



EPA New England FY2009 Brownfields Grant Guidelines Workshop

ASSESSMENT GRANT SESSION



Creating a Proposal Strategy



*Transportation Center
Brattleboro, VT*



Creating a Proposal Strategy Begins with Defining Your Community

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- Sociological Definition: “A community is a group of interacting people living in the same location.”
- This definition has evolved to “individuals who share the same characteristics, regardless of location or type of interaction: a community of interest, or an ethnic group.
- An even wider definition can include a national or global community.





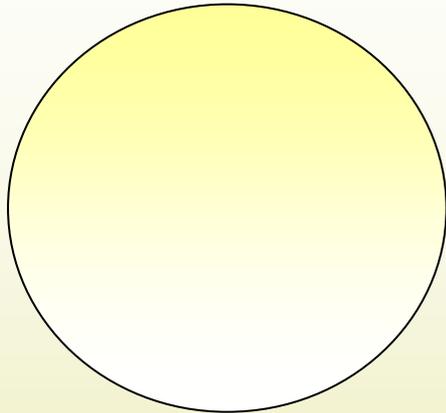
Some Reviewer Thoughts on Projects in Your Target Community

4

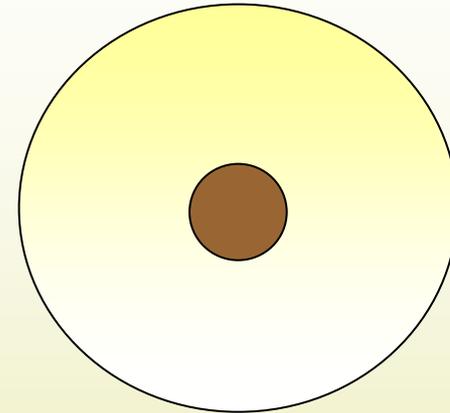
- **Community Need**
 - ✓ “Would like to see ties between funds and most distressed areas.”
- **Community Engagement**
 - ✓ “Plans seem to only involve political/business oriented people and not neighborhood/general public.”
- **Project Benefits: Welfare and/or Public Health**
 - ✓ “It is not clear whether the communities with the worst statistics/need will directly benefit from this grant.”
- **Project Benefits: Greenspace**
 - ✓ “Examples of past greenspace projects presented, but no definite plans for greenspace development resulting from this grant.”



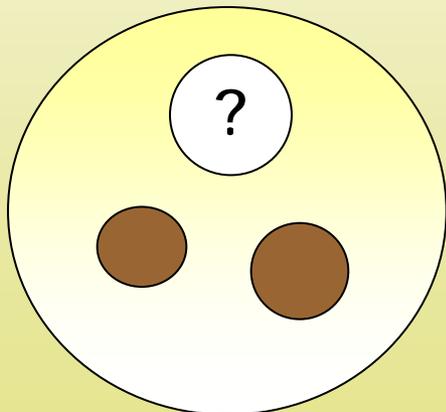
Defining Your Target Community is an Individual Strategy



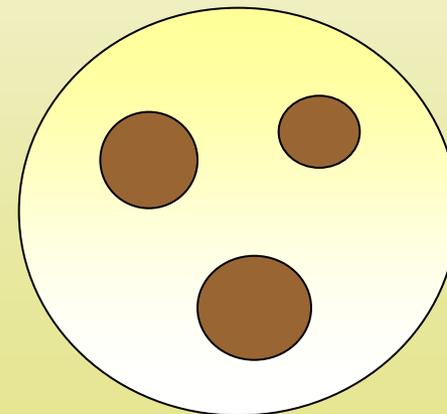
Entire City/Region



Target Area in City/Region



Multiple Targets w/ 1 TBD

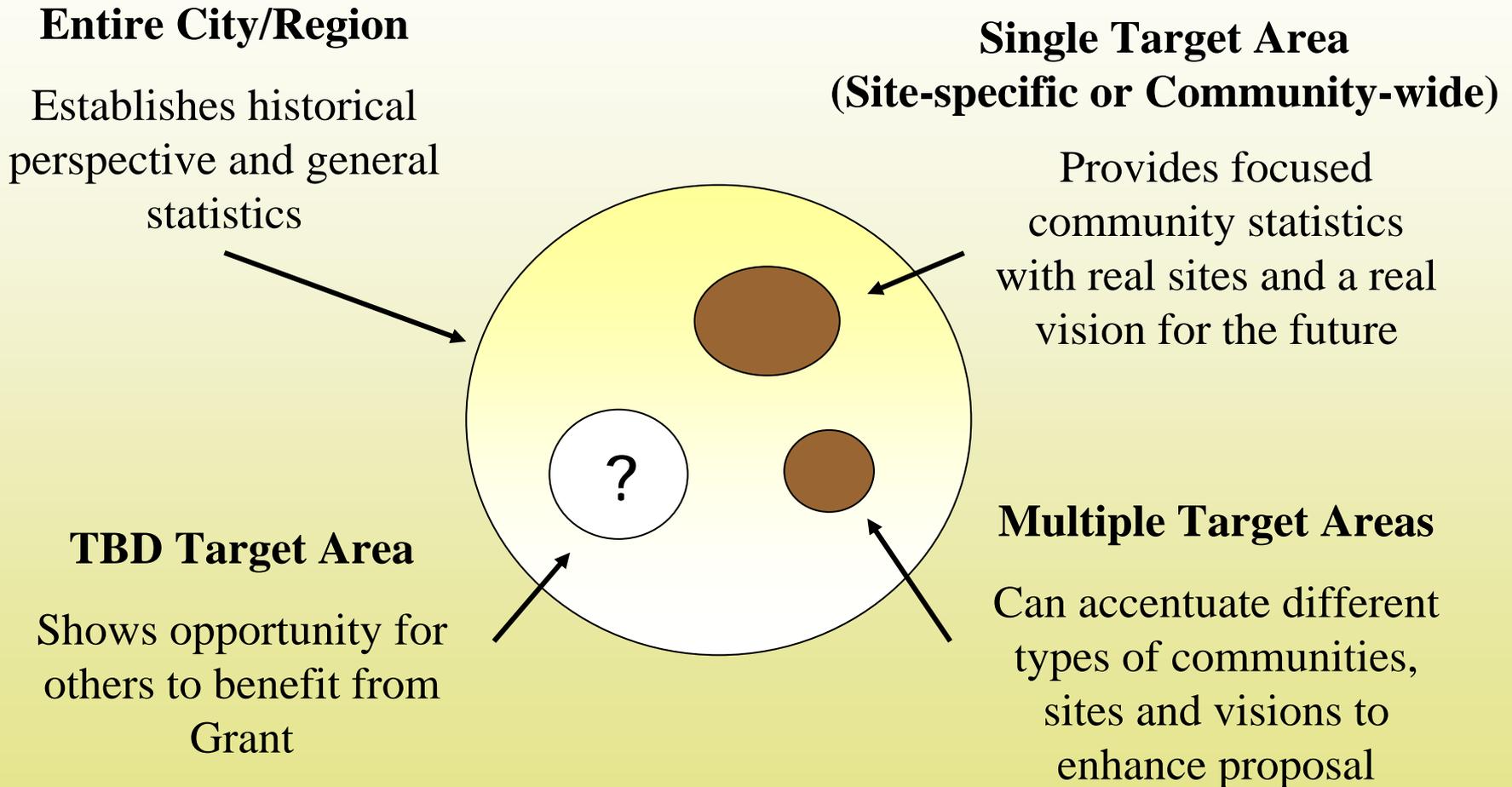


Multiple Targets in City/Region



Targeting Specific Areas Demonstrates a Reasonable Approach to Your Project

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Threshold vs Ranking Criteria

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- **Threshold Criteria** are pass/fail. You must meet all threshold criteria to be evaluated against the Ranking Criteria.
- **Ranking Criteria** contain questions with specific point values. Proposals will be evaluated based on the extent and quality to which the criteria are addressed.



Threshold Criteria – Assessment





Threshold Criteria – Assessment

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1. Applicant Eligibility
2. Letter from State or Tribal Environmental Authority
3. Site Eligibility & Property Ownership Eligibility
(Site-Specific Proposals Only)

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

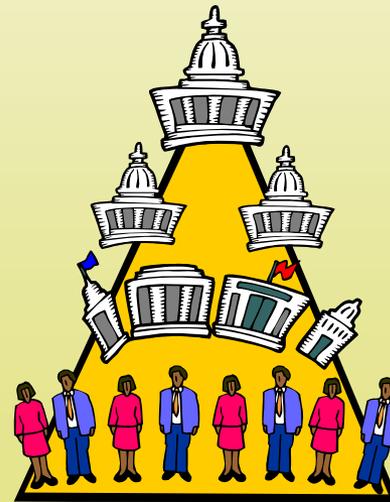


Threshold Criteria – Assessment

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1. Applicant Eligibility

- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes



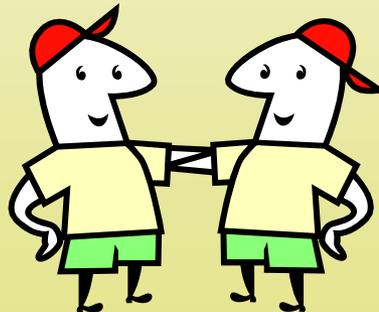


Threshold Criteria – Assessment

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1. Applicant Eligibility

- **Assessment Coalitions**
 - ✓ You must document how all coalition members are eligible entities.
 - ✓ All coalition members must submit a letter to the grant applicant agreeing to be part of the coalition.
 - ✓ **Attach these letters to your proposal.**





Threshold Criteria – Assessment

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1. Applicant Eligibility

- **Assessment Coalitions**
 - ✓ Read the FAQs for more info on assessment coalitions.
 - ✓ **Three or More Coalition Members**
 - All separate legal entities
 - All eligible applicants (no non-profits)
 - Eligibility documents
 - Required proposal attachments
 - ✓ **Coalition Members Letters**
 - Required proposal attachments
 - Agreeing to be part of coalition



Threshold Criteria – Assessment

2. Letter from State/Tribal Environmental Authority

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- Attach a letter from your state or tribal environmental authority acknowledging that you plan to conduct or oversee assessment activities and apply for EPA grant funds.
- If applying for multiple types of grants, you need to receive only one letter acknowledging the relevant grant activities. **However** you **must** provide the letter as an attachment to **each** proposal.



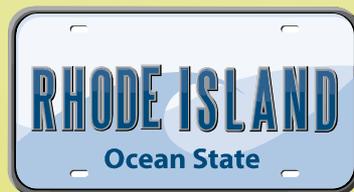
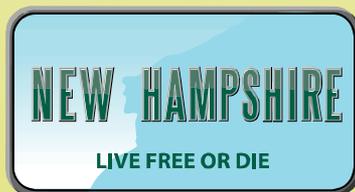
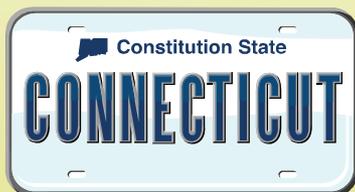


Threshold Criteria – Assessment

2. Letter from State/Tribal Environmental Authority

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- General letters of correspondence and documents evidencing state or tribal involvement are **NOT** acceptable.
- The appropriate state contact for requesting your letter can be found in the attachment State Brownfields Program Contacts.





Threshold Criteria – Assessment

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3. Site & Property Ownership Eligibility

- The Brownfields Team encourages you to apply community-wide.
- **Site-Specific Proposals Only**
 - ✓ If you have an individual or special site, call Alan Peterson (617-918-1022) to ensure that this is really the best strategy for your site.





Threshold Criteria – Assessment

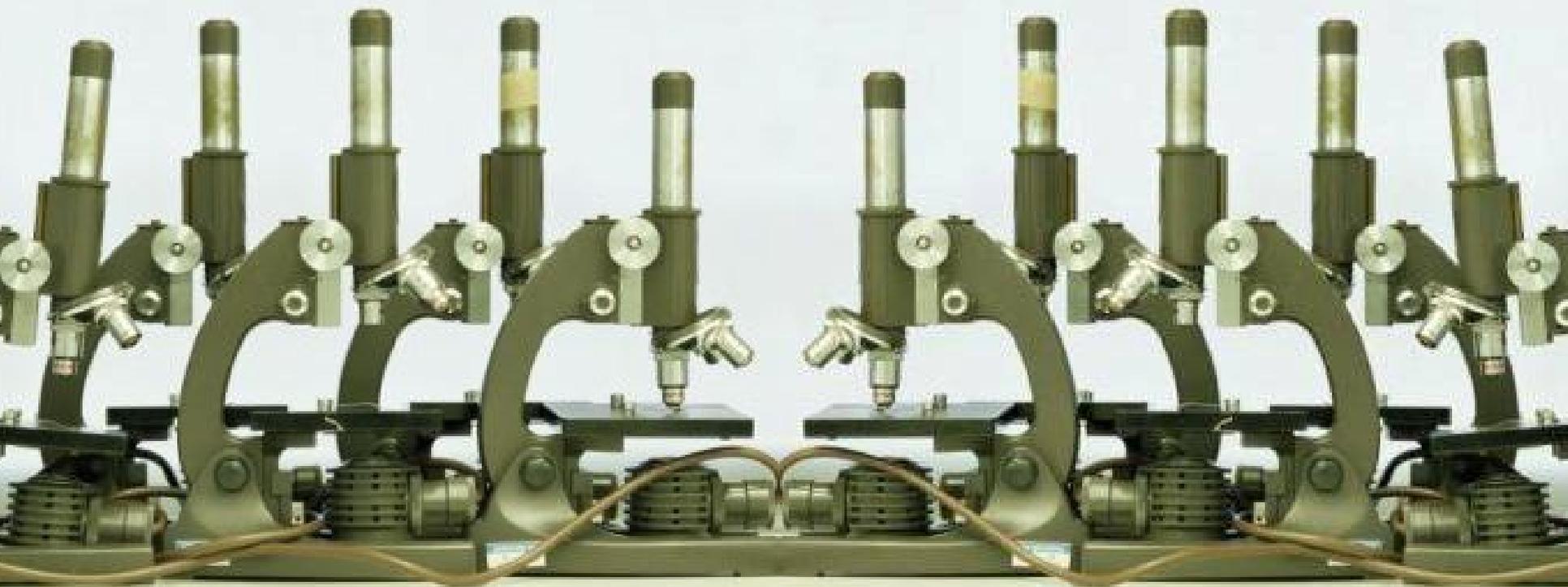
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3. Site & Property Ownership Eligibility

- **Site Eligibility**
 - ✓ **Hazardous Site:**
 - ❖ EPA decides eligibility of site
 - ❖ Applicant can not be potentially liable for the contamination
 - ✓ **Petroleum Site:**
 - ❖ State decides eligibility of site
 - ❖ State Petroleum Eligibility Letter
 - Request early
 - Separate from state acknowledgement letter
 - Proposal attachment



Ranking Criteria – Assessment





Ranking Criteria – Assessment

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Four Ranking Criteria Sections (100 Points)

1. Community Need (20 Points)
2. Project Description & Feasibility of Success (35 Points)
3. Community Engagement & Partnership (20 Points)
4. Project Benefits (25 Points)





Ranking Criteria – Assessment

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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)



Ranking Criteria – Assessment

20

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



Ranking Criteria – Assessment

21

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!



Ranking Criteria – Assessment

22

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.**



Ranking Criteria – Assessment

23

1. Community Need (20 Points)

1.b. Financial Need (10 Points)

i. Economic impact of Brownfields with supporting statistics (5 Points)

- ✓ Describe economic & social situation of targeted community
- ✓ Provide demographic data of targeted community
 - ❖ Unemployment, job losses, household income, poverty
 - ❖ Minority, single head of household, rent vs. ownership, crime rate, drop out rate, etc.
 - ❖ Use table format for data if it tells the story better than writing it out. Do not put table in an appendix, no one will read it or score it.
 - ❖ Compare your local data to state and national data
- ✓ Identify all information sources



Ranking Criteria – Assessment

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1. Community Need (20 Points)

1.b. Financial Need (10 Points)

- ii. Other financial factors limiting assessment resources, previous EPA Brownfields grants, and why you need additional funds (5 Points)
- ✓ Fiscal condition and/or population size (tax base, properties in foreclosure, city spending, disasters, geographic issues)
 - ✓ Explain why your town(s) and/or city(ies) are cash poor and why you need this grant
 - ✓ Select target community carefully





Ranking Criteria – Assessment

25

1. Community Need (20 Points)

1.b. Financial Need (10 Points)

ii. Other financial factors limiting assessment resources, previous EPA Brownfields grants, and why you need additional funds (5 Points)

✓ **Existing Brownfields Grantees Only**

- ❖ Describe importance of why additional grant is needed (what are you in the middle of)
- ❖ Build on the success of past work
- ❖ Continued momentum is essential
- ❖ Part of a Master Plan for reuse





Ranking Criteria – Assessment

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1. Community Need (20 Points)

One Last Tip on Community Need

- Community Need is also about 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?



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points)²⁷

2.a. Project Description (5 Points)

2.b. Budget for EPA Funding and Leveraging Other Resources (10 Points)

- i. Budget Table & Detailed Task Descriptions (5 Points)
- ii. Leveraging of Additional Resources (5 Points)

2.c. Programmatic Capability (20 Points)

- i. Has received EPA Brownfields grant(s)
- ii. Has not received EPA Brownfields grant



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ²⁸

2.a. Project Description (5 Points)

- This is a new criterion for the assessment proposals
- Tell the reader the big picture (Who, Why, When, How)
- Be succinct – why are you applying for this funding?
- Describe overall project through reuse
 - ✓ Site selection process and criteria
 - ✓ Site assessment work
 - ✓ Site reuse and cleanup planning
- Describe your vision & motivation





Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ²⁹

2.b. Budget & Leveraging Other Resources (10 Points)

i. Budget - Table

- ✓ Prepare the budget using the table format provided. This is the same format as last year. Please 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



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points)

Sub-criterion 2.b.i. Sample Format for Budget

Budget Categories	Project Tasks				
	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
(programmatic costs only)					
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 assessment 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.



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³¹

2.b. Budget & Leveraging Other Resources (10 Points)

i. 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).



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³²

2.b. Budget & Leveraging Other Resources (10 Points)

i. 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.



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³³

2.b. Budget & Leveraging Other Resources (10 Points)

i. 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).



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³⁴

2.b. Budget & Leveraging Other Resources (10 Points)

i. 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.



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³⁵

2.b. Budget & Leveraging Other Resources (10 Points)

i. Budget (5 Points)

- ✓ If you are submitting **one** proposal for both hazardous substances and petroleum, *include two budgets and two sets of task descriptions.*





Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³⁶

2.b. Budget & Leveraging Other Resources (10 Points)

ii. Leveraging Other Resources (5 Points)

- ✓ Describe any gap in overall broad project funding for:
 - ❖ 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.



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³⁷

2.b. Budget & Leveraging Other Resources (10 Points)

ii. Leveraging Other Resources (5 Points)

- ✓ Describe funding already leveraged (both public and private).
- ✓ Provide examples of past leveraging successes from similar projects (explain benefits given back to community).
- ✓ **Describe ALL** possible funds being sought
 - ❖ Federal (HUD BEDI, EDA, DOI, TBA, Brownfields Tax Incentive)
 - ❖ State (State TBA, Tax Credits)
 - ❖ Local (TIF, Tax, Bond)
 - ❖ Private (Foundation, Investors, Donations)
- ✓ Remember that it takes a village to redevelop Brownfields sites, you cannot depend on one source of funding. You want to make yourself look successful.



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³⁸

2.c. Programmatic Capability (20 Points)

- If you have ever received an EPA Brownfields grant, respond to subcriterion **2.c.i.**
- If you have never received an EPA Brownfields grant, but have received other federal or non-federal assistance agreements, respond to subcriterion **2.c.ii.**
- 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.
Failure to respond may result in zero points for this sub-criteria!!!
- **Be careful which one you respond to!**



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ³⁹

2.c. Programmatic Capability (20 Points)

i. Has received EPA Brownfields grant(s)

- ✓ Please provide information on no more than five of your most recent EPA Brownfields grants. Describe how you have successfully managed and performed all phases of work under these grants, including:
 - ❖ Funding expenditures
 - ❖ Compliance with grant requirements: Terms and Conditions; quarterly reports; ACRES reporting; etc.
 - Check with your Project Officer. If you owe us reports, go home and get them done! Update your quarterly report submissions and do your ACRES data input.
 - ❖ Describe your successes with the EPA Brownfields funding.



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ⁴⁰

2.c. Programmatic Capability (20 Points)

- i. Has received EPA Brownfields grant(s)
 - ✓ Describe your staff expertise/qualifications
 - ❖ Name names on who will be involved with this grant and point out other expertise you can draw on in your organization.
 - ❖ Explain experience in acquiring needed expertise and resources through competitive procurement.
 - ✓ Describe any adverse audit findings and corrective actions
 - ❖ Also, describe any past grant management issues.
 - Identify past barriers and solutions



Ranking Criteria – Assessment

2. Project Description & Feasibility of Success (35 Points) ⁴¹

2.c. Programmatic Capability (20 Points)

- ii. Has not received EPA Brownfields grant (but has received other federal or non-federal assistance agreements)
- ✓ Provide information on no more than five of your most recent assistance agreements. Address your ability to meet reporting requirements.
 - ✓ Describe your ability to manage this grant and successfully perform all phases of work under this grant.
 - ✓ Describe your staff expertise/qualifications
 - ❖ Name names on who will be involved with this grant and point out other expertise you can draw on in your organization.
 - ❖ Explain experience in acquiring needed expertise and resources through competitive procurement.
 - ✓ Describe any adverse audit findings and corrective actions
 - ❖ Also, describe any past grant management issues.
 - Identify past barriers and solutions



Ranking Criteria – Assessment

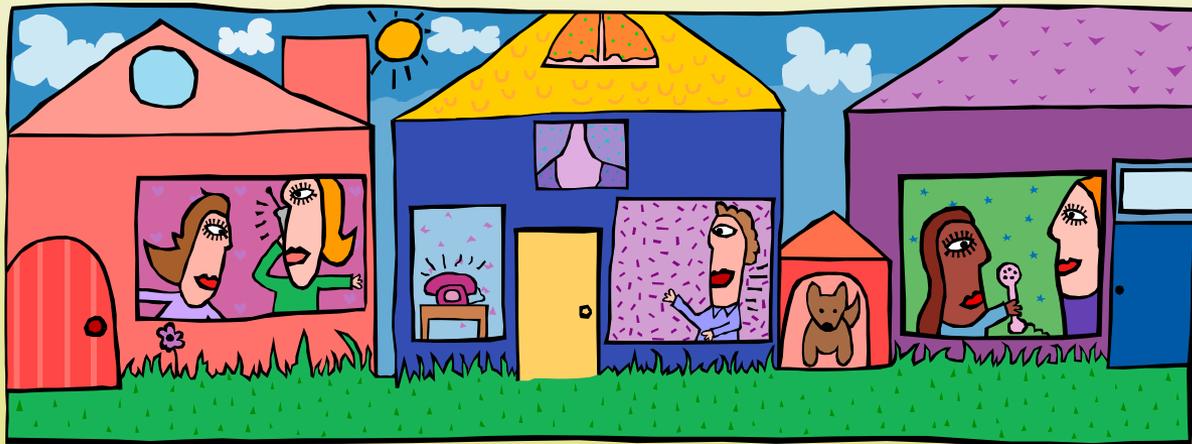
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3. Community Engagement & Partnerships (20 Points)

3.a. Community Engagement Plan (5 Points)

3.b. Local, State & Tribal Partnerships (5 Points)

3.c. Community-Based Organizations (10 Points)





Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

43

3.a. Community Engagement Plan (5 Points)

- Describe your plans to involve the affected community in the following areas:
 - ✓ Site selection
 - ✓ Cleanup planning
 - ✓ Site reuse planning
- Communicating project progress to the citizens – including any plans for communicating in languages commonly used in the community
- Consider all the types of partners listed in the question in your plan, and remember, citizens are a primary stakeholder
- Be as specific as possible (this is your real plan)



Ranking Criteria – Assessment

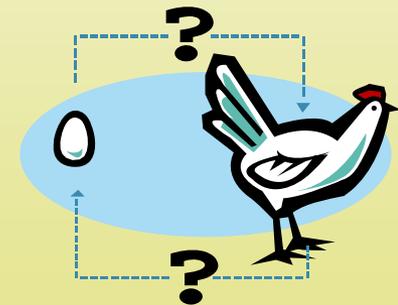
44

3. Community Engagement & Partnerships (20 Points)

3.a. Community Engagement Plan (5 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





Ranking Criteria – Assessment

45

3. Community Engagement & Partnerships (20 Points)

3.a. Community Engagement Plan (5 Points)

- Describe **Aggressive** and **Detailed** plans for using:
 - ✓ Applicant's & partners' websites
 - ✓ Press releases and other uses of the print media
 - ✓ More public meetings
 - ❖ Commit to number, frequency, or milestone
 - ❖ Convenient meeting location in the affected community
 - ❖ If site specific, hold in neighborhood
 - ❖ Schedule meeting for working public
 - ✓ Flyers
 - ✓ Community group meetings



Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

46

3.a. Community Engagement Plan (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-criterion.)
 - ✓ Plan to translate materials (at meetings & literature)
 - ✓ Plan to accommodate cultures
 - ✓ Relate to demographic data provided in the Community Need section (the reviewer will remember)



Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

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3.b. Local, State & Tribal Partnerships (5 Points)

- Describe your partnerships with **both**:
 - ✓ State Environmental Agency, **and**
 - ✓ Health Agency
- Also any other **relevant** governmental 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).
- Become knowledgeable about and demonstrate that knowledge regarding your state programs. In New England, the states are your key partners.



Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

48

3.b. Local, State & Tribal Partnerships (5 Points)

- For your State Environmental Agencies describe:
 - ✓ The role the agency plays, and the process for how you will work together, during the various phases of assessment work (MA and CT need to describe your privatized programs to unfamiliar reviewers)
 - ✓ Include the state's role and the process for developing cleanup plans for sustainable redevelopment
 - ✓ Indicate definitive plans to enroll site(s) in state voluntary cleanup programs
 - ✓ Let the reviewer know how your state's voluntary cleanup program operates (their role, certificates of completion, liability protections, etc.)



Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

49

3.b. Local, State & Tribal Partnerships (5 Points)

- For your Health Agencies describe:
 - ✓ The setup of the health agencies in your area (they are different all over the country and the reviewer will need this overview to understand your situation)
 - ✓ Include the services they can provide and the role they will play in your project during the various phases of assessment work, including:
 - ❖ Information on known health risks in your community
 - ❖ Information on sensitive populations in your community
 - ❖ Situations of identified immediate risks to human health



Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

50

3.c. Community-Based Organizations (10 Points)

Watch the points here. These have been increased from 4 points last year.

- Provide a description of, and the role of, key community-based organizations that will be involved in your project
 - ✓ Local Citizens, Environmental Groups, Civic Groups, & Educational Institutions
- Describe the makeup of the group, the services they can provide, and when and how you work together during the grant





Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

51

3.c. Community-Based Organizations (10 Points)

- **Letter** from **EACH** CBO is required
 - ✓ Required proposal attachment is a letter that describes project role and commitments that the CBO will make to your project
 - ✓ Do **NOT** utilize form letters. This will not work. Each letter should speak from that organization's view of your brownfields work.
 - ✓ Must describe project **role**
 - ✓ Must describe **commitment**
 - ✓ How many key CBOs do you need? How many will get you the ten points?





Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

52

3.c. Community-Based Organizations (10 Points)

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



Ranking Criteria – Assessment

3. Community Engagement & Partnerships (20 Points)

53

3.c. Community-Based Organizations (10 Points)

- Here are some examples (create a balanced mix):
 - ✓ 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



Ranking Criteria – Assessment

54

4. Project Benefits (25 Points)

4.a. Welfare and/or Public Health (10 Points)

4.b. Economic Benefits and/or Greenspace (5 Points)

- i. Economic Benefits **and/or**
- ii. Non-Economic Benefits

4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

4.d. Plan for Tracking & Measuring Progress (5 Points)





Ranking Criteria – Assessment

55

4. Project Benefits (25 Points)

Overview

- Project Benefits are about your vision for the target community and what your project is going to do for them (focus on the people, not the buildings or greenspace)
 - ✓ They must be realistic and relevant to the targeted community(ies)
 - ✓ You need to show your role in ensuring these benefits will take place (i.e., how you will see it through to the end)
 - ❖ Keep the ball in your court (you may not be the decision maker, but show the reviewer how you will be involved and influence the decisions that will be made)
 - ✓ Use past examples of benefits you have provided through other redevelopment work to support your assertions



Ranking Criteria – Assessment

56

4. Project Benefits (25 Points)

4.a. Welfare and/or Public Health (10 Points)

- Describe all environmental, social and/or public health benefits anticipated from your project
- Direct & Indirect from cleanup and site reuse
- Be as specific as possible in relation to your targeted communities/areas
- Environmental Benefits
 - ✓ Contaminants Specific – Broad Spectrum
 - ✓ Media Specific (Air, Surface & Ground Water, Soil)
 - ✓ Exposure Reduction



Ranking Criteria – Assessment

57

4. Project Benefits (25 Points)

4.a. Welfare and/or Public Health (10 Points)

- Social Benefits
 - ✓ Blight Reductions
 - ✓ Quality of Life
 - ✓ Affordable Housing
 - ✓ Jobs
- Health Benefits
 - ✓ Asthma Reduction Due to Improved Air Quality (Diesel Emissions)
 - ✓ Lower Blood Lead Level
 - ✓ Drinking Supply Protection or Restoration





Ranking Criteria – Assessment

58

4. Project Benefits (25 Points)

4.a. Welfare and/or Public Health (10 Points)

- Plan general community & sensitive population **protection** from project contaminants during your assessments. Here are some ideas:
 - ✓ If sensitive population discussed in community need, plan for protection
 - ✓ Signs during project phases (call in numbers for questions or concerns)
 - ✓ Dust control
 - ✓ Flag persons around heavy equipment operation
 - ✓ If appropriate, fences during all project phases
 - ✓ Utilize house-to-house notices



Ranking Criteria – Assessment

59

4. Project Benefits (25 Points)

4.b. Economic Benefits and/or Greenspace (5 Points)

Notice the “and/or” language here. This is deliberate language giving economic and greenspace benefits equal billing.

i. Economic Benefits

- ✓ Describe all economic benefits from the assessment, cleanup and redevelopment of sites in your targeted community.
- ✓ Provide quantitative estimates where feasible
 - ❖ Number and types of jobs
 - ❖ Taxes (Property, Sales, Income)
 - ❖ Property values
 - ❖ Stimulate area-wide economic development
- ✓ If early in reuse planning process, and project specifics are lacking, describe potential benefits (let the reviewer see your vision). After all these are the reasons you are applying for this grant.



Ranking Criteria – Assessment

60

4. Project Benefits (25 Points)

4.b. Economic Benefits and/or Greenspace (5 Points)

This is the “or” part.

ii. Non-Economic Benefits

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



Ranking Criteria – Assessment

61

4. Project Benefits (25 Points)

4.c. Environmental Benefits from Infrastructure

Reuse/Sustainable Reuse (5 Points)

- Describe any anticipated environmental benefits, associated with the sustainable redevelopment of sites assessed under this grant.
- Remember that infrastructure reuse comes from the *Brownfields law*. It is not just idle language we dreamed up!
- Discuss all possible **Infrastructure** Reuse and how this will play into site selection. What is existing infrastructure?
 - ✓ Water
 - ✓ Sewer
 - ✓ Electricity
 - ✓ Roads
 - ✓ Side Walks
 - ✓ Storm Drains
 - ✓ Public Transit
 - ✓ Buildings



Ranking Criteria – Assessment

62

4. Project Benefits (25 Points)

4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

- Describe all **Sustainable** Reuse possibilities that you will work on incorporating into the assessment, cleanup and redevelopment of your sites. Such as:
 - ✓ Green Building (LEED Certification, EnergyStar Certification, etc.)
 - ✓ Smart Growth Principles
 - ✓ Energy and Resource Efficiency
 - ✓ Historical Building/Material Preservation and/or Renovation
 - ✓ Innovative Storm Water Controls
 - ❖ Pervious Pavement
 - ❖ Gray Water Reuse
 - ❖ Onsite retention and/or treatment (bioswales, raingardens, etc.)
 - ✓ Ecological Revitalization



Ranking Criteria – Assessment

63

4. Project Benefits (25 Points)

4.c. Environmental Benefits from Infrastructure

Reuse/Sustainable Reuse (5 Points)

- Describe all **Sustainable** Reuse (cont'd)
 - ✓ Sustainable and Low-Impact Landscaping
 - ✓ Maintenance and/or Promotion of Community Character and Livability
 - ✓ Use of Local Materials and Resources
 - ✓ Green Cleanups
 - ❖ Biodiesel or Alternate Fuel Equipment
 - ❖ Construction & Demolition Recycling
 - ❖ Debris Sorting
 - ❖ Conservation of Resources



Ranking Criteria – Assessment

64

4. Project Benefits (25 Points)

4.c. 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



Ranking Criteria – Assessment

65

4. Project Benefits (25 Points)

4.d. 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.



Resources

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*Robertson on the River
Taunton, MA*



Web-Based Resources

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- **FY09 ARC Proposal Guidelines:**
 - ✓ 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
- **Region 1 Information:** www.epa.gov/region1/brownfields
- **Headquarters Information:** www.epa.gov/brownfields
- **SmartE-Online Sustainable Management Approaches and Revitalization Tools:** www.smarte.org