Contact Information for your State is provided in the links at the end of this presentation.*

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Site and Property Ownership Eligibility (Special Categories)

Certain sites may also be eligible for brownfields funding with additional information and special approval from EPA (Property Specific Determination)

- RCRA sites with a permit or order
- Active Superfund emergency removal sites (no enforcement orders)
- LUST Trust fund sites
- PCB sites
- Hazardous waste landfills
- Sites with permits or enforcement orders under other environmental laws

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These sites require special approval. We need to document this decision in writing. You provide the information to EPA and EPA either approves or not. We have examples of previously done determinations.



Site and Property Ownership Eligibility (Special Categories)

Property Specific Determinations

- Talk to EPA about your special site first.
- Additional section of the funding proposal (see Appendix 2 and the FAQs for more information on property specific determinations)
- Describe the type of site and why it should be eligible for brownfields funding.
- Discuss why other funding is not available to assess or cleanup the facility.
- Explain why federal funding should be used at this facility.

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Overview of Ranking Criteria *for Assessment Grants*



Roberto Clemente Park, Lancaster, Pa



4 Ranking Criteria Sections (100 points):

- Community Need (20 points)
- Project Description and Feasibility of Success (35 points)
- Community Engagement and Partnerships (20 points)
- Project Benefits (25 points)



Ranking Criteria *(con't)*

- Each criterion is made up of sub-criteria.
 - Answer each individually!
 - Points for sub-criteria questions vary!
- Don't make reviewers hunt for your responses and DON'T refer to attachments as responses.

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1. Community Need (20 Points)

Community Need - Under this criterion, proposals will be evaluated on:

- Applicant's description of the health, welfare, environmental, *and*
- Financial needs of the targeted community as it is affected by the presence of brownfields.

This criteria is similar to the previous criteria for community need, but the questions are new.

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1. Community Need (20 Points)

1.a. Health, Welfare & Environment (10 Points)

- i. Number, size & impacts of Brownfields (5 Points)
- ii. Health & welfare of sensitive populations (5 Points)

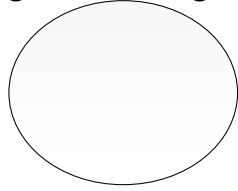
1.b. Financial Need (10 Points)

- i. Economic impact of Brownfields with supporting statistics (5 Points)
- ii. Other financial factors limiting assessment resources, previous EPA Brownfields grants, and why you need additional funds (5 Points)

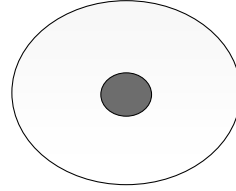


1. Community Need (20 Points)

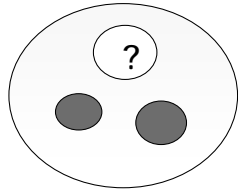
Defining Your Target Community



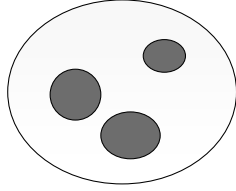
Entire City/Region



Target Area in City/Region



Multiple Targets w/ 1 TBD



Multiple Targets in City/Region

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1. Community Need (20 Points)

Targeting Specific Areas Demonstrates a Reasonable Approach to Your Project

Entire City/Region

Establishes historical perspective and general statistics

Single Target Area (Site-specific or Community-wide)

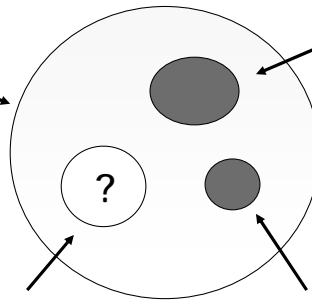
Provides focused community statistics with real sites and a real vision for the future

TBD Target Area

Shows opportunity for others to benefit from Grant

Multiple Target Areas

Can accentuate different types of communities, sites and visions to enhance proposal



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1. Community Need (20 Points)

1.a. Health, Welfare & Environment (10 Points)

- i. Number, size & impacts of Brownfields (5 Points)
 - Describe the effects of Brownfields on **Targeted Community**, including the **number and size** in your targeted area(s) and describe the **health, welfare and environmental** impacts on the community(ies)
 - ❖ First create a unique identity for the reviewer (define jurisdiction, and bring out cultural history and causes of decline)
 - ❖ Bring out your targeted community strategy for your project
 - ❖ Be as specific as possible about **types** of industries, the **number** of sites and **size**
 - Oil Production, Corner Gas Stations, Heavy Industry, Tanneries
 - Over 15 parcels totaling 10 acres in the heart of this community
 - ❖ Hazardous substances & Petroleum proposals must discuss both types of sites

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1. Community Need (20 Points)

1.a. Health, Welfare & Environment (10 Points)

- i. Number, size & impacts of Brownfields (5 Points)
 - ...describe the **health, welfare and environmental** impacts on the community(ies)
 - ❖ Don't get caught leaving one of these impacts out
 - ❖ **Health:** any health department statistics; communities near Brownfields (potential contamination pathways); active industry still a problem
 - ❖ **Welfare:** social negatives; blight, crime, vandalism, illegal dumping, people moving out, lack of neighborhood upkeep, lack of prosperity
 - ❖ **Environment:** unsightly waterways; blighted industrial landscape and potential contamination (be specific to types in area) and concern for unknown risk to themselves and their children
 - ❖ What do you see in your communities!

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1. Community Need (20 Points)

1.a. Health, Welfare & Environment (10 Points)

- ii. Health & welfare of sensitive populations (5 Points)
 - Provide information on **health** and **welfare** of **sensitive populations** and **environmental justice issues** in your Targeted Community(ies)
 - ❖ Children, elderly, women of child bearing age, and minorities
 - Use health & welfare concepts discussed on previous slide
 - Use available statistics
 - ❖ Provide any information or data showing that residents are disproportionately impacted by environmental problems
 - Include Cancer, Asthma Studies Data
 - Check With Health Departments
 - Location of Brownfields relative to target community
 - ❖ **Identify All Information Sources Used in 1.a.i and 1.a.ii.**

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1. Community Need (20 Points)

Financial Need (10 points)

Describe the economic and social impact of brownfields on the targeted community and demonstrate the economic needs of the targeted community's residents

- Provide rates of poverty, household income, unemployment rate, and other widely available demographic information (provide examples)
 - Use current and relevant data sources
 - Use table format
 - Compare to state and national data (yardstick)

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1. Community Need (20 Points)

Financial Need (10 points)

- Explain why other financial resources may Not be available for brownfields redevelopment
 - fiscal condition, population size, rural area, natural disasters, geography, etc.
 - Explain why your town(s) and/or city(ies) are cash poor and why you need this grant
- If you already have an EPA brownfields grant, justify why you need additional funding.
 - build on past work, continue momentum, master plan for reuse



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1. Community Need (20 Points)

Community Need – Tips

- Needy communities score higher. Don't just say it, prove it.
- Discuss the impact of closed factories, i.e. number of jobs lost, property tax impacts, etc.
- Reviewers want to see the numbers of brownfields sites in your community and their effects. Provide a few illustrative examples of sites.
- **Identify all information sources!**

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1. Community Need (20 Points)

One Last Tip on Community Need

- Focus on what the community needs to improve their lives. Plant the seed of those needs in this section, and in the remainder of the proposal show your plan and vision for supplying answers to these needs
 - If the community is losing good wage manufacturing jobs, what are you doing to replace them?
 - If poor families and single mothers need affordable housing, what are you doing to develop them?
 - If the community badly needs greenspace, or smart growth elements to create a more vibrant community, what are you doing to meet these needs?

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2. Project Description/Feasibility of Success (35 points)

Project Description and Feasibility of Success - Under this criterion, your proposal will be evaluated on your ability to demonstrate:

- Reasonable approach to the project
- Sufficient resources to complete the project, and
- Capability to complete the project in a timely manner.

Combines previous criteria for the budget, site selection, leveraging and programmatic capability.

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2. Project Description/Feasibility of Success (35 points)

Three Key Subcriteria

- **2.a. Project Description (5 Points)**
- **2.b. Budget for EPA Funding and Leveraging Other Resources (10 Points)**
 - Budget Table & Detailed Task Descriptions (5 Points)
 - Leveraging of Additional Resources (5 Points)
- **2.c. Programmatic Capability (20 Points)**
 - Has received EPA Brownfields grant(s) (5 Points)
 - Has not received EPA Brownfields grant (5 Points)

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2. Project Description/Feasibility of Success (35 points)

Project Description – 5 points

- Draw the big picture (Who, Why, When, How).
- Big Vision - overall project thru reuse
- Tell us what you're going to do with EPA's funds. What results do you expect to achieve (outputs and outcomes).
- Summarize
 - community involvement, partners, benefits, history

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2. Project Description/Feasibility of Success (35 points)

Project Description (5 points)

- Describe how you will choose sites for work
- Remember, environmental work is preferable to planning or inventory activities
- For coalitions, describe how the coalition will work together and remember you must assess a minimum of five sites under the grant.

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2. Project Description/Feasibility of Success (35 points)

Budget & Leveraging Other Resources (10 Points)

- Budget - Table
 - Prepare the budget using the table format provided. This is the same format as last year. **CHECK YOUR MATH!** Make sure it adds up. **This is how you lose points!!!**
 - We recommend that Task 1 be identified as “Cooperative Agreement Oversight” and includes such items as grant management, and your travel and supplies costs.
 - Some common major tasks might include:
 - Community Engagement
 - Site Assessment Activities
 - Site Reuse and Cleanup Planning

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2. Project Description/Feasibility of Success (35 points)

Sample Format for Budget

Budget Categories	Project Tasks				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel ¹					
Equipment ²					
Supplies					
Contractual ³					
Other (specify) _____					
Total:					

¹ Travel to brownfield-related training conferences is an acceptable use of these grant funds.
² EPA defines equipment as items that cost \$5,000 or more with a useful life of more than one year. Items costing less than \$5,000 are considered supplies. Generally, equipment is not required for RLF grants.
³ Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.

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2. Project Description/Feasibility of Success (35 points)

Budget & Leveraging Other Resources (10 Points)

- Budget - Table
 - Research Cost Eligibility
 - **If a reader doubts a task's eligibility, you will lose points.**
 - Any cost eligibility questions, call EPA or check the FAQs.
 - There is an administrative cost ban. For details refer to the Appendix and to the FAQs for other ineligible costs.
 - Indirect costs are not allowed.
 - Do not include any costs for equipment.
 - **Maximize** Grant Funds For Assessment work (Contractual)

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2. Project Description/Feasibility of Success (35 points)

Budget & Leveraging Other Resources (10 Points)

- Budget – Personnel Costs and Strategies
 - Whether you are charging personnel costs to the grant or not, use the preparation of your detailed task descriptions to create reasonable personnel cost estimates
 - When charging personnel costs, the reviewer is looking for a reasonable association between the amount of activities described and the amount charged in the table.
 - Whenever you charge less to the grant than your estimated personnel costs, this becomes in-kind services, which you should point out to the reviewer and take advantage of.

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2. Project Description/Feasibility of Success (35 points)

Budget & Leveraging Other Resources (10 Points)

- Budget – Task Descriptions
 - Describe each task in detail, including the basis for the estimated costs. For example:
 - Travel costs: 2 people to 1 Brownfields conference, estimate \$xx Airfare/lodging/per diem for each = \$xx; \$xx set aside for local travel (estimate xx miles at \$0.55/mile).
 - Supplies: provide a list of supplies reflective of cost in table
 - Assessment: estimate 6 Phase I at ~ \$3500 = 21,000; likewise for estimated Phase II costs = \$xx total contractual in task.
 - If personnel and contractual costs in same task, describe activities associated with each cost (your part, their part).

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2. Project Description/Feasibility of Success (35 points)

Budget & Leveraging Other Resources (10 Points)

- Budget – Task Descriptions
 - Describe each task in detail (continued):
 - In each task description, include the “outputs” that you would expect to see from each activity. Be specific to the numbers you are committing to. Don’t forget to do this. (See also 4.d Project Benefits where you will describe your plan for tracking and measuring your project “outcomes”.)
 - Provide “outputs” for each activity within each task.
 - Outputs refers to an environmental activity, effort, and/or associated work products related to an environmental goal or objective that will be produced or provided over a period of time or by a specified date. Outputs may be quantitative or qualitative but must be measurable during the project period. The expected outputs for the grants awarded under these guidelines are the assessment of brownfield sites and may include but are not limited to the number of brownfield sites identified, number of Phase I and Phase II site assessments, and number of community meetings held.

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2. Project Description/Feasibility of Success (35 points)

Budget – Tips

- Know cost eligibility
 - Never use the word “administrative”. Use “program development” or something similar.
 - Don’t include activities that aren’t eligible in the budget – redevelopment costs, land costs, etc.
- Equipment Costs (only >\$5,000) Explain and justify equipment and/or supply budget items. Equipment costs are not expected in brownfield grants.

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2. Project Description/Feasibility of Success (35 points)

Budget – Tips

- The majority of your funding should support environmental work (e.g., Phase 1 and 2 activities, remediation planning, site remediation).
- Be reasonable with personnel and travel costs.
- All contracted work must be competitively procured (RFP). **DO NOT** say you will be using your existing contractor.

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Some reviewers will take off points for excessive personnel & travel costs



2. Project Description/Feasibility of Success (35 points)

Budget – Tips

- If you don't plan to use grant \$ for required activities (e.g., community involvement, programmatic reporting), still describe these activities in the budget narrative and indicate the source(s) of funding (i.e., in-kind).
- If you are submitting **one** proposal for both hazardous substances and petroleum, *include two budgets and two sets of task descriptions.*

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2. Project Description/Feasibility of Success (35 points)

Budget & Leveraging Other Resources (10 Points)

- Leveraging Other Resources (5 Points)
 - Describe any gap in overall broad project funding
 - Assessment
 - Cleanup Planning
 - Cleanup and
 - Reuse
 - Address both smaller gap funding (additional assessment work) and larger gap funding (cleanup and redevelopment).
 - Do not imply your assessment grant funding is enough.
 - Do not say you have no other funding. You potentially have access to the state's 128a funding as well as the EPA TBA program.

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2. Project Description/Feasibility of Success (35 points)

Leveraging - Tips

- Do you have a realistic expectation that the site can be redeveloped?
- Do you have a comprehensive plan for all steps of the redevelopment process?
- Provide estimates for all environmental and redevelopment costs and how they will be funded. The more detail, the better.
- Provide examples of past leveraging

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Here is where you tell us about the value of the land, cost to redevelop it, etc.

We particularly look for local commitments.

- Projects with actual redevelopment plans in place score higher.
- Are developers already interested in site? If so tell us.

We're looking to fund viable projects, not maybes.

If you clean it they will come" projects do not score highly - provide evidence.

Projects with committed funding score higher.



2. Project Description/Feasibility of Success (35 points)

Leveraging - Tips

- Be sure to include your staff time and other in-kind services. Reviewers are looking for your contribution! Provide a \$ estimate.
- Discuss partnerships – leveraged resources, support, or assistance from stakeholders. Use names and explain relationships.
- Think of technical, financial, legal, regulatory, or communications support.

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Tell us your contingency plans.



2. Project Description/Feasibility of Success (35 points)

Ranking – Leveraging Resources

Leveraging - Tips

- If you are pursuing funding sources, what will happen if the funds don't come through?
- Avoid acronyms and don't assume reviewers are familiar with state and local organizations. Describe them and their role in your project.
- It takes a village to redevelop Brownfields sites, you cannot depend on one source of funding. You want to make yourself look successful.
- The more diversity among partners the better – local, state, federal, private, volunteer.

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2. Project Description/Feasibility of Success (35 points)

Programmatic Capability – 20 points

All applicants must clearly demonstrate their ability to manage a grant and oversee the work (i.e. demonstrate sufficient resources and capability to complete the project in a timely manner).

- Two different sets of questions **Be careful which one you respond to!**
 - one set for previous and existing brownfields grantees;
 - other set for applicants who've never had an EPA brownfields grant.
- If you have never received any type of federal or non-federal assistance agreements, please *indicate this in your proposal* and you will receive a neutral score (10 points) for this factor.

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2. Project Description/Feasibility of Success (35 points)

Programmatic Capability – 20 points

Prior Brownfields Grantees

- Past grant(s) management & performance
- Funding Expenditure
- Compliance
- Accomplishments
- Adverse audit findings – Don't forget this!**
- Corrective action for past grant management issues

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2. Project Description/Feasibility of Success (35 points)

Programmatic Capability – 20 points

Prior Brownfields Grantees

- Tell us about your compliance on quarterly progress reports, property profiles, annual financial status reporting.
- Indicate the year of award and the amount of funds remaining and what the remaining funds are earmarked for. Justify why additional funds are necessary.
- Highlight significant accomplishments, leveraged funds and outcomes/outputs.

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If you already have or had an EPA Brownfields grant.

- Justify why you NEED more money.
- Don't assume that the reviewer knows this information. National review panels don't know you. Include it in your proposal.

If you've never had an EPA grant or other federal funding, RESPOND to questions #2 and #3 with "not applicable" in order to receive a neutral score. Blank responses will receive a zero score.



2. Project Description/Feasibility of Success (35 points)

Programmatic Capability – 20 points

Not a Prior Brownfields Grantee (but has received other federal or non-federal assistance agreements)

- Plan for management & performance
- In-house or plan for expertise acquisition
- Prior 3 years grant management
 - Federal, state, foundations
 - Adverse audit findings - Don't forget this!**
 - Corrective action for past grant management issues

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2. Project Description/Feasibility of Success (35 points)

Programmatic Capability – 20 points

Not a Prior Brownfields Grantee


- Provide \$ estimate of the last five federal or state grants you've managed.
- Discuss compliance with project reporting, financial reporting with those grants.
- If you have not managed federal grants, describe other similar experiences managing funds, working within budgets, regular reporting, etc.
- Provide examples of managing brownfields projects.
- Describe your qualifications (name names) and systems you have in place to ensure proper management of the grant. Describe experience in acquiring needed expertise and resources through competitive procurement.

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3. Community Engagement and Partnerships (20 points)

Community Engagement and Partnerships - Under this criterion, proposals will be evaluated on:

- Applicant's plan for engaging the targeted community (5 points)
- Extent to which the applicant has identified and established partnerships necessary to achieve goals (5 points)
-  Extent to which the support letters provided by community-based organizations involved with the project demonstrate specific and valuable commitments to the project. (10 points)

This criteria is similar to the previous criteria for community involvement, but the questions are different.

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3. Community Engagement and Partnerships (20 points)

What comes first: Assessment or Reuse Planning?

- If appropriate, strategize how and when you will address reuse planning
 - Communities are highly interested in this.
 - The sooner you have identified the reuse, the sooner you can seek out redevelopment partners
 - The reuse impacts your site assessment
 - Cleanup planning is directly tied to the redevelopment plans

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3. Community Engagement and Partnerships (20 points)

Community Engagement – 5 points

- Describe plan to encourage involvement
- Describe plan for providing responses to public
 - Web, Email, Mail, Call
- Address **all potential** language barrier(s). (Even if language issues are minimal you must respond in some manner to this sub-criteria.)
 - Plan to translate materials (at meetings & literature)
 - Plan to accommodate cultures
 - Relate to demographic data in community need (the reviewer will remember)
- Describe past community involvement efforts
- Create a detailed plan and defend why your methods are appropriate for the intended audiences.

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3. Community Engagement and Partnerships (20 points)

Community Engagement Approaches

- Applicant's & partners' websites
- Public notices
- Public meetings
 - Commit to number, frequency, or milestone
 - Convenient meeting location to community
 - Schedule meeting for working public
- Flyers
- Community group meetings
- Information repository

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3. Community Engagement and Partnerships (20 points)

Partnerships – 5 points

- Describe your efforts and/or plans to develop partnerships with **both local and state**:
 - Environmental Agencies and
 - Health Agencies
- If you are new to Brownfields grants, describe your efforts and plans to establish these partnerships. If not new, show your experience (the reviewer expects this).
- Show knowledge of State programs and how they apply to your project
- Indicate plan to enroll site(s) in state programs.

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3. Community Engagement and Partnerships (20 points)

Community-based Organizations - 10 points

- Describe all the key community-based organizations involved in your project.
- Describe the organization
- Describe role in project and any commitments
- Attach a unique support letter from EACH organization
 - Must describe role
 - Must describe commitments



Note - EPA will focus on the unique contributions and strength of partnerships, instead of the sheer number of letters an applicant submits. No Form Letters!

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3. Community Engagement and Partnerships (20 points)

Community-based Organizations - 10 points

- No Letter Equates To Not A Key CBO
 - General partners which are not key CBOs should be discussed in Community Involvement response
- Consider Table Format (Organization Description, Contact, Role, Commitment)
- Resource commitment examples (Be Specific; Estimate Value)
 - Funds
 - Staff & Volunteer Time
 - Web Space Value
 - Value of Meeting Space

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3. Community Engagement and Partnerships (20 points)

Community Stakeholders

- Chambers of Commerce
- Churches
- Environmental non-profits (i.e. rail to trail type organizations)
- Economic development organizations
- Community Development Corporations (CDCs)
- Social services providers
- Downtown development committees
- Revitalization committees
- Affordable housing organizations
- Land trusts
- Neighborhood associations
- Regional economic strategy groups
- Health organizations
- Education institutions

Tip! Reviewers look for real community based orgs, especially neighborhood or environmental groups. Governmental organizations don't count as CBOs!

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Government agencies are not part of the community.

Focus on “community-based organizations: church groups, environmental groups, civic organizations, professional organizations.

Common mistake – too narrowly defining community involvement. Many applicants only focus on governmental partners.



3. Community Engagement and Partnerships (20 points)

Community-based Organizations - 10 points

- Here are some examples of what CBOs can do for your project:
 - Provide finance or legal advice
 - Proposal preparation (no grant funds spent)
 - Helping to post community outreach material on web, in newsletters
 - Host public meetings
 - Provide technical assistance (QEP, QA)
 - Participation as board or committee member
 - Help identify potential sites
 - Talk to their constituency about specific sites or the role of brownfields redevelopment in the targeted community

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4. Project Benefits (25 points)

Project Benefits (25 points) - Proposals will be evaluated on how your project's anticipated outcomes will:

- Improve the public health, welfare, safety, economy, and environment of the targeted community
- Contribute to your overall community “vision” for the revitalization of brownfield sites
- Consideration will be given to how public health issues are addressed during the project, the anticipated benefits of redevelopment, and the incorporation of sustainable practices.

Combines previous criteria for threats to human health and environment, greenspace, economic development and sustainable reuse of the site.

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4. Project Benefits (25 points)

- Four key subcriteria:
 - Benefits to general community welfare and/or public health (*10 points*)
 - Production of economic benefits *and/or* greenspace associated with site reuse (*5 points*)
 - Environmental benefits from infrastructure reuse and sustainable reuse (*5 points*)
 - Plan for tracking & measuring progress (*5 Points*)

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4. Project Benefits (25 points)

Welfare and/or Public Health – 10 points

- Describe the environmental, social, and/or public health benefits anticipated from the redevelopment of sites assessed under this grant.
 - Environmental
 - Contaminants, Media (Air, Surface & Ground Water, Soil), Exposure Reduction
 - Social
 - Blight, Quality Of Life, Affordable Housing, Jobs
 - Health
 - Asthma Reduction Due To Improved Air Quality (Diesel Emissions); Lower Blood Lead Level; Drinking Supply Protection or Restoration

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4. Project Benefits (25 points)

Welfare and/or Public Health – 10 points

- Target funds to identify sites with possible health risks.
- During work, protect community & sensitive populations from contaminants
 - For Example: signs, fences, dust control, diesel emissions
- Tie into local public health issues (higher incidences of asthma, birth defects and cancer). Use data to support (local and state health departments might be helpful). Remember those sensitive populations!

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4. Project Benefits (25 points)

Economic Benefits and/or Greenspace – 5 points

- Explain how the grant will produce economic *and/or* non-economic benefits (non-profit & charitable reuse). Notice the “and/or” language here. This is deliberate language giving economic and greenspace benefits equal billing.
- Be specific and provide estimates where possible
 - E.g: will result in x% increase in tax revenues, x number of jobs, x% increase in property values
 - E.g: community reuse, charitable reuse, x number of acres created for greenspace, open space, parks, recreation, preservation of open space on urban edge
- If early in reuse planning process, and project specifics are lacking, describe potential benefits. After all these are the reasons you are applying for this grant.

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Numbers, numbers, numbers!



4. Project Benefits (25 points)

Economic Benefits and/or Greenspace – 5 points

Non-Economic Benefits (this is the “or” part)

- Describe All **Non-Economic** Benefits
- Non-Profit & Charitable Reuse
 - ❖ Community Center
 - ❖ Governmental (City Hall, Library, Police)
- Greenspace Reuse
 - ❖ Wetlands, greenspace & open space
 - ❖ Developed, recreational, & pocket parks
 - ❖ Preservation of open space on urban edge
- If early in reuse planning process, and project specifics are lacking, describe potential benefits. If appropriate, describe how greenspace reuse will be one of your site selection criteria.

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4. Project Benefits (25 points)

Environmental Benefits from Infrastructure Reuse/Sustainable Reuse – 5 points

- Be Specific! EPA is looking for commitments not bull. Highlight existing projects as examples.
- Describe how the grant will help facilitate infrastructure reuse
 - E.g: water, sewer, electricity, roads, storm drains, public transit, buildings, sidewalks, etc
- Describe how the grant will help facilitate sustainable reuse
 - E.g: Green Building, Energy Efficiency, LEED Certification, Historic preservation, Building Renovation, Innovative Storm Water Controls, Construction & Demolition Recycling*, Green Cleanup*, Community Character, Conserve Resources, Transit, Live/Work, infill, sprawl

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4. Project Benefits (25 points)

Environmental Benefits from Infrastructure Reuse/Sustainable Reuse – 5 points

- Describe existing or future sustainability measures in your community which may apply to your project.
Such as:
 - Multiuse Zoning
 - Transit Oriented Development
 - Development of a Community Vision or Plan
 - Consider Ordinance Development

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4. Project Benefits (25 points)

Plan for Tracking & Measuring Progress (5 Points)

- Describe your plan for tracking and measuring your progress to achieve the expected project outcomes.
- Outcomes refers to the result, effect, or consequence that will occur from carrying out the activities under the grant. Outcomes may be environmental, behavioral, health-related, or programmatic; must be quantitative; and may not necessarily be achievable during the project period. Expected outcomes of brownfields grants include the number of jobs leveraged and other funding leveraged through the economic reuse of sites; the number of acres made ready for reuse or acres of greenspace created for communities; and whether the project will minimize exposure to hazardous substances.

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Useful Application Preparation Tips



Viridian residential and artist work space complex, Philadelphia, Pa



General Tips

- ✓ Read entire Guidelines (appendices too)
- ✓ Follow Guidelines directions
- ✓ Respond to ALL criteria & sub-criteria
- ✓ Responses should follow the order and outline of the Guidelines *exactly*

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General Tips, *cont.*

- ✓ Reviewers do not know your community, region, or state
 - ✓ Avoid acronyms/jargon
 - ✓ Explain all unique local & state terms

- ✓ Write a good but brief cover letter summarizing your project

- ✓ Make your proposal unique

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General Tips, *cont.*

- ✓ Coordinate proposal sections
 - ✓ Discuss concept fully in one section then reference back, when applicable
 - ✓ Avoid redundancy while assuring sections are correlated – track with other

- ✓ If something does not apply, say why

- ✓ Every point counts!!

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General Tips, *cont.*

- ✓ Make it easy for reviewer
 - ✓ Consider table format, if appropriate
 - ✓ Use formatting, if space allows bullets, indents
 - ✓ Use clear simple language

- ✓ EPA reviews copies of proposal
 - ✓ Pictures, maps & colors do not reproduce
 - ✓ Copy your final product twice, Is it legible?

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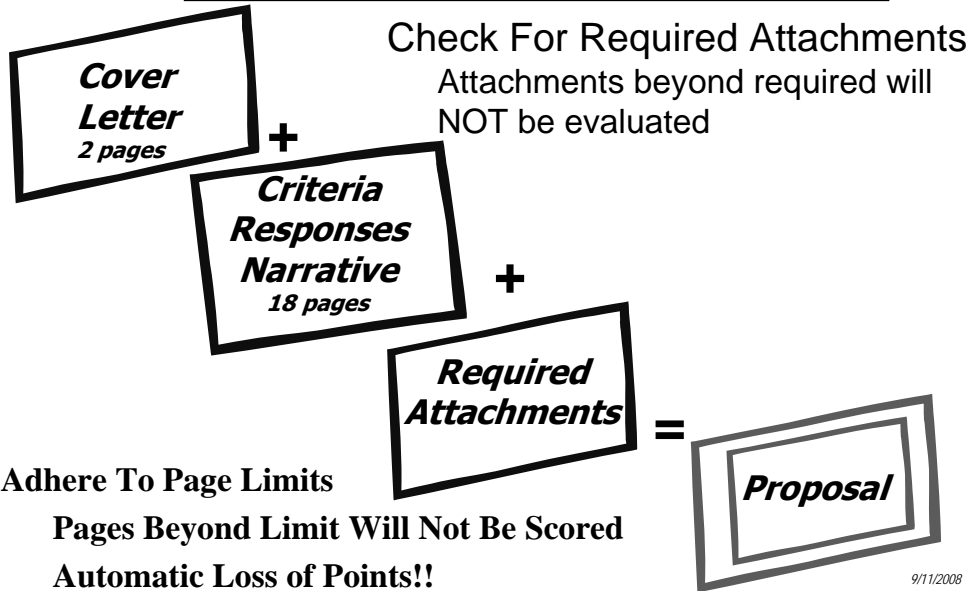
General Tips, *cont.*

- ✓ Do not lose momentum as you prepare proposal
- ✓ **Detail** whenever possible; avoid excessive generalities
- ✓ Tell your community's story
- ✓ Quantify as much as possible - Use lots of numbers
- ✓ **Have someone proofread your proposal!!!!**

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General Tips, cont.



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Getting Your Proposal Started

- Contact State/Tribe/EPA with eligibility questions **early**.
- Contact partners for assistance in preparing and/or reviewing your proposal! Ask for letter for support from your community based partners.
- Contact State for your letter of support and if applying for petroleum site review.
- Talk to existing brownfield grantees (listed @ www.epa.gov/brownfields/bfwhere.htm)

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GOOD LUCK! This Could Be YOU!



If at first you don't succeed, TRY AGAIN next year!!!

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Still Need More Information?

EPA Regional Brownfields Contacts

- Region 1 (ME, CT, RI, MA, VT, NH)
 - Dianne Kelley, (617) 918-1424
 - Kelley.Diane@epa.gov
- Region 2 (NY, NY, PR, VI)
 - Ramon Torres, (212) 637-4309
 - Torres.Ramon@epa.gov
- Region 3 (PA, MD, VA, WV, DC, DE)
 - Tom Stolle, (215) 814-3129
 - Stolle.Tom@epa.gov

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Still Need More Information?

- **EPA's Brownfields Website (download the Proposal Guidelines here)**
 - Assessment – www.epa.gov/oswer/docs/grants/epa-oswer-oblr-08-07.pdf
 - Cleanup – www.epa.gov/oswer/docs/grants/epa-oswer-oblr-08-08.pdf
 - Revolving Loan Fund – www.epa.gov/oswer/docs/grants/epa-oswer-oblr-08-09.pdf
- **FY09 ARC Frequently Asked Questions (FAQ):**
www.epa.gov/swerosps/bf/publications/fy2009faqs.pdf
- **Fact sheet on changes to Brownfields ARC grant guidelines:**
www.epa.gov/swerosps/bf/publications/arc_factsheet.pdf
- **Fact sheet on Brownfield Assessment Coalitions:**
www.epa.gov/swerosps/bf/publications/acfs_062408.pdf
- **EPA Land Revitalization Projects and Construction and Demolition (C&D) Recycling:**
www.epa.gov/epaoswer/non-hw/debris-new/pubs/brochure.pdf
- **EPA National Brownfields Information:** www.epa.gov/brownfields
- **SmartE-Online Sustainable Management Approaches and Revitalization Tools:** www.smarte.org

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State Brownfields Contacts

- Region 1 States (RI, VT, CT, ME, MA, NH)
- Region 2 States (NY, NJ, Puerto Rico, Virgin Islands)
- Region 3 States (DE, MD, PA, VA, WV, DC)
 - <http://www.epa.gov/reg3hwmd/bfs/grants/statecontacts.htm>

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Final Questions?





After viewing the links to additional resources,
please complete our online feedback form.



Thank You

[Links to Additional Resources](#)

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