EPA Region 4 Brownfields Grant Workshop: Understanding the <u>Cleanup & Revolving Loan Fund Proposal Guidelines</u>

October 2, 2008; 3 – 4:30 PM [EDT]

EPA Region 4 Speakers

Presenters

- Mike Norman, Brownfields Coordinator
- Brian Holtzclaw, Project Officer
- Margaret Crowe, Project Officer
- Wanda Jennings, Project Officer

* Contact information @
http://www.epa.gov/region4/waste/bf/bfpilots.htm

Agenda – Cleanup & RLF Applicants

- Brownfields Overview
- Grant Types and Amounts

- Overview of Threshold Criteria
- <u>Cleanup & RLF Grant</u> Threshold Criteria/Sub-Criteria
- Overview of Ranking Criteria
- <u>Cleanup & RLF Grant</u> Ranking Criteria/Sub-Criteria
- Useful Application Preparation Tips & Resources

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Brownfields Mission

- EPA's Brownfields Program is designed to empower states, communities, and other stakeholders in economic redevelopment to work together in a timely manner <u>to prevent, assess, safely clean up, and sustainably reuse brownfields</u>.

- The Program provides financial and technical assistance for brownfield revitalization, including grants for:
  - Environmental assessment
  - Cleanup
  - Job training

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Brownfields Definition

"... real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land."

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"Hazardous Substances, Pollutants, and Contaminants"

- Hazardous Substances
- Petroleum Contamination
- Asbestos & Lead Paint are eligible
- Controlled Substances (e.g., Meth labs)
- Mine-Scarred Lands
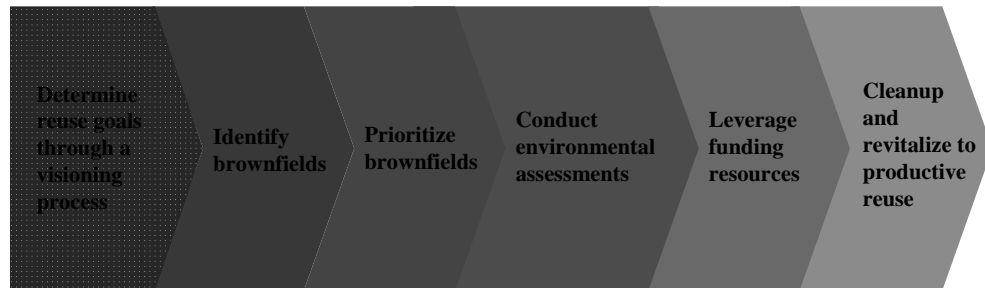- Other environmental contaminants

Benefits of Brownfields Revitalization

- Increases local tax base
- Promotes Jobs
- Utilizes existing infrastructure
- Brings real estate back into productive use

- Prevents sprawl
- Supports cleaner air
- Reduces environmental and health risks
- Improves quality of life and preserves cultural values

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Elements of Brownfields Revitalization

Determine reuse goals through a visioning process → Identify brownfields → Prioritize brownfields → Conduct environmental assessments → Leverage funding resources → Cleanup and revitalize to productive reuse

EPA's Investment in Brownfields Grants

- Since 1995, EPA has awarded **1,911** brownfields grants total; 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
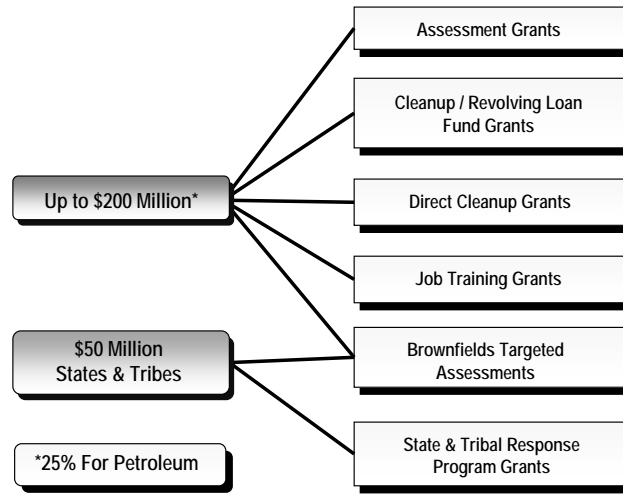   - Generate more than 48,238 jobs

*Five Mile Creek Greenway (Jefferson County, AL), an EPA
grantee, won a prestigious Phoenix Award in 2007.*

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Authorized Annual EPA Brownfields Funding

Up to $200 Million*

$50 Million States & Tribes

*25% For Petroleum

Assessment Grants

Cleanup / Revolving Loan Fund Grants

Direct Cleanup Grants

Job Training Grants

Brownfields Targeted Assessments

State & Tribal Response Program Grants

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

- **A**ssessment - 3 Years
- **R**evolving Loan Fund (RLF) – 5 Years
- **C**leanup – 3 Years

❖ Grant types listed above commonly referred to as **ARC** Grants!
- Also referred to as:
  - 104(k) grants
  - Competitive brownfields grants
  - Pilots: out-of-date terminology

Brownfields Competitive Grant Program

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

City of Louisville (KY) is awarded Assessment Grants, 2007.

City of Miami is awarded Assessment Grants, 2007.

FY2008 Competition Results

- Nationally, EPA received over 845 proposals for funding:
  - Selected 314 grants nationally ($74M)
  - 194 assessment grants; 108 cleanup grants; 12 RLF grants
- For EPA Region 4, with 8 States/6 Federally Recognized Tribes, we received 104 proposals:
  - 50 proposals selected for funding ($11.4M)
  - 48% success rate

Estimated FY09 Timeline

- <u>August 22, 2008</u>: Guidelines available

- <u>November 14, 2008</u>: Proposals Due

- <u>April - May 2009</u>: Awards Announced

- <u>April - June 2009</u>: Work Plans and Grant Paperwork Submitted

- <u>July - Oct 2009</u>: Funds Available

Brownfields ARC Grants – Getting Started

- FY2009 Proposal Guidelines for ARC Grants are @:

  - http://www.epa.gov/oswer/docs/grants/epa-oswer-oblr-08-07.pdf

  - http://www.epa.gov/oswer/docs/grants/epa-oswer-oblr-08-08.pdf

  - http://www.epa.gov/oswer/docs/grants/epa-oswer-oblr-08-09.pdf

    or @:
    www.grants.gov

- ❖ This training is *NO SUBSTITUTE* for reading and closely following the detailed Guidelines!

Revolving Loan Fund Grant Program

- To make low interest loans to carryout <u>cleanup activities</u> at brownfields properties.
- Up to $1M per eligible entity
- Coalitions may apply
- (Minimum) 60% loans
- (Maximum) 40%-cleanup subgrants
- Cost share requirement of 20%
- Nonprofit organizations are <u>not</u> eligible to apply (but can apply for sub-grant later on).
- 5 Year Grant Period
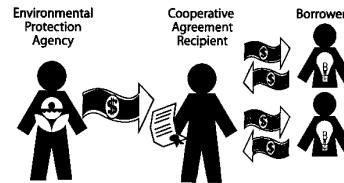
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•An eligible entity can apply for up to $1M for a RLF grant. This grant is a three tier process, the funds flow from EPA-Grant Recipient-Loan Recipient. These funds are generally used to provide no-interest or low interest loans to Site Owners, Developers and others; including non-profit organizations

•Up to 40% can be used for RLF Cleanup subgrants and 60% or more to capitalize a RLF

•With RLF grants, there is a 20% match share requirement, unless a hardship waiver is granted (Can be in the form of a contribution of labor, money, labor, material or services as well as fees from loan recipients)

•Grant funds can be use to purchase insurance

Palm Beach, Florida

Cleanup Grant Program

- To carry out cleanup activities at brownfield sites
- Up to $200K per property
- Hazardous substances or petroleum contamination
- May apply for up to *3* properties: <u>Separate proposals for each property</u>
- Applicant applying for both hazardous substance and petroleum cleanup grant funding at the <u>same site</u> must submit <u>ONE</u> proposal, which cannot exceed $200,000
- Non-profits may apply
- Cost share requirement of 20%
- NEW! Community Notification (Threshold Criteria Only)
- *Must have FEE SIMPLE TITLE* by June 30, 2009
- 3 Year Grant Period

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Cleanup Grant Program Success Story

Atlanta Youth Soccer Association, Atlanta, GA

Other EPA Brownfields Programs

Brownfields Job Training Grant Program
- www.epa.gov/brownfields/job.htm

Targeted Brownfields Assessment (TBA) Program*
- www.epa.gov/brownfields/tba.htm

** Non-grant program that provides direct
EPA assessment assistance to communities*

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Threshold Criteria – Must Pass

- **Threshold Criteria** developed for ARC grants to:
  - Ensure applicants are eligible to receive grants
  - Increase likelihood of grantee success

- **Applicant Responses to Threshold Criteria**
  - Regional Review
    - Pass/Fail
    - Must Pass All
    - Failure Means - the proposal will not be competed in the national competition

Threshold Criteria – Must Pass

- Applicant Eligibility (ARC)
- Letter from the State or Tribal Environmental Authority (ARC)
- Site Eligibility and Property Ownership Eligibility (Cleanup Only)
- Cost Share (RLF and Cleanup Only)
- Legal Authority to Manage a Revolving Loan Fund (RLF Only)
- Description of Jurisdiction (RLF Only)
- Cleanup Authority and Oversight Structure (RLF & Cleanup Only)
- Community Notification (Cleanup Only)

Applicant Eligibility

- All applicants <u>must</u> describe how they are an eligible entity in order to receive an ARC grant(s).
- Eligible entities are:
  - General Purpose Unit of Local Government (as defined under 40 CFR Part 31)
  - States and Tribes
  - Quasi-government entities (e.g., regional councils, redevelopment authorities, economic development agencies, etc.)
  - 501(c)(3) Non-profits (Cleanup Grants <u>Only</u>)

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Coalition Applicants

- Two or More Coalition Members (RLF only)
    - All Separate Legal Entities
    - All Eligible Applicants

    Include in proposal:
    - Documentation that all members are eligible entities
    - Coalition Members' Letters agreeing to be part of Coalition

Applicant Eligibility (*cont.*)
(Cleanup Applicants Only)

- **Site Ownership**
  - *Must have FEE SIMPLE TITLE* by June 30, 2009.

Letter from State or Tribal Environmental Authority

- Provide a *current* letter from the state or tribal* environmental authority acknowledging that the applicant plans to conduct or oversee assessment and/or cleanup activities and to apply for grant funds.

- If you are applying for multiple types of grant program activities, submit only one letter acknowledging the relevant grant activities. *However, you must provide the letter as an attachment to EACH proposal*.

- Provide your state/tribal environmental authority sufficient notice.

*Except for State or Tribal Environmental Authority

Site and Property Ownership Eligibility
(Cleanup Applicants Only)

- The Brownfields Law prohibits EPA from providing grant funds to an entity that is considered potentially liable under CERCLA Section 107.

- 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.

Sites That Are *NOT* Eligible

- Property on, or proposed for listing on, the National Priorities List

- Property subject to unilateral administrative orders, court orders, administrative orders on consent, or judicial consent decrees

- Property subject to the jurisdiction, custody, or control of the U.S. government*

*Lands held in Trust by the U.S. Government
are generally eligible for funding

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Site and Property Ownership Eligibility (Cleanup Applicants Only) *(cont.)*

- **Hazardous Substance Sites**
    - EPA is the Decision Maker
    - Applicant cannot be Potentially Liable (CERLCA)
- **Petroleum Sites**
    - State is the Decision Maker (Except for Tribes)
    - State Petroleum Eligibility Letter
        - Request Early
        - Different From State Acknowledgement Letter
        - Attach to Proposal

- **Ownership Eligibility - Overview**
  - Owner is Liable Unless Exemption Applies
  - Common Liability Exemptions/Defenses:
    - Involuntary; Bona Fide Prospective Purchaser; Innocent Landowner; Contiguous Property Owner

    - If Exemption Applies, Your Site is Eligible!

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- **Ownership Eligibility – Details** *(Call EPA re: Any Questions)*
- Most common acquisition scenarios:
    - **Involuntary acquisition**
        - Tax foreclosure
        - Eminent domain
        - *Involuntary acquisition = property is <u>eligible</u> for brownfields grants*
    - **Voluntary acquisition**
        - Purchase
        - Donation
        - Voluntary acquisition = Must meet a CERCLA defense:
    - <u>Bona Fide Prospective Purchaser (BFPP)</u>
    - Innocent Land Owner
    - Contiguous Property Owner

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Site and Property Ownership Eligibility (Cleanup Applicants Only) *(cont.)*

- **Ownership Eligibility – Details** *(cont.)*
- **Bona Fide Prospective Purchaser (BFPP)**
  - Not Responsible For Contamination
  - Not Affiliated With Responsible Party
  - Jan 11, 2002, Criteria Not Applicable For Grant Purpose
  - Other Continuing Obligations
  - **All Appropriate Inquiry**
    - ASTM E1527 Ph I Environmental Site Assessment
    - Prior To Acquisition
    - Current

Site and Property Ownership Eligibility (Cleanup Applicants Only) *(cont.)*

- **Ownership Eligibility – Details** *(cont.)*
- **What All Appropriate Inquiry Standard Applies?**
  - Depends On When Site Was Acquired
  - After Nov 1, 2006, ASTM E1527-05
  - Nov 1, 2005 - Nov 1, 2006, ASTM E1527-97, 00, or 05
  - May 31, 1997 - Nov 1, 2005, ASTM E1527-97 or 00
  - Before May 31, 1997, Case Specific
    - Totality of Information About Purchase & Price
    - Commonly Known Information
    - Site Visit Record
    - Etc…

Site and Property Ownership Eligibility *(cont.)*
(Cleanup Applicants Only)

- Requires a <u>Phase I</u> site assessment report is complete (compliant with AAI).

NEW!

- Requires an <u>Phase II</u> site assessment report (compliant with ASTM E1903-97 or equivalent) to be completed prior to proposal submission in order to best describe cleanup plan and estimated costs.

- **Petroleum Sites Only**
- Non-Tribal* petroleum site 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:
  - Relative Low Risk,
  - No Viable Responsible Party,
  - Applicant Not Responsible Party, and
  - No RCRA Corrective Action.

*Tribal applicants submit their petroleum threshold answers to EPA with their proposal.

Cleanup or Legal Authority and Oversight Structure (Cleanup and RLF Applicants Only)

- **Cleanup Oversight** (Cleanup and RLF Applicants):
  - Describe how you will oversee the cleanup at the site. Indicate whether you plan to enroll in a state or tribal voluntary response program.
- **Property(s) Access Plan** (Cleanup only)
  - Provide your plan to obtain access to adjacent or neighboring properties, if necessary.
- **Legal Opinion** (RLF only)
  - One Letter From Applicant's Counsel
    - (a) Legal Authority to Access & Secure Sites, and (b) Legal Authority to Manage Revolving Loan Fund (e.g. Hold Funds, Make Loans, Enter Into Loans, & Collect Repayment)

Coalition applicants only must have the broader jurisdiction, authority, and program capacity to ensure adequate program performance of coalition members, borrowers, and/or subgrantees, if warranted.

Cost Share (Cleanup and RLF Only)

- Cleanup and RLF Grant Recipients are required to provide **a 20% cost share** (e.g.,$200,000 Grant has $40,000 Match)
  - Just A Plan Required
    - Do Not Exceed Requirement Amount
    - Know Difference Between Leveraging and Match

- No Federal Funds For Match
  - The cost share may be in the form of a contribution of money, labor, material, or services from a non-federal source.
  - If contribution is labor, materials or other services, it must be incurred for an <u>eligible and allowable</u> expense.

- Hardship Waivers Can Be Requested

- Cost Share Can Be Passed To Borrower (RLF Only)

Community Notification (Cleanup Applicants Only)

NEW!

- **Must** provide the community with notice of your intent to apply for an EPA brownfields grant(s), provide an opportunity to comment, hold a meeting, and respond to comments

- Applicants who are submitting more than one proposal may plan to have a single community notification ad and meeting

- <u>All</u> targeted communities, however, must receive the notification and be provided an opportunity to comment on each proposal relevant to their community

Cleanup Only

- Place an ad (or equivalent) in your local newspaper that covers the area targeted by your proposal <u>at least two weeks prior</u> (by October 31, 2008) to the submittal date. The ad must:

    - **Clearly communicate that a copy of the grant proposal is available for public review by indicating in your ad where the draft proposal is located (e.g. town hall library, web site).**
    - **Indicate that you will accept comments on the draft proposal.**
    - **State the date and time of a <u>public meeting that you must hold prior</u> to proposal submission.**
    - **See page 19 for necessary proposal attachments**

Cleanup Only

Description of Jurisdiction (RLF Only)

Provide a description of jurisdictional boundaries

- e.g. "the city limits of The City of ABC"

Overview of Cleanup & RLF Grant Ranking Criteria

Ranking Criteria

- Proposal must pass the "Threshold Criteria" to be "Ranked."

NEW! <u>4 Ranking Criteria Sections</u> for ARC Applicants:

1. Community Need
2. Project Description and Feasibility of Success
3. Community Engagement and Partnerships
4. Project Benefits

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Ranking Criteria *(cont.)*

- Each criterion is made up of Sub-criteria.
  - Answer each individually!
  - Sub-criteria may be the same or different per Ranking Criterion per Grant Type!
    - Sub-criteria point totals <u>may vary</u> per Ranking Criterion per grant type.
- Total possible points for each grant type is 100.
- Ranking is found in Cleanup Guidelines (p. 26-31); RLF Guidelines (p. 17-23)

1. Community Need

<u>Health, Welfare, and Environment</u> *- Provide information on the number and size of the brownfields and the health, welfare, and environmental impacts of these sites in your targeted community.*

- Brownfields Effect On Target Community
    - Type, Number, Size, Location Of Sites
    - Typical Contamination

    Clearly identify your TARGET community!

- Sensitive Population In Community
    - For example: minorities, children, and women of child-bearing age

- Disproportionate Environmental Impact Data
    - For example: Cancer Studies, Asthma, Blood Lead Levels

URGENT!

Identify information sources used (e.g., 2000 Census Data, local reports, etc.)

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1. Community Need *(cont.)*

Financial Need - *Describe the economic impact of brownfields on the targeted community. 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

- Discuss the impact of closed factories, i.e. number of jobs lost, property tax impacts, etc.

- Provide factors explaining why other financial resources are <u>NOT</u> available for assessment of brownfields
    - For Example: Fiscal Condition, Population Size, Limited Available Resources

URGENT!   Identify All Information Sources!

1. **Community Need** *(cont.)*

Sample Table:

2000	Targeted Community	State	USA
Household income	$37,130	$44,667	$41,994
Per capita income	$16,976	$22,168	$21,587
Persons below poverty	11.6%	10.5%	12.4%
Cites within Targeted Community	**Poverty Rate**	**Unemployment Rate**	**Median Income**
City	12.2%	22.5%	32,246
City	16.5%	31.5%	32,273
City	21.8%	39.8%	24,313
City	20.8%	26.1%	30,972

Citation: U.S. Census Bureau 2000, Summary File 3

WE ARE MISSING THE SOURCE!!!!!

2. Project Description/Feasibility of Success

Project Description

- Describe project activities
- Illustrate plan is a reasonable approach
- Demonstrate there are sufficient resources **and** capability to complete project in a timely manner

- *For Cleanups* - describe cleanup plan; institutional and/or engineering controls; and site reuse plans

- Refer to Section VI.E (RLF) and VI.F (Cleanup), *Brownfields Programmatic Requirements*, to read EPA's expectations of projects funded with brownfields cleanup & RLF grants.

2. Project Description/Feasibility of Success (RLF Applicants Only) *(cont.)*

__For RLF Proposals__ - describe:

- YOUR redevelopment program and how the RLF grant funding will be used to provide support
- Sustainability Plan for the RLF
- Expected borrowers & subgrantees
- Marketing plan
- **Plan to achieve success by** describing staff and program manager commitments, functions of RLF team and organization, selection criteria for loans/subgrants, lending practices, how plan to ensure protective cleanups

2. Project Description/Feasibility of Success
(cont.)

Budget

- Table (**USE Sample Format for Budget)**
- Narrative
  - (Describe Each Task (Please No Acronyms e.g. ESA - spell it all out)
  - Provide quantitative outputs (e.g., removal projections, estimated tons of disposal, # sampling events, acres of grading) and associated costs where possible
- Equipment Costs
  - It is always useful (and strongly suggested) to explain and justify equipment and/or supply budget items. Equipment is generally expected for cleanup applicants only. Supplies < $5,000.
- Know Cost Eligibility (Administrative Cost Ban, Purpose Of Grant)
  - Never use the word "administrative" to describe a task. Use "program development" or something similar.

2. Project Description/Feasibility of Success
Cleanup Budget

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) _____					
Subtotal:					
Cost Share					

[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.

2. Project Description/Feasibility of Success
RLF Budget

Sample Format for Budget

Budget Categories	Project Tasks for Loans (at least 60 percent of amount requested)				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel[1]					
Equipment[2]					
Supplies					
Contractual[3]					
Loans					
Other (specify) _____					
Subtotal:					
Cost Share					

[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.*

2. Project Description/Feasibility of Success
RLF Budget *(cont.)*

Sample Format for Budget

Budget Categories	Project Tasks for Subgrants (no more than 40 percent of amount requested)				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel[1]					
Equipment [2]					
Supplies					
Contractual [3]					
Subgrants					
Other (specify) _____					
Subtotal:					
Cost Share					
Total					
Total Cost Share					

[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.*

2. Project Description/Feasibility of Success
(cont.)

<u>Leveraging</u> - *If you determine that additional work (e.g., assessment and/or cleanup) may be required, describe the funding or resources (public and private) you have or will seek to complete the additional work.*

- Describe Any Gap In Overall Project Funding
  - Assessment,
  - Cleanup Planning,
  - Cleanup, and
  - Reuse
- Describe **ALL** Possible Gap Funding Sources
- Provide Examples Of Past Leveraging

Programmatic Capability – *All Applicants* *must* **clearly** *demonstrate your ability to manage a grant and oversee the work (i.e. demonstrate sufficient resources to complete the project and a capability to complete the project in a timely manner).*

- **Prior** Brownfields Grantee
    - Past Grant(s) Management & Performance
        - Funding Expenditure
        - Compliance
        - Accomplishments
    - Adverse Audit Findings
    - Corrective Action For Past Grant Management Issue

2. Project Description/Feasibility of Success *(cont.)*

Programmatic Capability *(cont.)*

- **Not a Prior** Brownfields Grantee
  - Plan For Management & Performance
  - In-House or Plan For Expertise Acquisition
  - Prior Three Years Grant Management
    - Federal, State, Foundations
    - Adverse Audit Findings
    - Corrective Action For Past Grant Management Issue

3. Community Engagement and Partnerships

<u>Overview</u>

- Describe plan for engaging targeted community in this <u>grant proposal</u> & project to be funded under this grant;

- Demonstrate extent to which you have identified and established partnerships to achieve the project's goals; and

- Ensure support letters provided by community-based organizations involved with the project demonstrate <u>specific and valuable</u> commitments to the project.

3. Community Engagement and Partnerships *(cont.)*

<u>Community Engagement</u>
- Describe your Plan For Community Involvement:
    - Site Selection Criteria
    - Cleanup Planning Process
    - Site Reuse Planning
- Describe your Project Progress Reporting Plan to the Community
    - How will you keep community informed, how will they be able to provide comments?
- Discuss how you Plan to Address any language barriers
- Describe **Past** Community Involvement
- Create An Aggressive And Detailed Plan

Community Engagement and Partnerships *(cont.)*

Partnerships

- Describe efforts and/or plans to develop partnerships with *both* local environmental and health agencies

  - Plan for partnerships

  - Past efforts toward partnerships

  - Demonstrate knowledge of State programs

  - Indicate plans to enroll in State or Tribal voluntary response programs

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ADEQ local and HEALTH ORGANIZATION

<u>Community-Based Organizations</u> - *Provide a **description of, and role of, the key** community-based organizations involved in your project:*

- Describe Organizations
  - Describe Role In Project
  - Describe Any Commitments By Organizations
  - Support Letter From EACH Organization
    - Proposal Attachment
    - Must Describe Role & Commitments
    - "Grass roots" organizations

- Community-based organizations are NOT your congress persons or other elected officials. It is NOT the Mayor's office.
- Support Letters REQUIRED for EACH entity referenced in the narrative.

- ❖ EPA will focus on the unique contributions and strength of partnerships, instead of the sheer number of letters an applicant submits.

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4. Project Benefits

Overview - *Proposals will be evaluated on the extent to which your project's anticipated outcomes:*

- **Promotes** general welfare through the improvement of the public health and safety, local economy, and environment of the targeted community; and
- **Contributes** 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 .*

4. Project Benefits *(cont.)*

<u>Welfare and/or Public Health</u> - *Describe the environmental, social, and/or public health benefits anticipated from the redevelopment of sites assessed and/or cleaned up under this grant. Communicate all benefits including:*

- Direct & Indirect from Assessment, Cleanup, and/or Site Reuse
  - For Example: Exposure, Risk & Blight Reductions

- Plan for Community & Sensitive Populations Protection from Project Contaminants
  - For Example: Signs, Fences, Dust Control

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4. Project Benefits *(cont.)*

Economic Benefits and/or Greenspace - *Explain how the grant will produce Economic and/or Non-Economic Benefits.*

- Describe All Direct Economic Benefits to be Accomplished by Your Project – Be Specific!

    - For Example: Expected results in x% increase in tax revenues, x number of jobs, x% increase in property values

- Describe All Other Non-Economic Benefits to be produced by this grant:

    - For Example: Non-Profit Reuse, Charitable Reuse, x number of acres created for Greenspace, Open Space, Developed Parks, Recreational, Preservation of Open Space on Urban Edge

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4. Project Benefits *(cont.)*

**Environmental Benefits from Infrastructure Reuse/
Sustainable Reuse -** *Describe How the Grant will help
Facilitate Infrastructure Reuse –Be Specific!*

- For Example: Water, Sewer, Electricity, Roads, Storm Drain,
Public Transit, Building

- Describe How the ARC Grant *will help* Facilitate
Sustainable Reuse - Be Specific!

  - For Example: Green Building, Energy Efficiency, LEED
Certification, Building Renovation, Innovative Storm Water
Controls, Construction & Demolition Recycling, Green Cleanup,
Community Character, Conserve Resources, Transit, Live/Work,
Other Smart Growth Principles

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4. Project Benefits *(cont.)*

Project Outcomes

- Describe your plan for <u>tracking</u> and <u>measuring</u> your progress toward achieving the expected project goals! Outcomes need to be quantitative.

  - Examples: # of Sites Assessed; # Sites Cleaned-up; # of Jobs Created; # of Cleanup Dollars Leveraged; # of Redevelopment Dollars Leveraged via the Economic Reuse of Sites; # Acres Greenspace; etc.

Good Proposal Preparation

- Tell your story that tracks with the criteria:
    1. Community Need
    2. Project Description and Feasibility of Success
    3. Community Engagement and Partnerships
    4. Project Benefits
- Be consistent and ensure that responses to each criterion supports the responses to others.
- Example: Project Benefits in Criterion # 4 should serve the target community identified in Criterion #1.

Good Proposal Preparation *(cont.)*

- Use Grant-Writing Tools at http://www.clu-in.org/conf/tio/r4bfgrantwriting/resource.cfm:

  - **"Success Tips" Tool**; this includes extensive ideas on responding to the 4 Ranking Criteria Sections, as well as general suggestions.

  - **"Section Length" Tools;** this simple calculator will effectively guide you on allocating page lengths for the 4 Sections and 12 Subsections. Based upon score weighting factors.

Good Proposal Preparation *(cont.)*

- Read entire *NEW* guidelines – 3 different booklets.

- Review any FY08 unsuccessful proposal feedback from your Region 4 Project Officers.

- Get mentoring from prior grantees (listed at www.epa.gov/brownfields/bfwhere.htm).

- Your State Brownfields office, regional planning districts, and the Technical Assistance to Brownfields Communities (TAB) program may provide assistance or feedback.

- Address *all* criteria – *if it does not apply, say so and explain why.*

Good Proposal Preparation *(cont.)*

NEW! Use the proposal *check-lists* at the end of the ranking criteria section (p. 31 Cleanup; p. 24 RLF).

- Write as though the reader knows NOTHING about your community, and paint a picture with words.

- Avoid using acronyms and technical or organizational jargon.

- Since you are limited in space, you may cross-reference information within the same proposal.

Good Proposal Preparation *(cont.)*

Formatting

- Responses must include the criteria number and title, but should not restate the text.

- Obey *18*-page limit (not including the 2-page cover letter). Use "white space"!

- 1" margins; 12 point font; no binders; NO COLOR copies.

- Limit attachments to required and relevant documents and letters (e.g., State Letter and Community Letters of Support).

- Avoid photos and graphics.

Good Proposal Preparation *(cont.)*

- Selectively use **bolding**, <u>underlining</u>, and *italics* for emphasis
- Before mailing:
  - Assure all required documents and letters are attached and match proposal type
  - Be sure letters have current dates
- Check for copying errors; avoid missing pages

Good Proposal Preparation *(cont.)*

- Contact EPA with eligibility questions **NOW.**
- Request State/Tribe letters **early**.
- If applying for petroleum, contact State for site eligibility determination **early**.
- Contact partners for assistance in preparing and/or reviewing your proposal!
- *For Cleanup only* - set up public meeting and get meaningful public input.

EPA Region 4 Brownfields Contacts

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norman.michael@epa.gov; 404-562-8792

Brian Holtzclaw, Outreach Coordinator
Holtzclaw.brian@epa.gov, 404-562-8684

* Contact information for entire Brownfields Team is @
http://www.epa.gov/region4/waste/bf/bfpilots.htm

State Brownfield Leads in Region 4

- ***Alabama Department of Environmental Management***
  Larry Bryant
  334-279-7771; jlb@adem.state.al.us
  http://www.adem.state.al.us/LandDivision/Brownfields/brownfields_home.htm

- ***Florida Department of Environmental Protection***
  Kim Walker
  850-245-8934; kim.walker@dep.state.fl.us
  www.dep.state.fl.us/waste/categories/brownfields/default.htm

- ***Georgia Department of Natural Resources***
  Madeleine Kellam
  404-656-7802; madeleine_kellam@dnr.state.ga.us
  www.gaepd.org/Documents/hwb.html

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State Brownfield Leads in Region 4

- ***Kentucky Department for Environmental Protection***
  Herb Petitjean
  502-564-0323; herb.petitjean@ky.gov
  Amanda LeFevre
  502-564-0323; amanda.lefevre@ky.gov
  www.dca.ky.gov/brownfields

- ***Mississippi Department of Environmental Quality***
  Jere "Trey" Hess, P.E.
  601-961-5654; Trey_Hess@deq.state.ms.us
  http://www.brownfields.ms

- ***North Carolina Department of Environment and Natural Resources***
  Bruce Nicholson
  919-508-8417; Bruce.nicholson@ncmail.net
  http://www.ncbrownfields.org

State Brownfield Leads in Region 4

- ***South Carolina Department of Health and Environmental Control***
  Robert Hodges
  803-896-4069; hodgesrf@dhec.sc.gov
  www.scdhec.gov/environment/lwm/html/brownfields.htm

- ***Tennessee Department of Environment and Conservation***
  Andy Shivas
  615-532-0912; andy.shivas@state.tn.us
  Paula Larson
  615-532-0926; paula.larson@state.tn.us
  http://www.state.tn.us/environment/dor/voap

- ***EPA Technical Assistance to Brownfield Communities (TAB) Program --***
  Enterprise Corporation of the Delta
  Dee Jones
  1-866-843-3358; BFHelp@ecd.org
  http://www.ecd.org/TABProgram.html

Web-Based Resources

- **FY09 ARC Proposal Guidelines --** www.epa.gov/brownfields
- **FY09 ARC Frequently Asked Questions (FAQ) –** http://www.epa.gov/brownfields/publications/fy2009faqs.pdf
- **Fact sheet on changes to Brownfields ARC grant guidelines** – http://www.epa.gov/brownfields/publications/arc_factsheet.pdf
- **Fact sheet on Brownfield Assessment Coalitions** – http://www.epa.gov/brownfields/publications/acfs_062408.pdf
- **EPA Land Revitalization Projects and Construction and Demolition (C&D) Recycling** - http://www.epa.gov/epaoswer/non-hw/debris-new/factsheet.htm
- **Regional Information On-Line –** www.epa.gov/region4/waste/bf
- **Headquarters Information On-Line -** www.epa.gov/brownfields
- **SmartE On-Line Sustainable Management Approaches** and Revitalization Tools - www.smarte.org

Final Questions?