



EPA New England FY2009 Brownfields Grant Guidelines Workshop



Portsmouth, NH - September 8, 2008

Westford, MA - September 9, 2008

Hartford, CT - September 16, 2008



Purpose

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- Provide an overview of the new Brownfields Grant Guidance for FY2009
- Review the application process and requirements
- Provide an opportunity for Q&A





General Information



*Essex Mills
Newmarket, NH*



Future Success of Brownfields Program

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- This session is structured to provide our potential applicants with information that will help you to successfully apply for this funding.
- This is in large part dependent on you and starts with a quality application.
- A quality brownfields program includes:
 - ✓ Meaningful community participation.
 - ✓ Regular reporting of accomplishments.
 - ✓ Environmental stewardship and inclusion of sustainable redevelopment practices.
 - ✓ Innovative thinking in revitalization.



Application Process

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- Proposals Due
November 14, 2008

- Award Announcement
Spring 2009





What's New with the Guidelines



- Each type of grant has its own guidelines booklet this year. Be sure to use the right one!
- Start fresh. Do not try to take your proposal from last year and fit it into the newly revised guidelines. Use your winning language but be careful about where you put it!
- Pay attention to the attachments that you need to submit for both threshold and ranking criteria. This list is definitely different than past year's requirements.
- Each program has a checklist to ensure that you submit all required information.



What's New with the Guidelines



Assessment Checklist

- | |
|---|
| <input checked="" type="checkbox"/> Transmittal Letter (2-page limit) |
| <input checked="" type="checkbox"/> The Narrative Proposal, which includes the responses to applicable threshold and all ranking criteria (18-page limit) |
| <input checked="" type="checkbox"/> Letter from the state or tribal environmental authority (see section III.C.2.) |
| <input checked="" type="checkbox"/> Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.C.1.) |
| <input checked="" type="checkbox"/> Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.C.3.) |
| <input checked="" type="checkbox"/> Justification for requested waiver of the \$200,000 limit for a site-specific assessment, if applicable (see section I.A.2.) |
| <input checked="" type="checkbox"/> Property-specific determination request, if applicable (see section III.C.3.d.) |
| <input checked="" type="checkbox"/> Letters of commitment from assessment coalition members, if applicable (see section III.C.1.) |
| <input checked="" type="checkbox"/> Petroleum eligibility determination information, if applicable (see section III.C.3.i.) |



What's New with the Guidelines



Cleanup Checklist

- | |
|---|
| <input checked="" type="checkbox"/> Transmittal Letter (2-page limit) |
| <input checked="" type="checkbox"/> The Narrative Proposal, which includes the responses to applicable threshold and ranking criteria (18-page limit) |
| <input checked="" type="checkbox"/> Letter from the state or tribal environmental authority (see section III.C.2.) |
| <input checked="" type="checkbox"/> Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.C.3.) |
| <input checked="" type="checkbox"/> Documentation of community notification, including copies of ads (or equivalent) and comments received by you, your organization's responses to those comments, and meeting notes and sign-in sheets (see section III.C.6.) |
| <input checked="" type="checkbox"/> Documentation of nonprofit status, if applicable (see section III.C.1.) |
| <input checked="" type="checkbox"/> Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.C.1.) |
| <input checked="" type="checkbox"/> Justification for cleanup cost-share waiver, if applicable (see section III.C.5.) |
| <input checked="" type="checkbox"/> Property-specific determination request, if applicable (see section III.C.3.d.) |
| <input checked="" type="checkbox"/> Petroleum eligibility determination information, if applicable (see section III.C.3.i.) |



What's New with the Guidelines



Revolving Loan Fund Checklist

- Transmittal Letter (**2-page limit**)
- The Narrative Proposal, which includes the responses to applicable threshold and ranking criteria (**18-page limit**)
- Letter from the state or tribal environmental authority (see section III.C.2.)
- Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.C.1.)
- Legal opinion establishing that the applicant has authority to (1) access and secure sites in the event of an emergency or default of a loan agreement or non-performance under a subgrant; and (2) to make loans and accept payments of fees, interest and principal. (see section III.B.4.)
- Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.C.3.)
- Justification for RLF cost-share waiver, if applicable (see section III.B.5.)
- Letters of commitment from coalition members, if applicable (see section III.B.1.)



What's New with the Guidelines



- Pre-Award Community Notification has been deleted as a requirement **EXCEPT** for Cleanup Grant Proposals
- Cleanup Grant applicants must have an ASTM Phase II report or equivalent
- Assessment Grant Coalitions
- In Appendix 2, Section 2.3.2 – Contamination by Petroleum or Petroleum Product has been updated



Brownfields Overview



*Belle Isle Marsh
East Boston, MA*



Brownfields Definition

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“... 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.”



“Hazardous Substances, Pollutants, and Contaminants”

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



*UST removal at Riverside Hills,
Providence, RI*



EPA's Investment in Brownfields Grants

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- *Since 1995*, EPA has awarded 1,911 brownfields grants totally more than \$595 M. 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.





EPA Brownfields Budget

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- Pre-legislation (before January 11, 2002):
 - ✓ The National Brownfields Budget was \$100 M
- Post-legislation:
 - ✓ Act authorized \$250 M
 - ❖ Up to \$50 M for states.
 - ❖ Up to \$50 M or 25% for petroleum.
- FY2008 – Final budget was \$163 M
- FY2009 – We anticipate level funding





FY2008 Brownfields ARC Grant Program 16

	Nation-Wide	New England
Proposals Received	845	137
Proposals Funded	314	60
Assessment	194	25
Cleanup	108	35
RLF	12	0
Funding	\$ 74 million	\$ 11 million



FY2008 Funding in New England

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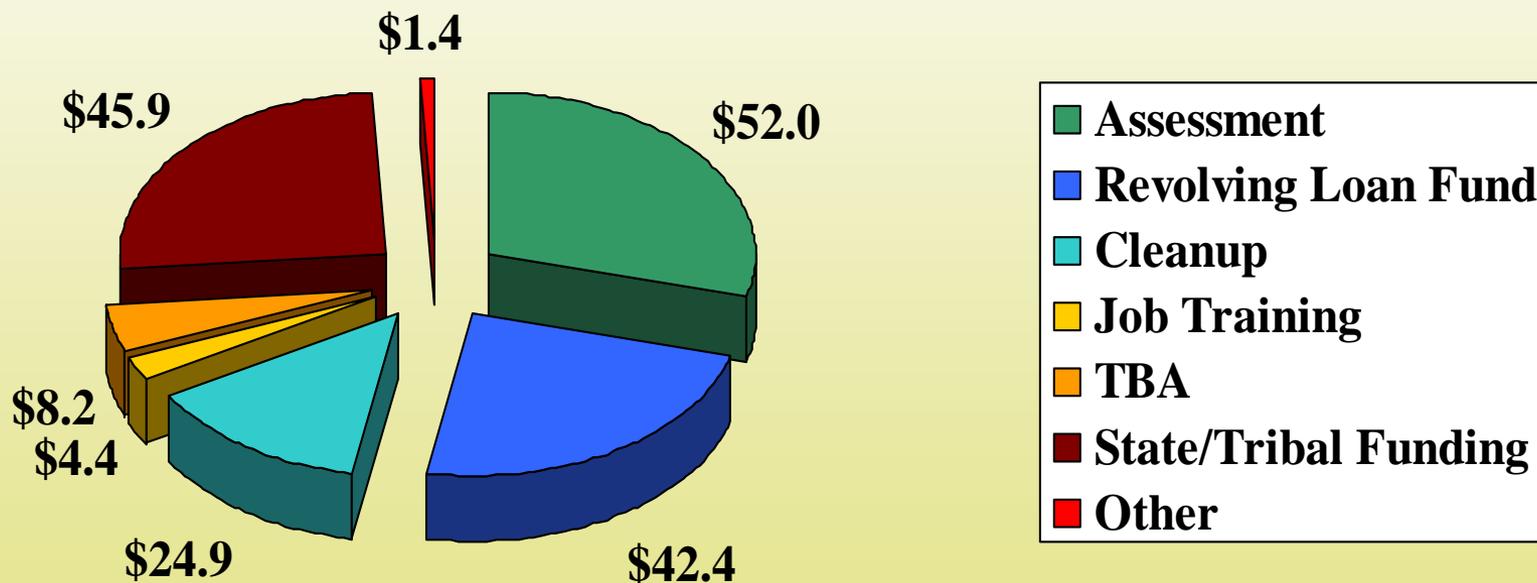
- Total FY2008 Funding - \$21.0 M
 - ✓ Assessment - \$5.0 M
 - ✓ Cleanup - \$6.2 M
 - ✓ RLF - \$1.7 M
 - ✓ Job Training - \$200 K
 - ✓ TBA - \$850 K
 - ✓ State Funding - \$7.0 M





EPA Brownfields Funding in New England 18

Brownfields Funding in New England (From 1994 - Present (in Millions))





Assessment Grant Program

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- To inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites.
- Three types:
 - ✓ Community-Wide
 - ✓ Site-Specific (single site)
 - ✓ Assessment Coalition





Assessment Grant Program

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- **Community-Wide**

- ✓ Up to **\$200,000 hazardous substances** (including asbestos, lead paint, other environmental hazards).
- ✓ Up to **\$200,000 petroleum-only contamination**.
- ✓ Can apply for both in **ONE community-wide assessment proposal** for \$200 K Hazardous Substance and \$200 K Petroleum, for a combined total of \$400 K.
- ✓ **We suggest you apply community wide.**
- ✓ Period of performance is **3 years**.



Assessment Grant Program

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- **Site-Specific**
 - ✓ Up to **\$200,000** for petroleum and/or hazardous substances.
 - ✓ Up to **\$350,000** with approved waiver.
 - ✓ No more than 1 application per eligible entity.
 - ✓ Site Eligibility & Property Ownership Eligibility are *Threshold requirements*.





Assessment Grant Program

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- **Assessment Coalitions**

- ✓ Up to **\$1 million** for hazardous substances and/or petroleum (e.g. \$500 K hazardous, \$500 K petroleum).
- ✓ 3 or more separate eligible entities.
- ✓ Must assess a **minimum** of 5 sites.
- ✓ 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.





Cleanup Grant Program

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- To carry out cleanup activities at brownfield sites.
- Up to **\$200,000** per property.
- May apply for up to **3** properties - **Separate proposals for each property.**
- Can apply for both hazardous substance and petroleum cleanup funding at the **same site** - must submit **ONE** proposal, which cannot exceed \$200,000.
- Non-profits may apply.
- Cost share requirement of 20%.
- Community Notification (Threshold Criteria Only). 
- ***Must have FEE SIMPLE TITLE by June 30, 2009.***
- Period of Performance is **3 years.**



Revolving Loan Fund Grant Program

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- To make low-interest loans and/or subgrants to carryout cleanup activities at brownfields properties.
- Up to \$1 million per separate eligible entity.
- Coalitions may apply – Please discuss your plans with Joe Ferrari (617-918-1105) before applying.
- Hazardous substances and/or petroleum within the same proposal.
- Up to 40% of grant amount may be used for cleanup subgrants (up to \$200,000 per property).
- Cost share requirement of 20%.
- Period of performance is 5 years.



Other EPA Brownfields Programs

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- Brownfields Job Training Grant Program
 - ✓ www.epa.gov/region1/brownfields/programs/jobtrain/jobindex.htm
- Targeted Brownfields Assessment (TBA) Program*
 - ✓ www.epa.gov/region1/brownfields/programs/targeted.htm

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



Brownfields Law & Ranking Criteria

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- Ranking Criteria are set out in the Brownfields Law
- Ten criteria identified for ranking proposals
 1. Extent grant would stimulate availability of other funds
 2. Potential to stimulate economic development
 3. Extent grant would address or facilitate identification and reductions of threats to human health & the environment
 4. Extent grant would facilitate the use or reuse of existing infrastructure
 5. Extent grant would facilitate creation, preservation or addition to a park, greenway, undeveloped property, recreational property or other property used for non-profit purposes



Brownfields Law & Ranking Criteria

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- Ten criteria identified for ranking proposals (cont'd)
 6. Extent grant would meet needs of community that inability to draw on other sources of funds
 7. Extent the applicant is an eligible for funding from other sources
 8. Extent grant would further the fair distribution of funding between urban & non-urban areas
 9. Extent grant provides for involvement of the local community in process of making decisions for cleanup and future use of a site
 10. Extent grant would address or facilitate the identification and reduction of threats to the health and welfare of children, pregnant women, minority or low-income communities, or other sensitive populations



Proposal Submission Information

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*Main & Pavilion Shopping Center
Hartford, CT*



Proposal Guidelines

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- FY2009 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

- ✓ Electronic Submissions:

- ❖ www.grants.gov



Due Date & Mailing Instructions

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- **Hard Copy Submissions**
 - ✓ Proposals must be **postmarked** by **November 14, 2008**.
 - ✓ Mail original to Environmental Management Support, Inc. (Address in Section IV.B.1)
- **Electronic Submissions**
 - ✓ Proposals submitted through grants.gov must be **received** by **November 14, 2008**.
 - ✓ Make sure you register early to use grants.gov. See Appendix 3.
- Mail a copy of each proposal to Region 1 Brownfields Coordinator Diane Kelley (address in Appendix 1).



Content & Form of Proposal Submission

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- You must submit separate proposals with separate transmittal letters as appropriate.
- Pages in excess of page limits **will be** removed and not evaluated.
- **Obey page limits!**
 - ✓ **Transmittal Letter – 2 pages**
 - ✓ **Narrative Proposal (Threshold & Ranking) – 18 pages**
 - ✓ Limit number of attachments to required items and key support letters. **No other attachments will be considered!**



Content & Form of Proposal Submission

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- Proposals must be:
 - ✓ Typed
 - ✓ On letter sized paper
 - ✓ Single line spaced
 - ✓ 12 point font minimum

- Proposals must not include:
 - ✓ Binders or spiral binding
 - ✓ **Color printing**
 - ✓ Photos and graphics





Content & Form of Proposal Submission

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- Proposal Content

- ✓ See Section IV.C.1 for specific items required for each grant type
- ✓ Includes:
 - ❖ Transmittal Letter
 - ❖ Narrative Proposal
 - ❖ Program specific attachments
- ✓ We will discuss further in breakout sessions later





Content & Form of Proposal Submission

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- **Transmittal Letter (2 Pages)**
 - ✓ See Section IV.C.2 for specific items required for each grant type
 - ✓ Include each item outlined in the guidelines

- **Narrative Proposal (18 Pages)**
 - ✓ Includes responses to all Threshold and Ranking Criteria for each grant type
 - ✓ See Section III.C for Threshold Criteria
 - ✓ See Section V.C for Ranking Criteria



Proposal Review Information

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- Threshold Criteria are evaluated by the Region. You may be contacted to clarify information in your proposal.
- Ranking Criteria are scored by EPA and other federal reviewers from other regions.
- Regional staff will provide information to the evaluation panels only regarding the Programmatic Capability ranking criteria.
- HQ makes final determinations.
- Spring 2009 award announcement.





General Tips for Proposal Preparation

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- Address all criteria – if a criterion doesn't apply say so and briefly explain why. Address each part under a criteria separately (e.g., 1.a.i., 1.a.ii., 1.b.i., 1.b.ii.).
- Be kind to your reviewers – don't crowd the page and minimize the use of acronyms and technical/cultural jargon.
- Ensure that your budget request in your transmittal letter actually matches your budget table.



General Tips for Proposal Preparation

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- Take a moment or two to check out the Frequently Asked Questions on the website. This is well worth your time and effort in avoiding pitfalls.
- If you are having different people write different sections, go back and attempt to make it read as coherently as possible. Plus there may be some duplication you can eliminate.
- This workshop is *NO SUBSTITUTE* for reading and closely following the detailed Guidelines!



Introduction to Proposal Preparation

Some Different Ways of Looking at the Task at Hand

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Christopher Heights Assisted Living Facility

Marlborough, MA



Getting into the mind of the reviewer

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Writer

Reviewer



First recognize that your proposal is ...

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- Part Project Plan
 - ✓ What, where, when and how you intend to use the grant funding
- But it's ultimately your interview for the grant (with people you'll never meet)
- Part Resume
 - ✓ Accomplishments
 - ✓ Experience





Recognize the psychology of the situation... 41

- Choosing good grantees is a very important decision for the success of EPA's Brownfields program, and we do take this task very seriously.



*Where are you
in this stack*

- As with any task, reviewers are given a timeframe and deadline in which to get it done.
- Your job is to leave a lasting impression on the reviewer through clear objectives and engagement in your writing (basically a good interview).



You never get a second chance at a first impression

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disseminated through: print media, direct municipal communications in core communities, a comprehensive website dedicated to the discourse of Brownfields remediation, and direct mailings through organizations that represent targeted communities. After a thorough public notification process, open forum meetings will be held to ensure a suitable and extensive cross-section of involved communities in order to seek input on the development of remediated sites. Because of geographic proximity throughout the county, three open forum meetings will be held, consolidating the core communities: the Western Forum will focus on the Shippensburg Borough, Newburg Borough, and Newville Borough, the Central Forum will target the Mt. Holly Springs Borough, Carlisle Borough, and Mechanicsburg Borough, and the Eastern Forum will focus on the Shiremanstown Borough, Camp Hill Borough, Lemoyne Borough, Wormleysburg Borough and New Cumberland Borough. These community forums will be held pre-award to accept input and feedback throughout the process, and then again for a final review before implementation, for a total of six community meetings countywide.

Task 3 – Site Inventory and Characterization

The RA will, with the cooperation of the Cumberland County Planning Commission and upon receipt of public input, develop an inventory of potential petroleum Brownfield sites in the core communities. The RA will secure qualified environmental consultants to perform Phase I and Phase II assessments. The cost estimate for conducting Phase I assessments is \$20,000, which equates to 5 site assessments at @\$4,000 per site. Phase II assessments, including preparation of Sampling and Analysis Plans, sampling and analysis, data validation and reporting will be conducted according to ASTM standards, and Pennsylvania's Land Recycling and Environmental Remediation Standards Act (Act 2). It is contemplated that this task will include up to five Phase II assessments. The scope of work for the Phase II assessments will be site-specific based on the size, complexity and individual characteristics of each site. All Phase II assessments will include, at a minimum, the collection of soil and ground water (if present) samples using direct-push technology (e.g., Geoprobe®). Samples collected will be analyzed by a Pennsylvania Department of Environmental Protection (PADEP)-certified laboratory for the appropriate suite of analyses based on the hazardous substances that were used or suspected to have been used at each site. Depth-discrete soil samples will be collected from each boring for examination by the environmental consultant. A photoionization detector (PID) will be used to screen samples for volatile organic compounds (VOCs). The budgeted cost estimate provided includes 2 sites which will require this minimum Phase II work scope at an estimated cost of \$10,000 per site. It is anticipated that up to 2 sites will require additional site characterization beyond the basic Phase II work scope described above, which will include the installation of ground water monitoring wells and the collection of at least 2 rounds of ground water samples. The ground water monitoring wells will be constructed by a Pennsylvania-licensed well driller experienced in the drilling and construction of monitoring wells. The well boreholes will be extended approximately 10 to 20 feet into the first water bearing zone. The drill cuttings and fluids generated during drilling operations will be field screened for the presence of VOCs using a PID. Any drill cuttings or fluids that contain indications of impairment will be contained in 55-gallon drums or placed on plastic provided by the driller, and samples will be collected and laboratory analyzed to enable a decision regarding the final

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Now we're talking...

Break up your proposal into manageable parts

several programmatic expenses related to the management of the grant (i.e., salaries and fringe benefits for municipal employees working in the project) and community involvement activities.

B. Community Need

1. The Municipality of Salinas is a coastal area located in the south of Puerto Rico with a population of 31,113 (Census 2000) divided as follows: 14 years of age or less 2,675; 15 to 54 years old, 21,150; over 55 years of age, 19,576. The population density per square mile is 324 and has a total living area (land area) of 96 square mile. The total amount of families below poverty level is 4,484 representing a 54.9 percent of the families below poverty level. The Census 2000 also, indicates a 63.9 percent of the family with related children less than 5 year of age is below poverty level. A 30.1 percent of the families receiving Supplemental Social Security and/or public assistance are also below poverty level. The 70.9 percent of the family with female householder are below poverty level. The unemployment rate in the Municipality is 64.0 (Census 2000).

Because of its subhuman living conditions, 6 of its wards, specifically Parcelas Vázquez, Barrida López, San Felipe, Mosquito, Borinquen, Villa Cofres, Playita, have been designated "Special Communities" by the Commonwealth of Puerto Rico and as such, receive assistance for special social, educational, and economic programs, such as rehabilitation of houses, electricity, community centers, sewage systems, sidewalks and street asphalt and fighting, among other services.

Also, the municipality of Salinas has one of the highest rates of disabled people in Puerto Rico (per census 2000: ages 5 to 20 – 10.6 percent; ages 21 to 64 – 30.0 percent; ages 65 and over – 60.3 percent), a high rate of school drop outs, a high rate of drugs and alcohol usage, and an elevated adolescent pregnancy rate. As per 2004 mortality rate statistics of the Puerto Rico Department of Health, the Municipality of Salinas has an average mortality rate of 683 deaths. The mortality rates per diseases are as follows: 103.3 for heart disease; 59.5 for diabetes; 84.5 for cancer; 50.1 for cerebral vascular; 47 pulmonary; 47.0 hypertensive; 18.8 influenza; 15.7 liver disease; 209.8 others.

2. The residents of Aguirre from the Municipality of Salinas will benefit from this grant by restoring, preserving, redeveloping, and reducing exposure to contaminants at seven selected sites. The selection of these sites will be determined using the selection criteria described in Section C of this proposal. The Municipality of Salinas is committed to evaluate all the identified Brownfield sites; however, its main focus at this moment is the environmental assessment, redevelopment, restoration and preservation of the urban core of Aguirre.

The urban core of the ward of Aguirre from the Municipality of Salinas has been designated as a historical district. It is of the utmost importance that this historical district be preserved for study by scholars and for the enjoyment of future generations. Several of the buildings located in the historical district are listed in the National Register of Historical Buildings. Since it was the most important Sugar Plantation in the south part of Puerto Rico, it was developed as a Company Sugar Town in 1898. Its urban design and particular architecture has been recognized in Puerto Rico and the United States. Some of those buildings are currently

G. Ongoing Community Involvement

G.1 – Involving the Affected Community

As indicated in Section F, we have completed community involvement activities before submitting this application. If funded, we plan to expand community involvement efforts to include:

- Establishing a Brownfield Working Group
- Preparing a Community Involvement Plan
- Preparing of Brownfield fact sheets
- Holding public meetings
- Creating a Brownfield web page
- Updating economic development partners
- Holding Brownfield Owner and Developer workshops
- Effectiveness Evaluation

COMMUNITY OUTREACH PROGRAM		
Outreach Task	Purpose	Frequency
Brownfield Working Group	To guide program functions, including hiring of contractors, budgets, site selection, and site assessments.	Created within 3 months of award. Meet quarterly.
Community Involvement Plan	Define actions that will be taken to engage public and stakeholders and how we will monitor success.	Created within 3 months of award.
Facts Sheets	Educate and disseminate information. Project update included as well as important issues.	Prepared twice a year.
Public Meetings	Seek input from public and stakeholders on program direction, including site selection and cleanup planning. Held in each county seat and on our two Indian Reservations.	At key phases of project including when awarded, after Phase I and Phase II ESAs, and during cleanup planning.
Web Page	Provide public and stakeholders access to information. Advertise public meetings and developer workshops. Post completed assessment reports and fact sheets. Post ongoing list of questions from public with answers.	Web page created upon award and updated every six months. Link to our program provided on county web sites
Updating Economic Development Partners	Keep partners informed of issues. Build list of potential Brownfield sites in region. Market the Brownfield program.	Continually on informal basis. Formally, at economic development meetings in region.
Owner/Developer Workshops	Educate Brownfield site owners and developers of benefits of participating in program.	Two developer workshops in the first year.
Effectiveness Evaluation	Evaluate whether our Brownfield program is successful	Quarterly



How do you glean information when you review?

Use different writing styles for different types of reviewers⁴⁴

- Executive summary/
conclusions and
recommendations
 - ✓ Bullet format
- Tables
- ~~Graphics & maps~~
- Descriptive text
 - ✓ Adjectives, verbs
- Managers/ Type A
personalities/hyperactive
 - ✓ People who just want the
answer
- Scientists/Engineers
 - ✓ People who need
organization
- Readers/Writers/Artists
 - ✓ People who need passion
and creativity



How do you keep the reviewer focused? (Don't Give the Skim Reader a Chance to Start)

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- Keep your paragraphs brief and focused
 - ✓ A good topic sentence
 - ✓ Key points and supporting evidence on the topic (take advantage of bullets, tables and creative text)
 - ✓ Conclusion(s)
- Make sure the most important point appears early in the paragraph and stands out clearly (conclusions are the paragraph summary, not the key point)
- Breakout your examples into separate paragraphs so your accomplishments stand out clearly



Understand basic the difference between the grant and the proposal

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The grant is about giving contaminated sites a second chance



The proposal is about working with your communities and the benefits you can provide to meet their needs



Orient your writing toward the community ⁴⁷

- It's not about the 20,000 sq ft building of commercial space, it's the number of jobs generated for the community, or the needed services the building will be providing.
- It's not about the taxes gained by the city, it's about the improved services the city will be able to provide.
- It's not about the assisted living center, it's about the number units provided and the 30% set aside as affordable care units.
- It's not about the smart growth development, it's about the vibrant community and environmental aspects it provides.
- It's not about the riverfront boardwalk, it's about the community gathering space and engine for continued economic growth.
- Etc.



Use the power of past, present and future in your responses to the criteria

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- Past tense – Shows your experience and accomplishments (but doesn't necessarily speak to this grant).
- Present tense – Shows your active involvement (but not necessarily experience).
- Future tense – Shows your vision for the community and the potential opportunities that lie ahead (this may tend to imply “maybe”, but you need to create an element of certainty in the reviewer's mind).
- Use all three effectively to get all the points.
- See the “Best Writeups from FY07 Proposals”.



Providing examples of your work and real vision for the future is the key

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- Make sure your examples focus on what's important:
 - ✓ The partnerships it took to get it done,
 - ✓ The problems you solved along the way, and
 - ✓ Your accomplishments (i.e., the benefits to the community).
- Remove extraneous background information and keep the examples on point (don't give the reviewer's thoughts a chance to wander).

For example: “Our organization worked closely with a nonprofit group, Neighborhoods for Kids, and the city’s municipal department to design and build a 1-acre pocket park on the eastern side of the city. As part of this effort, we helped Neighborhood for Kids obtain a state grant for \$50,000 and raise over \$15,000 locally to fund the purchase and installation of playground equipment for the park. This inner city area was desperate for a greenspace element and now this park is providing an active environment for the children and families in this community.”



Use the wording in the criteria to guide your responses

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- Identify the number of questions in each sub-criteria
- Highlight key words that must be addressed in your response
- Recognize the importance of the word “and” in a sentence (i.e., discuss both or all three; no options here)
- For example:

Describe the **effect** brownfields currently have on your targeted community by providing information on the **number** and **size** of the brownfields / and the **health, welfare, and environmental impacts** of these sites.



Frequently seen reviewer comments

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- Comment 1: “A general stock answer is provided.”
- Comment 2: “Discussion is not related to ‘this grant’.”
 - ✓ Note: the term “this grant” is used 9-times in the '09 Ranking Criteria
 - ❖ 4 – Project Description and Feasibility of Success
 - ❖ 1 – Community Engagement
 - ❖ 4 – Project Benefits
- Your writing needs to go below the surface and talk about real issues and what you’re going to do with the funds from this grant.



Lastly, peer review is an essential tool for successful proposal preparation

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- Use several peer reviewers and work as a team.
 - ✓ Choose someone outside the group on final reviews for a fresh opinion.
- Did the reviewer take away the same key points?
- Does the proposal flow; are there any confusing spots; did you drift off at points?
- Could bullets and tables be used to improve clarity in spots?