



EPA New England FY2009 Brownfields Grant Guidelines Workshop

REVOLVING LOAN FUND 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

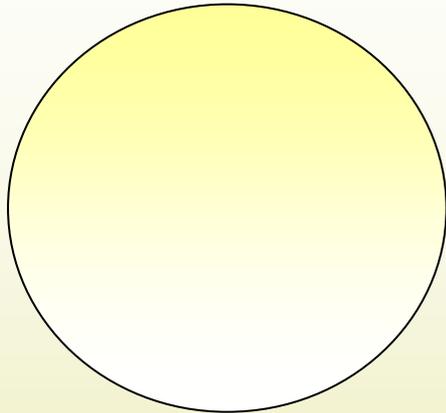
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- **Community Need**
 - ✓ “Would like to see ties between funds and most distressed areas.”
- **Community Engagement**
 - ✓ “Plans seem to only involve political/business oriented people and not neighborhood/general public.”
- **Project Benefits: Welfare 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.”

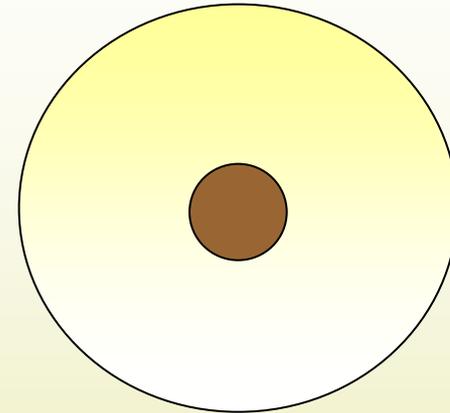


Defining Your Target Community is an Individual Strategy

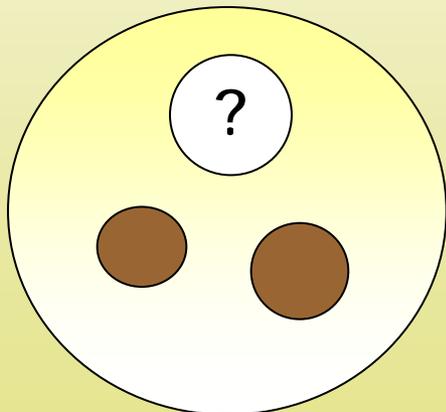
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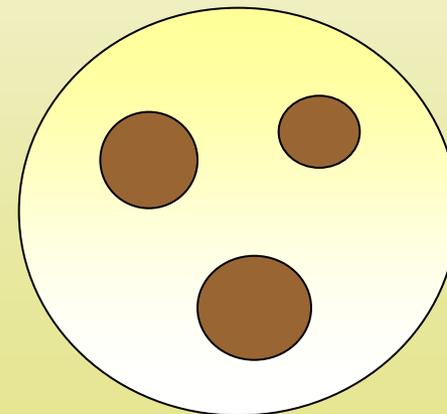
Entire City/Region



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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Entire City/Region

Establishes historical perspective and general statistics

Single Target Area

(Site-specific or Community-wide)

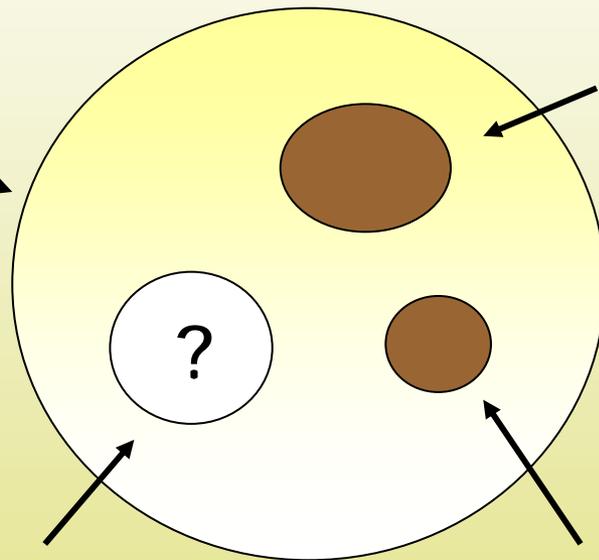
Provides focused community statistics with real sites and a real vision for the future

TBD Target Area

Shows opportunity for others to benefit from Grant

Multiple Target Areas

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





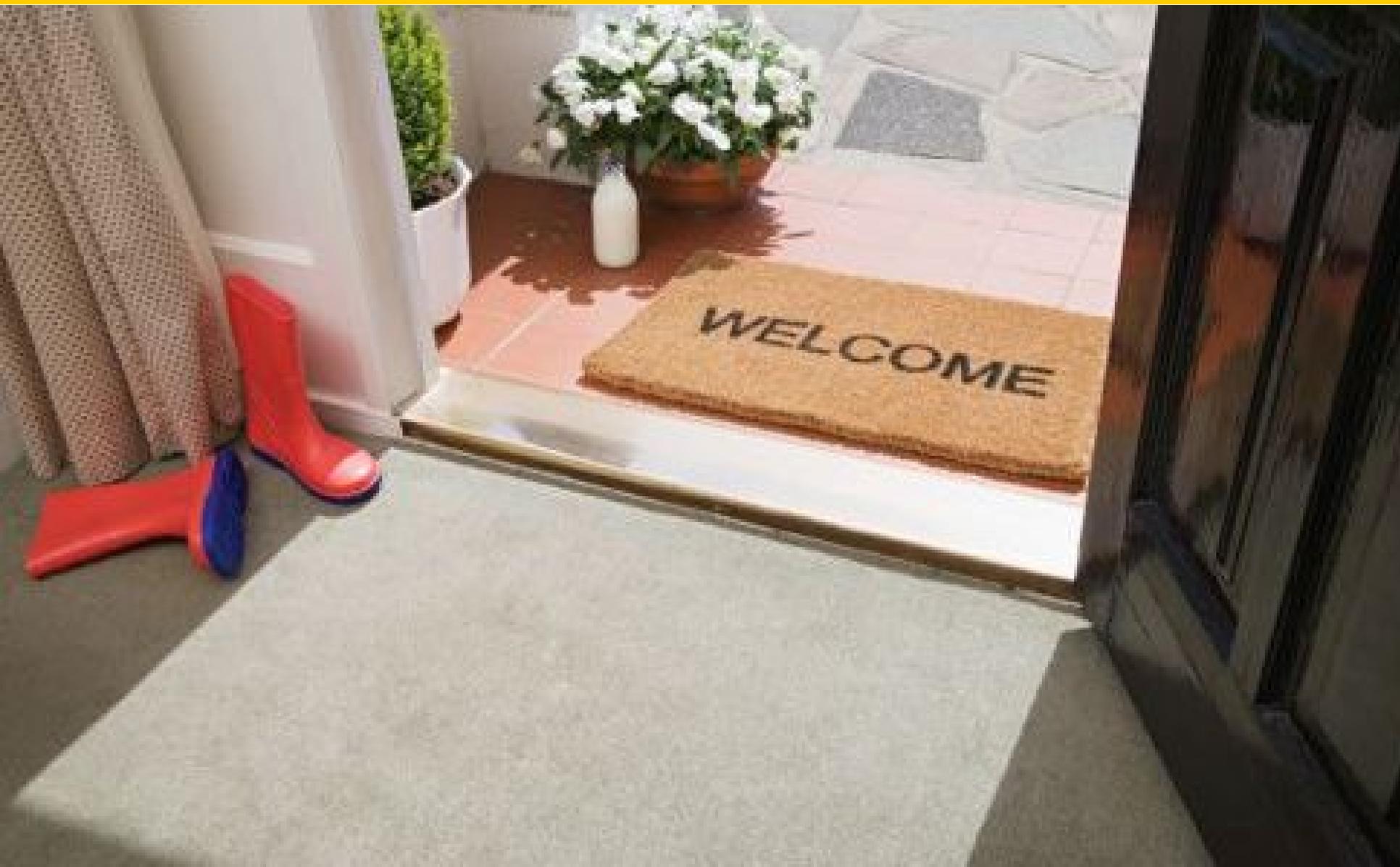
Threshold vs Ranking Criteria

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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 – RLF



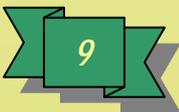


Threshold Criteria – RLF

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1. Applicant Eligibility
2. Description of Jurisdiction
3. Letter from State or Tribal Environmental Authority
4. Oversight Structure and Legal Authority to Manage a Revolving Loan Fund
5. Cost Share

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





Threshold Criteria – RLF

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- Basic Tips
 - ✓ Respond to all five threshold questions. While EPA may seek clarification of a response, if you did not respond, it's impossible to seek clarification.
 - ✓ Make sure you attach the required legal opinions and that they cite the appropriate law or statute.
 - ✓ **For Coalitions**
 - ❖ Make sure all coalition partners are separate and distinct eligible entities.
 - ❖ Make sure you attach all coalition partner letters.



Threshold Criteria – RLF

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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 – RLF

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1. Applicant Eligibility

- **RLF Coalitions**
 - ✓ Describe how all coalition partners are eligible entities.
 - All separate legal entities (no State & State)
 - All eligible applicants (no non-profits)
 - ✓ Coalition Partner Letters
 - Make sure letters from coalition partners specifically state that they are a **coalition partner**.
 - Letter should include brief description of entities roles and participation in RLF.
 - Make sure you attach these letters to your proposal.



Threshold Criteria – RLF

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1. Applicant Eligibility

- **RLF Coalitions**

- ✓ The applicant must have the broader jurisdiction.
 - State/Planning Commission is applicant & cities/towns are coalition partners
- ✓ Don't go looking for lots of coalition partners – RLF competition is tough – getting more than \$1 M is difficult. Lots of coalition partners does not necessarily strengthen your proposal.





Threshold Criteria – RLF

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2. Description of Jurisdiction

- RLF grants are community-wide and/or jurisdiction wide.
- This does not preclude you from targeting specific communities or areas within your jurisdiction.
- You must provide a description of the boundaries of your jurisdiction such as:
 - ✓ The city limits of The City of Greenville.
 - ✓ All cities and towns in The State of Maine.
 - ✓ All cities and towns in The Northeast Regional Planning Commission.



Threshold Criteria – RLF

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3. Letter from State/Tribal Environmental Authority

- Attach a letter from your state or tribal environmental authority acknowledging that you plan to establish a revolving loan fund, conduct cleanup 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.

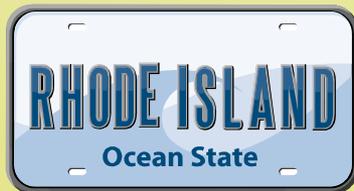
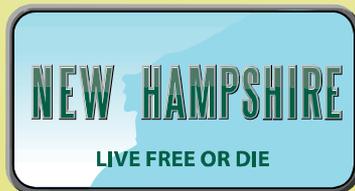
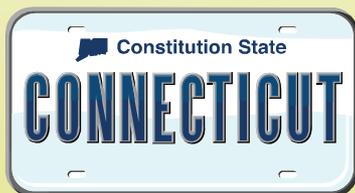




Threshold Criteria – RLF

3. Letter from State/Tribal Environmental Authority

- 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 State Brownfields Program Contacts.





Threshold Criteria – RLF

4. Oversight Structure & Legal Authority to Manage RLF¹⁷

4.a. Describe how you will oversee cleanups

- Indicate that you will enroll the loan and/or subgrant cleanups in your state response program.
- If you plan to procure a Qualified Environmental Professional to oversee the cleanup of your loan and/or subgrant sites, explain how you will ensure they are in place before cleanup begins.





Threshold Criteria – RLF

4. Oversight Structure & Legal Authority to Manage RLF¹⁸

4.b. Legal Opinions

- Provide a legal opinion from your counsel that indicates:
 - 1) You have the legal authority to access and secure sites in the event of an emergency or default of loan or non-performance of a subgrant.
 - 2) You have the legal authority to perform the actions necessary to manage a revolving loan fund. This includes the ability to:
 - ✓ Hold funds
 - ✓ Make loans
 - ✓ Enter into loan agreements
 - ✓ Collect repayments



Threshold Criteria – RLF

4. Oversight Structure & Legal Authority to Manage RLF¹⁹

4.b. Legal Opinions

- **Make sure your legal opinions cite the relevant state or local laws!**
 - ✓ General statements that you have these authorities and/or capabilities is not adequate.
- **Make sure you attach your counsel's legal opinion!**





Threshold Criteria – RLF

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5. Cost Share

5.a. Describe how you will meet the required cost share

- Describe your plans for providing the cost share, including the sources of the funding or services.
- Refer to the FAQs for a discussion of prohibited costs.
- Refer also to this link for everything you need to know about providing your cost share:

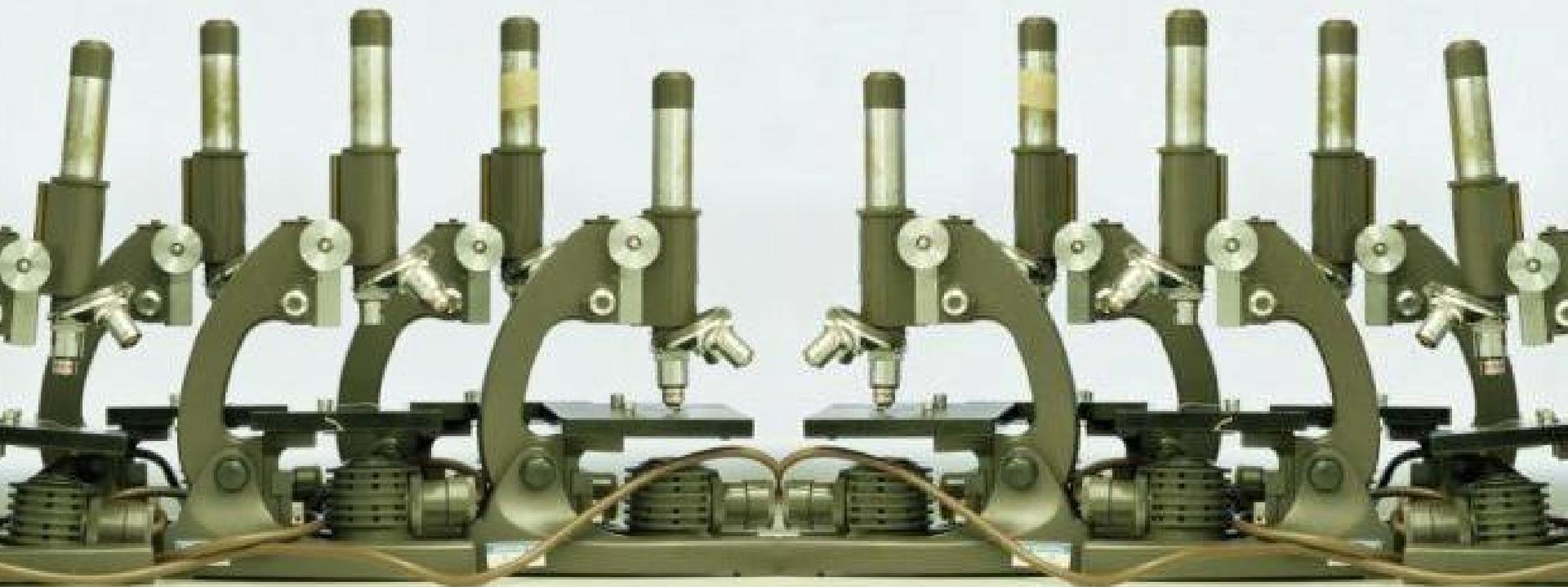
www.epa.gov/region1/brownfields/pdfs/2008CostShare.pdf

5.b. Cost Share Waiver

- If you are requesting a hardship waiver of the cost share, provide an explanation for the basis of your request as part of your proposal. This explanation must be submitted on a separate page as an attachment to your proposal.



Ranking Criteria – RLF





Ranking Criteria – RLF

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Four Ranking Criteria Sections (100 Points)

1. Community Need (15 Points)
2. Program Description & Feasibility of Success (45 Points)
3. Community Engagement & Partnership (20 Points)
4. Program Benefits (20 Points)





Ranking Criteria – RLF

23

1. Community Need (15 Points)

1.a. Health, Welfare & Environment (8 Points)

- i. Number, size & impacts of Brownfields (4 Points)
- ii. Health & welfare of sensitive populations (4 Points)

1.b. Financial Need (7 Points)

- i. Economic impact of Brownfields with supporting statistics (4 Points)
- ii. Other financial factors limiting cleanup resources, previous EPA Brownfields grants, and why you need additional funds (3 Points)



Ranking Criteria – RLF

24

1. Community Need (15 Points)

1.a. Health, Welfare & Environment (8 Points)

i. Number, size & impacts of Brownfields (4 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(ies) strategy for your program
 - ❖ 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 – RLF

25

1. Community Need (15 Points)

1.a. Health, Welfare & Environment (8 Points)

i. Number, size & impacts of Brownfields (4 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 – RLF

26

1. Community Need (15 Points)

1.a. Health, Welfare & Environment (8 Points)

ii. Health & welfare of sensitive populations (4 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 – RLF

27

1. Community Need (15 Points)

1.b. Financial Need (7 Points)

i. Economic impact of Brownfields with supporting statistics (4 Points)

- ✓ Describe economic & social situation of targeted community(ies)
- ✓ Provide demographic data of targeted community(ies)
 - ❖ 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 – RLF

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1. Community Need (15 Points)

1.b. Financial Need (7 Points)

- ii. Other financial factors limiting cleanup resources, previous EPA Brownfields grants, and why you need additional funds (3 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(ies) carefully





Ranking Criteria – RLF

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1. Community Need (15 Points)

1.b. Financial Need (7 Points)

ii. Other financial factors limiting cleanup resources, previous EPA Brownfields grants, and why you need additional funds (3 Points)

✓ **Existing Brownfields Grantees Only**

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





Ranking Criteria – RLF

30

1. Community Need (15 Points)

Two Last Tips 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?
- Don't forget you are requesting \$1 million. Make sure you convince the reviewer you **need** this funding!



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³¹

2.a. Program Description (15 Points)

- i. Describe your Brownfields Redevelopment Program (4 Points)
- ii. RLF sustainability & administration (4 Points)
- iii. Types of Applicants & Marketing Strategy (4 Points)
- iv. Level of Commitment, Program Team, & Organizational Strategy (3 Points)

2.b. Budget & 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 – RLF

2. Program Description & Feasibility of Success (45 Points)³²

2.a. Program Description (15 Points)

i. Describe your Brownfields redevelopment program and how RLF will support it (4 Points)

- ✓ This is your introductory piece. Use this to summarize your response to all four subcriteria in this section.
- ✓ Give the reviewer a strong impression, right away, that you can:

- Manage an RLF
- Market the program
- Identify potential sites
- Provide an experienced & dedicated team
- Make a loan right away!





Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³³

2.a. Program Description (15 Points)

- i. Describe your Brownfields redevelopment program and how RLF will support it (4 Points)
 - ✓ Discuss your overall brownfields redevelopment program and goals
 - ✓ Explain how the requested RLF funding will help to meet these goals
 - ✓ Use examples of past brownfields redevelopment successes to show experience
 - ✓ Use examples of current and potential sites in your target area(s) to show you are ready to get your program up and running on day one



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points) ³⁴

2.a. Program Description (15 Points)

ii. RLF as a sustainable source of loans for brownfields redevelopment (4 Points)

- ✓ Explain how your program will be organized
- ✓ Describe your loan/subgrant administration program:
 - ❖ Types of loan/subgrant products you will offer
 - ❖ How you will structure loans
 - ❖ How you will select borrowers and/or subgrantees
 - ❖ How you will leverage site funding packages to cover all redevelopment activities at your sites
- ✓ Explain how your program will provide long-term availability of loan and/or subgrant funds and how this approach will ensure your fund will “revolve”



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³⁵

2.a. Program Description (15 Points)

- ii. RLF as a sustainable source of loans for brownfields redevelopment (4 Points)
- ✓ Give examples of potential sites in your target area(s) and how they fit into your RLF program
 - ✓ Give examples of past experience with other brownfields and/or redeveloped sites
 - ✓ **For Coalitions** – Describe the role of each member and how you will all work together to implement and maintain a successful program
 - ✓ Describe your site selection process and borrower/subgrant recipient selection process, remember that reviewers are looking for community input into this process
 - ✓ Include specific site selection criteria your community will be utilizing (developer interest, community need, location, etc.)



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³⁶

2.a. Program Description (15 Points)

iii. Types of applicants & marketing strategy (4 Points)

- ✓ Describe the types of applicants you envision will utilize your RLF funding. What are their individual needs? How will you market your program to these groups?
 - ❖ Private developers
 - ❖ Municipalities
 - ❖ Non-profits
- ✓ Discuss properties or areas you are targeting or intend to target.
- ✓ Explain sources of your information - Brownfield inventories, state lists, redevelopment areas, etc.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³⁷

2.a. Program Description (15 Points)

iii. Types of applicants & marketing strategy (4 Points)

- ✓ Describe your target market and discuss any marketing you have already accomplished.
- ✓ Describe your marketing strategy
 - ❖ How will you actively market your program to potential borrowers/subgrantees to achieve success?
 - ❖ How will you incorporate your RLF into existing financial programs or incentives to reach borrowers/subgrantees?
 - ❖ You must convince the reviewer that you have a system envisioned or in place to continuously seek out potential borrowers/subgrantees that will sustain your program.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³⁸

2.a. Program Description (15 Points)

iv. Level of commitment, program team, & organizational strategy (3 Points)

- ✓ Describe your RLF program team
 - ❖ Name and provide qualifications for the overall program manager. **This person is the key to success! Make sure you specifically demonstrate that this person will put 100% effort into the marketing and administration of your RLF.**
 - ❖ Name and provide qualifications for all other members of your team such as:
 - Financial management
 - Qualified Environmental Professional (LSP, LEP, etc)
 - Legal support
 - ❖ Describe any outside assistance (other organizations or contracting) you will use to manage your program.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)³⁹

2.a. Program Description (15 Points)

iv. Level of commitment, program team, & organizational strategy (3 Points)

- ✓ Discuss how this team will ensure the following:
 - ❖ Successful management of your RLF program
 - ❖ Use reasonable, effective and prudent lending practices
 - ❖ Appropriateness and safety of cleanups
- ✓ **For Coalitions** – Describe the experience and capabilities of each member and how you will all work together to implement your program.
- ✓ **It is essential that you provide a qualified, committed team and convince the reviewer that they will carry out the program you have described in these subcriteria.**



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)⁴⁰

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

i. Budget - Table

- ✓ Prepare the budget using the table format provided. Please make sure it adds up. **This is how you lose points!!!**
- ✓ RLF funding can be utilized for both loans and subgrants. Loans must constitute at least 60% of your budget. The budget table is separated into a loan section and a subgrant section for showing loan tasks & subgrant tasks.
- ✓ 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
 - ❖ Marketing
 - ❖ Making Loans & Subgrants
 - ❖ Site Cleanup Activities





Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)⁴¹

Subcriteria 2.b.i. Sample Format for Budget

Budget Categories	Project Tasks for Loans				
(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:					



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points) ⁴²

Subcriteria 2.b.i. Sample Format for Budget

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



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)⁴³

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 loans and subgrants.
- ✓ Be sure to include your cost share in both the budget table and in the task descriptions.
- ✓ Do not get too detailed in your budget table – this is an estimate. If you use figures such as \$5,210 it is very easy to make a mathematical error and lose points.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)⁴⁴

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 – RLF

2. Program Description & Feasibility of Success (45 Points)⁴⁵

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
 - ❖ Contractual: QEP oversight + legal support = \$xx total contractual in task.
 - ❖ Loans & subgrants: x loans (60%) + x subgrants (40%) = Total loan/subgrant pool available.
 - ❖ If personnel and contractual costs in same task, describe activities associated with each cost (your part, their part).



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points) ⁴⁶

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 – RLF

2. Program Description & Feasibility of Success (45 Points)⁴⁷

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

i. Budget (5 Points)

- ✓ Include task description for both Loans and Subgrants.
- ✓ If you are submitting a proposal for both hazardous substances and petroleum, *include two budgets and two sets of task descriptions.*
- ✓ We recommend you apply for Hazardous Substances only. You will be able to apply for supplemental petroleum funding once you make a loan or subgrant.





Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points) ⁴⁸

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

ii. Leveraging Other Resources (5 Points)

- ✓ Describe any gap in overall broad project funding:
 - ❖ Assessment,
 - ❖ Cleanup Planning,
 - ❖ Cleanup, **and**
 - ❖ Reuse.
- ✓ Address both smaller gap funding (additional assessment work) and larger gap funding (cleanup and redevelopment).
- ✓ Do not imply your RLF 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 for additional assessment.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)⁴⁹

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 – RLF

2. Program Description & Feasibility of Success (45 Points)⁵⁰

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.
- **Be careful which one you respond to!**



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)⁵¹

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 – RLF

2. Program Description & Feasibility of Success (45 Points)⁵²

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 – RLF

2. Program Description & Feasibility of Success (45 Points)⁵³

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 – RLF

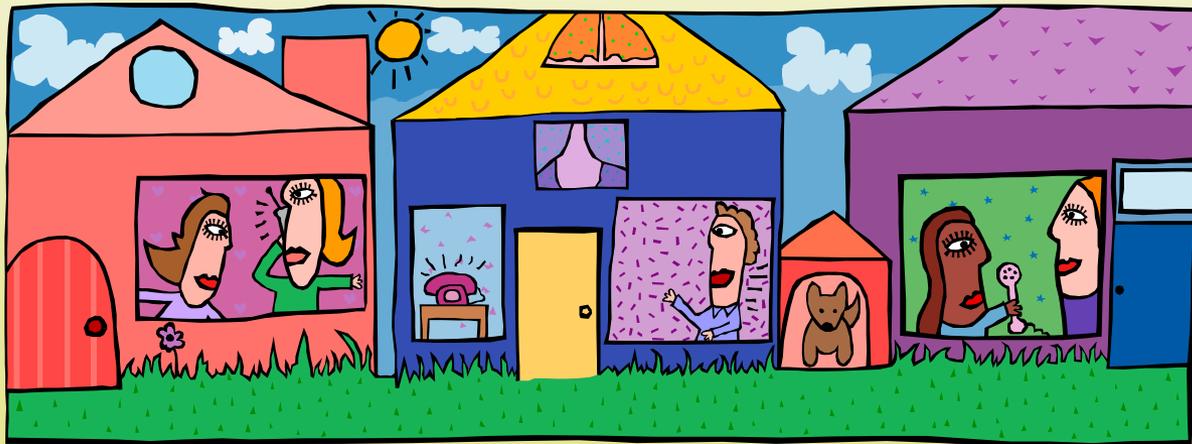
54

3. Community Engagement & Partnerships (20 Points)

3.a. Community Engagement Plan (10 Points)

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

3.c. Community-Based Organizations (5 Points)





Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

55

3.a. Community Engagement Plan (10 Points)

Note the point value for this subcriterion is different for RLF

- Describe your plans to involve the affected community in the following areas:
 - ✓ Site selection
 - ✓ Cleanup decisions
 - ✓ Site reuse planning
- Project progress – including any plans for communicating in languages commonly used in the community
- Discuss any completed or ongoing activities
- Be as specific as possible (this is your real plan)



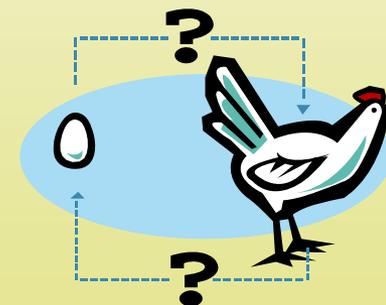
Ranking Criteria – RLF

56

3. Community Engagement & Partnerships (20 Points)

3.a. Community Engagement Plan (10 Points)

- 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 cleanup decisions
 - ✓ Cleanup planning is directly tied to the redevelopment plans





Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

57

3.a. Community Engagement Plan (10 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
 - ❖ Schedule meeting for working public
 - ✓ Flyers
 - ✓ Community group meetings



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

58

3.a. Community Engagement Plan (10 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 in community need (the reviewer will remember)



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

59

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 cleanup programs. In New England, the states are your key partners.



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

60

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 cleanup of sites in your program (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 sites in the appropriate state voluntary cleanup program
 - ✓ Let the reviewer know how your state's voluntary cleanup program operates (their role, certificates of completion, liability protections, etc.)



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

61

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 during the cleanup of sites in your program, 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 – RLF

3. Community Engagement & Partnerships (20 Points)

62

3.c. Community-Based Organizations (5 Points)

- 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 – RLF

3. Community Engagement & Partnerships (20 Points)

63

3.c. Community-Based Organizations (5 Points)

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





Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

64

3.c. Community-Based Organizations (5 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 – RLF

3. Community Engagement & Partnerships (20 Points)

65

3.c. Community-Based Organizations (5 Points)

- Here are some examples of CBOs:
 - ✓ 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 – RLF

66

4. Program Benefits (20 Points)

4.a. Welfare and/or Public Health (5 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 – RLF

67

4. Program Benefits (20 Points)

Overview

- Program Benefits are about your vision for the target community(ies) 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 – RLF

68

4. Program Benefits (20 Points)

4.a. Welfare and/or Public Health (5 Points)

- Describe all environmental, social and/or public health benefits anticipated from your program
- 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 – RLF

69

4. Program Benefits (20 Points)

4.a. Welfare and/or Public Health (5 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 – RLF

70

4. Program Benefits (20 Points)

4.a. Welfare and/or Public Health (5 Points)

- Plan general community & sensitive population **protection** from project contaminants during your cleanups. 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 – RLF

71

4. Program Benefits (20 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 cleanup and redevelopment of sites in your targeted community(ies).
- ✓ Provide quantitative estimates where feasible
 - ❖ Number and types of jobs
 - ❖ Taxes (Property, Sales, Income)
 - ❖ Property values
 - ❖ Stimulate area-wide economic development
- ✓ If project specifics are lacking, describe potential benefits. After all these are the reasons you are applying for this grant.



Ranking Criteria – RLF

72

4. Program Benefits (20 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 project specifics are lacking, describe potential benefits. If appropriate, describe how greenspace reuse will be one of your site selection criteria.



Ranking Criteria – RLF

73

4. Program Benefits (20 Points)

4.c. Environmental Benefits from Infrastructure

Reuse/Sustainable Reuse (5 Points)

- Describe any anticipated environmental benefits, associated with the sustainable redevelopment of sites cleaned up 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 – RLF

74

4. Program Benefits (20 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 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 – RLF

75

4. Program Benefits (20 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 – RLF

76

4. Program Benefits (20 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 – RLF

77

4. Program Benefits (20 Points)

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

- Describe your plan for tracking and measuring your progress to achieve the expected program 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

78



*Robertson on the River
Taunton, MA*



Web-Based Resources

79

- **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 on-line:** www.epa.gov/brownfields
- **SmartE-Online Sustainable Management Approaches and Revitalization Tools:** www.smart.org