



# EPA Mid Atlantic Region Brownfields Grant Proposal Workshop

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*Summerset at Frick Park, Pittsburgh, Pa*



# **EPA Mid Atlantic Region Brownfields Grant Proposal Workshop:**

Understanding the  
FY-2012 Proposal Guidelines for  
Assessment, Cleanup and RLF Grants



# Presentation Overview

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



# Disclaimers

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



# Brownfields Mission

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



# What are Brownfields?

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



# Benefits of Brownfields Revitalization

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



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



# Types of EPA Brownfields Grants





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

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- **A**ssessment
- **R**evolving Loan Fund (RLF)
- **C**leanup
- ❖ EPA refers to them as **ARC** Grants!
- Also referred to as:
  - 104(k) grants
  - Competitive brownfields grants
- ❖ Job training grants are offered under a different solicitation process and schedule



# FY2012 Application Timeline

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- September 28, 2011 – ARC Request for Proposals (RFP)
- November 28, 2011 – Proposal Due Date
- Spring 2012 – Awards announced (Approx. \$65 million nationwide)
- Late Spring /Summer 2012 – prepare your application (federal forms and workplan)
- Funds awarded by September 2012



# Brownfields ARC Grants – Getting Started 11

- Separate Proposal Guidelines for each grant type!
- Proposal Guidelines for ARC Grants are at:

<http://www.epa.gov/brownfields/applicat.htm>



# Assessment Grant Program

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*Purpose: to inventory, characterize, assess, and conduct planning (including cleanup planning) and community involvement related to brownfield sites.*

- No cost share required
- **Three kinds of grants – community-wide, site-specific (single site), and coalition**



# Assessment Grant Program *(con't)*

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## *Community-Wide Assessment Grants*

- Most Flexible - No need to identify sites.
- Up to \$200,000 for hazardous substances contamination (including asbestos, lead paint, other environmental hazards) **and/or** up to \$200,000 for petroleum contamination.
- Applicants can submit **ONE** community-wide assessment proposal for \$200k hazardous substances and \$200k petroleum, for a combined total of \$400k, or submit **TWO** separate proposals for each contamination type if it's for different target communities.



## *Site-Specific Assessment Grants*

- Up to \$200,000 for petroleum or hazardous substances.
  - Can request up to \$350K per property with approved waiver. Must attach a one-page justification for the waiver request (see page 5 for criteria).
- Only 1 application per eligible entity allowed.
- There are site eligibility *Threshold Requirements*.
- Funding can be used for named site only. No substitutions allowed after the proposal has been submitted.



# Assessment Grant Program *(con't)*

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- If the site has both hazardous substance and petroleum contamination, and the hazardous substance and petroleum-contaminated areas of the site are distinguishable, the proposal must address both eligibility criteria and indicate the dollar amount of funding requested for each type of contamination.
- If the petroleum and hazardous substances are not easily distinguishable, the applicant must indicate which contaminant is predominant based on available information and respond to the appropriate site eligibility criteria.



## *Coalition Assessment Grants*

- Up to \$1 million for hazardous substances and/or petroleum (e.g., \$500k hazardous, \$500k petroleum).
- Must be 3 or more eligible entities with different jurisdictions.
- Must assess a minimum of 5 sites.
- Must commit to sign a Memorandum of Agreement\* between all parties that details how the funds will be shared and decisions for the coalition will be made.

\* See example MOA template -

[http://www.epa.gov/brownfields/grant\\_info/assess/fy2009moa.pdf](http://www.epa.gov/brownfields/grant_info/assess/fy2009moa.pdf)



# Assessment Grant Program *(con't)*

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## *How many to submit?*

- Applicants can submit a combined community-wide assessment grant proposal (hazardous substances and petroleum) or two separate community-wide assessment grant proposals (for different target communities).
- Applicants can also apply for only one site-specific assessment grant.
- Coalition members are **NOT** eligible to apply for future individual community-wide or site-specific assessment grants unless they withdraw from the coalition.



# Assessment Applicant Options

An applicant applying for an assessment grant can do the following combinations:

- up to 3 grant proposals (2 community-wide not to exceed \$400k in total and 1 site-specific not to exceed \$350k) OR
- 1 grant as part of a coalition not to exceed \$1 million (cannot apply for additional community-wide or site-specific assessment grants)

| Community-Wide  | Site-Specific  | Coalition   |
|---|--|---|
| Up to \$200,000 for hazardous substances <i>and/or</i> \$200,000 for petroleum addressing the same target community (prefer submission of one proposal) | Up to \$200,000 for hazardous substances <i>and/or</i> petroleum (See slide 15). | Up to \$1 million for hazardous substances <i>and/or</i> petroleum<br><i>Coalition members <b>CANNOT</b> apply for individual assessment funding.</i> |
| Two separate proposals only if the target community is different  | May request a waiver for up to \$350,000   | No waiver of funding limit  |
| Maximum Combined Amount<br>\$400,000  | Maximum Amount<br>\$350,000  | Maximum Amount<br>\$1,000,000   |



# Assessment Grant Program *(con't)*

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## *What makes a good assessment grant project?*

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



**Millennium**  
Conshohocken, PA

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# Success Story: Assessment Grant

**Lowe's Home Improvement Store**  
Brownfields Assessment  
*Wheeling, WV*



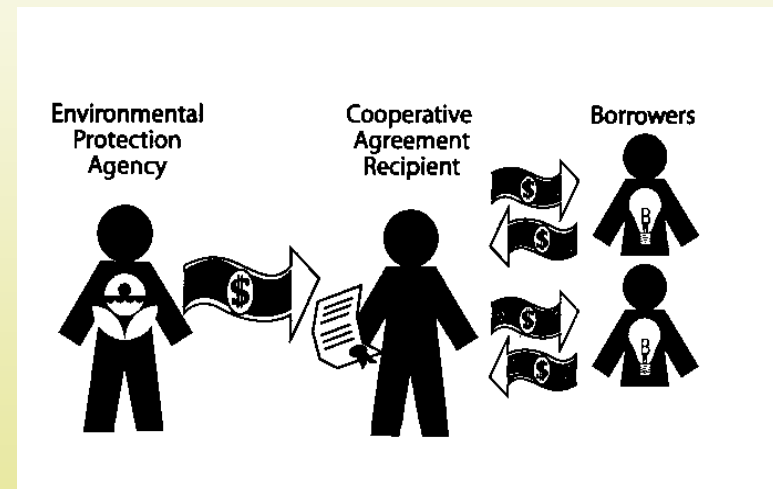


# Revolving Loan Fund Grant Program

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***Purpose: To make low interest loans and subgrants to conduct cleanup activities – only 8 will be awarded***

- Up to \$1M per eligible entity – combination of hazardous substances and petroleum funding
- Coalitions (of 2 or more applicants) may apply for \$1 million each
- **Cost share requirement of 20%**
- **Only applicants who do not have an existing RLF may apply.**





# Revolving Loan Fund Grant Program *(con't)*

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- Up to 50% of total RLF funds can be used for subgrants to cleanup publicly-owned or nonprofit owned sites.
  - Subgrants do not need to be paid back.
  - Maximum subgrant - \$200,000 per site.
  - **Subgrantee must own the site.**
- Private parties/developers are NOT eligible for subgrants, only loans.



# Revolving Loan Fund Grant Program *(con't)*

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- Applicant determines loan structure (interest rate, loan terms).
- An applicant awarded an RLF can loan money to itself, but not subgrant to itself.
- Inter-governmental loans and subgrants are allowed within a coalition.
- Loans paid back to the RLF can be re-loaned.



# Revolving Loan Fund Grant Program *(con't)*

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## *What Makes a Good Revolving Loan Fund Project?*

- Growing market
- Master redevelopment plans that include brownfields
- Capacity to handle financial transactions
- Developer interest in loans





# Success Story: Revolving Loan Fund



Iron Pigs Triple A minor league baseball stadium  
Revolving Loan Fund Cleanup,  
*Allentown, Pa*



# Cleanup Grant Program

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***Purpose: site-specific funding to pay for cleanup after assessment work is completed***

- Up to \$200K per property for hazardous substances and/or petroleum contamination. Examples:
  - Removing contaminated soil or underground tanks
  - Capping sites
  - Lead paint or asbestos removal
  - Groundwater treatment systems
  - Purchase environmental insurance



# Cleanup Grant Program *(con't)*

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- May apply for up to 3 properties: Separate proposals submitted for each property
- Applicant applying for both hazardous substances and petroleum cleanup grant funding at the same site must submit ONE proposal, which cannot exceed \$200,000
- Nonprofits may apply!
- *Cost share requirement of 20% - waiver a possibility*



# Cleanup Grant Program *(con't)*

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## *Requirements*

- Applicant must have **FEE SIMPLE TITLE** to the property at time of proposal submission.
- Cleanup grants are site-specific – no site substitution is allowed.
- Written ASTM E1903-11 or equivalent Phase II site assessment report (draft is sufficient) must be completed **prior** to proposal submission.
- Community Notification must be completed **prior** to proposal submission. See page 20 for details.



# Cleanup Grant Program *(con't)*

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## *Requirements (con't)*

- Community Notification includes:

Publication of **Public Notice** (Ad) & holding a **Public Meeting** on:

1. Draft Proposal; and
2. Draft Analysis of Brownfield Cleanup Alternatives (“ABCA”).



See FAQ #71

[http://epa.gov/brownfields/proposal\\_guides/FY12\\_FAQs.pdf](http://epa.gov/brownfields/proposal_guides/FY12_FAQs.pdf)

- Public Notice (Ad) must be published 2 weeks prior to proposal submission.  
**Nov 14, 2011** last date for Ad publication.
- Ad must reference both Draft Proposal and Draft ABCA.
- Draft ABCA must be attached to proposal.



# Cleanup Grant Program -

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## *What makes a good cleanup grant project?*

- Property ownership in place
- Site is fully characterized – know full extent of the cleanup necessary
- Cleanup plan ready/cost estimates
- Other funding in place to complete the cleanup
- Redevelopment plan ready to go and funded for the site



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# Success Story: Cleanup Grant

## Riverfront South - Waterside Assessment & Cleanup Grant, Bensalem, Pa

8 - Architectural variety to create interesting streetscapes

9 - Rich streetscape including landscaping, bollards, lamp posts and flower boxes

10 - Garages are discretely tucked away to the rear

11 - A plaza area will welcome all sensitive citizens to the riverfront

12 - Buildings from square and storefront to "setback row" at key locations

13 - Commercial uses that create a dramatic transition from State Road

14 - Pedestrian-friendly streetscapes

15 - Public parks and courtyards with high-quality details

**Waterside - A Mixed-Use Waterfront Neighborhood - Bensalem, PA**  
Schematic Character Images - Exhibit D  
Hignett Companies • Huntington Valley, Pennsylvania  
88-28274-00 • February 26, 2009

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# General ARC Grant Requirements

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- Grant project period is 3 years for assessment and cleanup. RLF is 5 years.
- Grants cannot pay for “administrative” costs, especially indirect costs (see Section I.B. Uses of Grant Funds).



# General ARC Grant Requirements

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## *Required Cost Share (20% for RLF and Cleanup Grants)*

- Cash, in-kind services, labor, materials or other non-federal grants.
- Must be for eligible and allowable expenses that could be charged to the grant.
  - Examples: cleanup, oversight, community involvement, fund marketing, grant management
  - CANNOT be for site assessment, acquisition/value of the land, administrative costs, redevelopment costs, or building demolition.
- Waivers are available for hardship cases.



# Proposal and Selection Process

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- Very Competitive Process – it's a national competition
- Proposals for Assessment, RLF, and Cleanup are all due at the same time.
- **PROPOSALS ARE DUE by November 28, 2011.**  
Proposal guidelines are on EPA's website.  
<http://epa.gov/brownfields/applicat.htm>
- Can submit two hard copies or electronically through [www.grants.gov](http://www.grants.gov) (see Section IV.B. Due Date and Mailing Instructions)
- **It requires more work going through [grants.gov](http://www.grants.gov)**

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# Proposal and Selection Process

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- Separate proposals for each grant type. All proposals are reviewed independently. Limits  
- assessment (2), cleanup (3), RLF (1)
- Threshold criteria (pass/fail) and ranking criteria (numerical score)
- Home Regions review threshold criteria
- National panels (other Regions) review ranking criteria and determine final numeric scores
- Awards will be announced in the spring and funding awarded by September 2012




# Who Can Apply?

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



# Proposal Overview

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- Transmittal Letter – 2 pages, **no review of pages over limit**
- Narrative Proposal – Ranking Criteria (numerical score) 15 pages, **no review of pages over limit**
- **Attachments (includes responses to Threshold Criteria)**   
**No page limit. Only listed attachments accepted. See examples on page 22 (assessment), 23 (cleanup), 14 (RLF). Other attachments will be removed.**
- Required documents that should be included in your package – **use the checklists!**
  - Assessment page 35
  - Cleanup page 36
  - RLF page 28





# Transmittal Letter

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- Must be signed by an official of your organization
- Tell us what kind of grant you are applying for, what kind of \$ (hazardous substances or petroleum; community-wide or site-specific), and how much \$ you are applying for
- Site name and location, if applicable
- Contact info – person to call for questions
- Jurisdiction covered/population
- Any cooperative partners or coalition partners
- Proposed project period
- **Don't forget to reference “Special Considerations” and include Appendix 3 in the attachments.**



# Overview of ARC Threshold Criteria



*Mine scarred land, Central City, Pa*



# Threshold Criteria – Must Pass

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- Applicant Eligibility (ARC)
- Letter from the State or Tribal Environmental Authority (ARC)
- Site Eligibility and Property Ownership Eligibility (Site-specific Assessment and Cleanup Only)
- Legal Authority to Manage a Revolving Loan Fund (RLF Only)
- Description of Jurisdiction (RLF Only)
- Cleanup Authority and Oversight Structure (RLF & Cleanup Only)
- Required 20% Cost Share (RLF and Cleanup Only)
- Community Notification (Cleanup Only)



# Applicant Eligibility (ARC Applicants)

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



# Applicant Eligibility (*con't*) (**RLF/Assessment Applicants Only**)

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## *Coalition Applicants*

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



# Applicant Eligibility (*con't*)

## (Cleanup Applicants Only)

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- The applicant must be the sole owner of the property that is the subject of its cleanup grant proposal by November 28, 2011.
- The grantee must maintain such sole ownership until all of the cleanup work funded by the grant has been completed and the grant is closed out. For the purposes of eligibility determinations in these guidelines only, the term “own” means fee simple title through a legal document, for example, a recorded deed.
- Affirm that you own the subject property.



# Letter from State Environmental Authority (ARC Applicants)

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

*\*Contact Information for your State is provided in the handout materials or <http://www.epa.gov/reg3hwmd/bf-lr/bfgrants/statecontacts.htm>.*

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# Site and Property Ownership Eligibility

## (Site-Specific Assessment and Cleanup Applicants Only) *(con't)*

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### *Hazardous Substances Sites*

- EPA will conduct a site eligibility determination
- Applicant cannot be potentially liable under CERCLA §107

### *Petroleum Sites*

- State will make the determination
- State Petroleum Eligibility Letter is needed
  - Request early
  - Different than the State Acknowledgement Letter
  - Include letter as an attachment



# Site and Property Ownership Eligibility

## (Site-Specific Assessment and Cleanup Applicants Only) (*con't*)

### *Hazardous Substances Sites*

- For site-specific assessment grants, if the applicant owns the property, they must demonstrate that they are not a liable party under CERCLA § 107. If the applicant does not own the property, CERCLA § 107 liability could still apply.
- For cleanup grants, since the applicant owns the site, CERCLA § 107 liability may apply.
- CERCLA contains very broad liability provisions.
- Liability for site owners is highly dependent on *HOW* and *WHEN* the site was acquired.
- Therefore, property ownership eligibility is dependent on *HOW* and *WHEN* the site was acquired.



# Site and Property Ownership Eligibility (Site-Specific Assessment and Cleanup Applicants Only) (con't)

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## *Hazardous Substances Sites*

- **Ownership Eligibility - EPA attorneys make the call**
  - Owner liable unless exemption applies
  - Common liability exemptions/defenses
    - Involuntary acquisition by local or state government
      - Tax delinquency
      - Eminent domain
      - Bankruptcy
    - Bona Fide Prospective Purchaser
    - Innocent Landowner
    - Contiguous Property Owner
  - If exemption/defense applies, site eligible!





# Site and Property Ownership Eligibility

(Site-Specific Assessment and Cleanup Applicants Only) (con't)

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## *Hazardous Substances Sites*

**For voluntary acquisitions (after January 11, 2002), applicant must be a Bona Fide Prospective Purchaser (BFPP)**

- Disposal of hazardous substances at the site occurred before the applicant acquired the site
- Not affiliated with responsible party
- Other continuing obligations (reasonable care of site)
- **All Appropriate Inquiry**
  - ASTM E1527-05 Phase I Environmental Site Assessment
  - Must have been done **PRIOR** to acquisition
  - Must be current – AAI or Phase I can't be more than 6 months old at time of purchase. Parts need to be updated.



# Site and Property Ownership Eligibility

## (Site-Specific Assessment and Cleanup Applicants Only) (con't)

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### *Petroleum Contaminated Sites*

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

*\*Contact Information for your State is provided in the handout materials or <http://www.epa.gov/reg3hwmd/bf-lr/bfgrants/statecontacts.htm>.*



## Site and Property Ownership Eligibility (*con't*) (Cleanup Applicants Only)

- Applicants for Cleanup Grants must own the site with fee simple title at the time of proposal submission.
- Requires an ASTM E1903-11 or equivalent Phase II site assessment report completed prior to proposal submission in order to best describe cleanup plan and estimated costs.

*Call us first to discuss site eligibility issues!*



# Site and Property Ownership Eligibility (Special Categories)

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**Certain types of sites may also be eligible for brownfields funding if you provide additional information and get special approval from EPA (Property-Specific Determination)**

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



# Site and Property Ownership Eligibility (Special Categories) *(con't)*

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## Property-Specific Determinations

- Talk to EPA about your special site first.
- Additional section of the funding proposal (see Appendix 1, Section 1.5 and the FAQs for more information on property-specific determinations).
- Describe the type of site and why it should be eligible for brownfields funding.
- Discuss why other funding is not available to assess or clean up the facility.
- Explain why federal funding should be used at this facility.



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

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- **Cleanup Oversight (Cleanup and RLF Applicants):**
  - An experienced environmental professional must oversee the cleanup. Describe how you will meet this requirement. Also, indicate whether you plan to enroll or require borrowers to enroll in a state response program.
- **Property(s) Access Plan (Cleanup only)**
  - Provide your plan to obtain access to adjacent or neighboring properties, if necessary.
- **Legal Opinion (RLF only)**
  - One Letter From Applicant's Counsel
    - (a) Legal authority to access & secure sites, and (b) legal authority to manage revolving loan fund (e.g. hold funds, make loans, enter into loans, & collect repayment)
    - Coalition applicants must have the broader jurisdiction, authority, and program capacity to ensure adequate program performance of coalition members, borrowers, and/or subgrantees, if warranted.



# Cost Share (Cleanup and RLF Only)

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- Demonstrate 20% cost share - just a plan required.
- Know the difference between **Required Cost Share**, **Voluntary Cost Share**, and **Leveraging**.

Required Cost Share = 20% of Brownfields Grant;

e.g., \$200K grant requires additional \$40K cost share.

Voluntary Cost Share = Funds/Contributions exceeding the Required Cost Share

Voluntary Cost Share is a form of Leveraging.

- Can't use federal funds for cost share
- The cost share may be in the form of a contribution of money, labor, material, or services from a **non-federal source**.
- Eligible and allowable expenses only
- Hardship Waivers Can Be Requested
- Cost Share Can Be Passed To Borrower (RLF Only)



# Community Notification (Cleanup Applicants Only)

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*Cleanup Applicants Only must provide the community with notice of its intent to apply for this EPA brownfields grant and an opportunity to submit comments by:*

- ✓ Placing an ad (or equivalent) in your local newspaper that covers the area targeted by your proposal at least two weeks prior to the submittal date, no later than November 14, 2011.



- ✓ Making a copy of the grant proposal and draft Analysis of Brownfields Cleanup Alternatives (“ABCA”) available for public review (e.g., town hall, library, website).

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# Community Notification (Cleanup Applicants Only) *(con't)*

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- ✓ Indicating that you will accept comments on the draft proposal and draft ABCA, and how to submit them.
- ✓ Stating the date and time of a public meeting that you must hold prior to proposal submission.
- ✓ Applicants who are submitting more than one proposal may plan to have a single community notification ad and meeting. However, all targeted communities must receive the notification and be provided an opportunity to comment on the proposal(s) relevant to their community



# Community Notification (Cleanup Applicants Only) *(con't)*

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## **You must attach to your proposal**

- ✓ public ad or equivalent
- ✓ draft ABCA
- ✓ public meeting notes/sign in sheet
- ✓ copies of any comments received



# Description of Jurisdiction (RLF Only)

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- Provide a description of jurisdictional boundaries
  - e.g., “the city limits of The City of ABC”
- If you are applying as part of a coalition, include the jurisdictional boundaries of all coalition members.



# Overview of ARC Ranking Criteria



*Roberto Clemente Park, Lancaster, Pa*



# Ranking Criteria

## **4 Ranking Criteria Sections for ARC Applicants:**

- Community Need (15-20%)
- Project Description & Feasibility of Success (50-55%)
- Community Engagement and Partnerships (15%)
- Project Benefits (15-20%)

### **Total possible points for each grant type:**

|                    |            |
|--------------------|------------|
| <b>Assessment:</b> | <b>200</b> |
| <b>Cleanup:</b>    | <b>100</b> |
| <b>RLF:</b>        | <b>100</b> |



# Ranking Criteria *(con't)*

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- Each criterion is made up of sub-criteria.
  - Answer each individually!
  - Sub-criteria questions vary by grant type!
- The points awarded for each criterion and sub-criteria vary by grant type

**Tip: Don't make reviewers hunt for your responses and DON'T refer to attachment for responses.**



# Point System for Ranking Criteria

| Criteria   | Assessment | RLF        | Cleanup    |
|--|------------|------------|------------|
| <b>Community Need</b>  | <b>40</b>  | <b>15</b>  | <b>15</b>  |
| Health/Welfare/Environment   | 20         | 8          | 8          |
| Financial Need   | 20         | 7          | 7          |
| <b>Project/Program Description and Feasibility Success</b>                           | <b>100</b> | <b>45</b>  | <b>50</b>  |
| Project/Program Description  | 20         | 15         | 10         |
| EPA Budget/Measuring Progress/Leveraging   | 40         | 10         | 20         |
| Programmatic Capability and Past Performance   | 40         | 20         | 20         |
| <b>Community Engagement and Partnerships</b>   | <b>30</b>  | <b>20</b>  | <b>15</b>  |
| Community Involvement Plan   | 10         | 10         | 5          |
| Plans to Develop Partnerships with Relevant Agencies and Local Job Training Programs | 10         | 5          | 5          |
| Community-Based Organization Partnerships  | 10         | 5          | 5          |
| <b>Project/Program Benefits</b>  | <b>30</b>  | <b>20</b>  | <b>20</b>  |
| Welfare/Public Health  | 10         | 5          | 10         |
| Economic Benefits/Green Space  | 10         | 5          | 5          |
| Enviro. Benefits from Infrastructure Reuse/Sustainable Reuse                         | 10         | 5          | 5          |
| <b>total possible points</b>   | <b>200</b> | <b>100</b> | <b>100</b> |



# 1. Community Need (ARC Applicants)

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

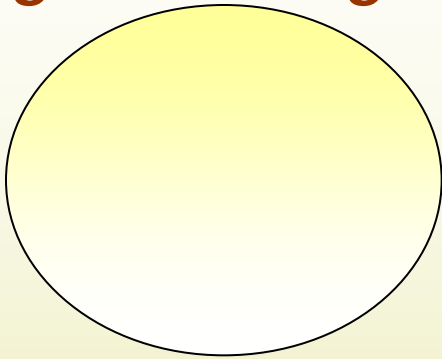
- Applicant's description of the health, welfare, environmental,
- Financial needs of the targeted community as it is affected by the presence of brownfields, and
- Description of Environmental Justice Concerns,
- Additional Coalition Considerations
  - Demonstrate it will serve resource challenged partners and communities.



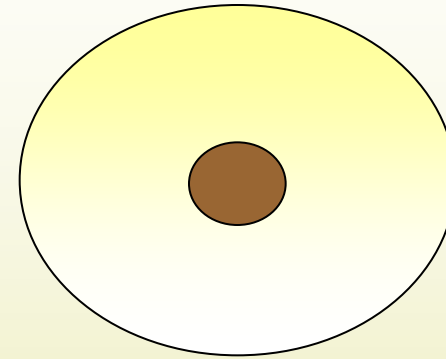


# 1. Community Need

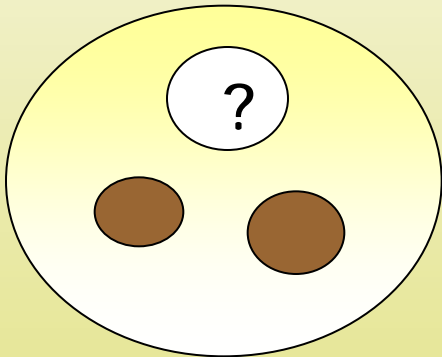
## *Defining Your Target Community*



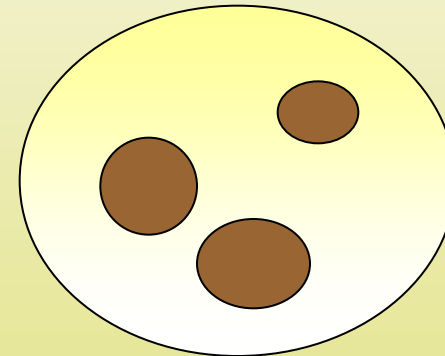
**Entire City/Region**



**Target Area in City/Region**



**Multiple Targets w/ 1 TBD**

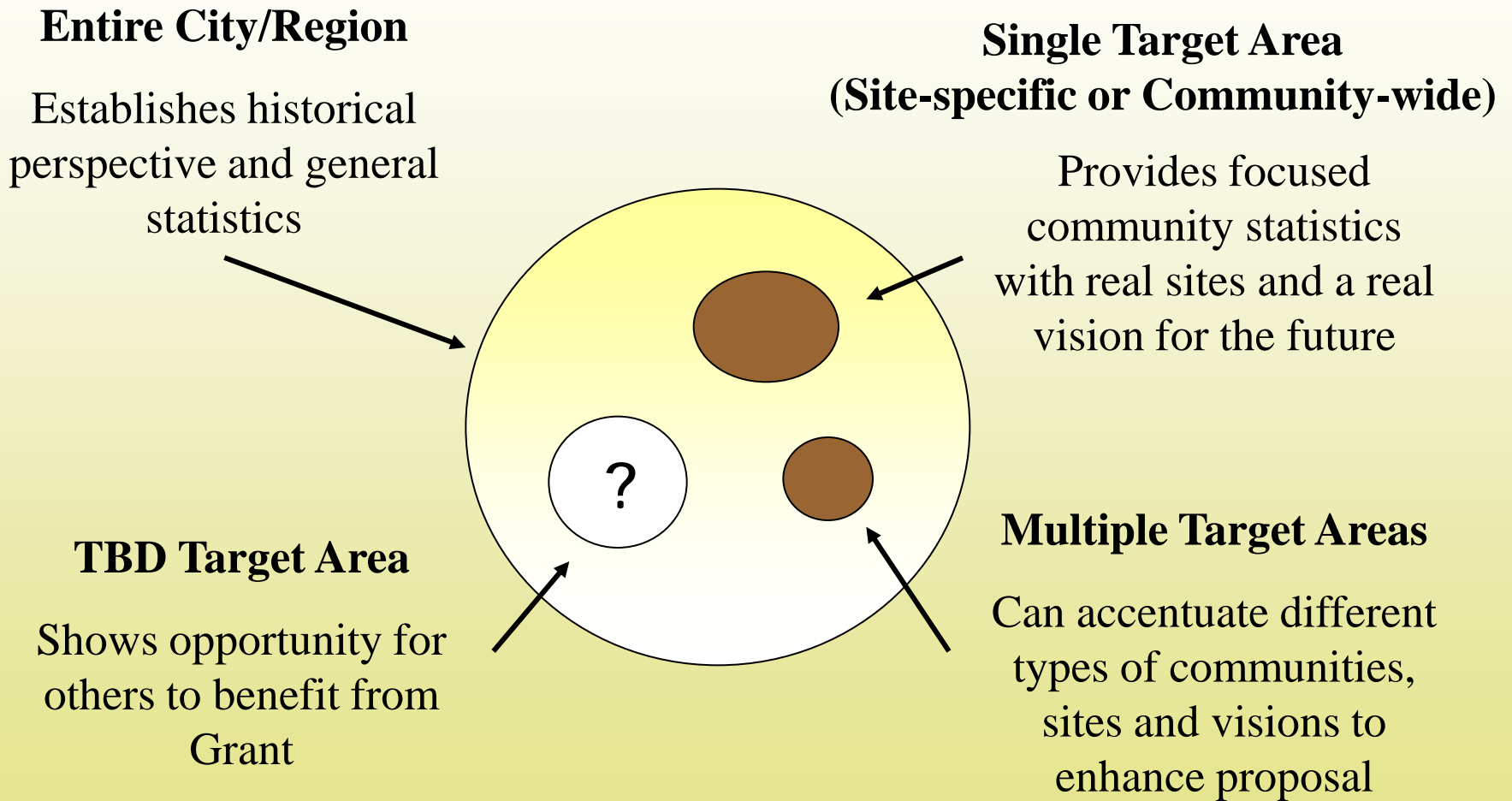


**Multiple Targets in City/Region**



# Targeting Specific Areas Demonstrates a Reasonable Approach to Your Project

66





# 1. Community Need (ARC Applicants) *(con't)*

67

## Health, Welfare, and Environment

*Provide information on the number and size of the brownfields and the health, welfare, and environmental impacts of these sites in your targeted community.*

- Tell us how Brownfields Effect the Target Community
  - Type, Number, Size, Location of Sites
  - Typical Contamination
  - Cumulative environmental issues (not just Brownfields) and disproportionate impacts
    - For example: Cancer Studies, Asthma rates.
  - Sensitive Populations in Targeted Community
    - For example: children, pregnant women, minorities, low-income communities, elderly, or others (*try to find these, your proposal may be marked down if you skip them*)

The majority of Assessment applications are Community-wide. Clearly identify your TARGET community!







# 1. Community Need (ARC Applicants) *(con't)* 68

## Financial Need

*Provide demographic information and describe the economic and social impact of brownfields on the targeted community and demonstrate the economic needs of the targeted community's residents*

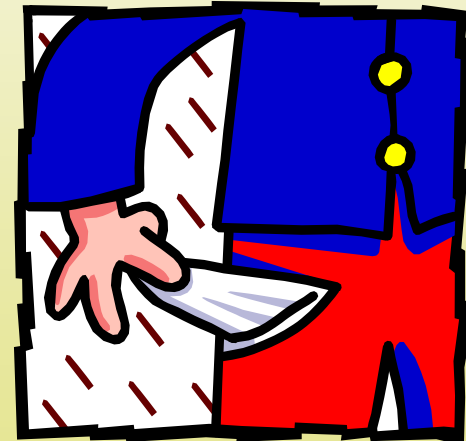
- Provide population, unemployment rate, percent minority, and per capita income. Provide other widely available demographic information putting community's economic need in context.
  - Use current and relevant data sources (include citations) 
  - Use Table Format (provided in FY12 guidelines w/national data)
  - Compare to state and national data (yardstick)
  - May include regional considerations 
    - For example: plant closures or other signs of economic distress



# 1. Community Need (ARC Applicants) *(con't)* 69

## Financial Need

- Explain why other financial resources may not be available for brownfields redevelopment
  - fiscal condition, population size, rural area, natural disasters, geography, etc.
- If you already have an EPA brownfields grant, justify why you need additional funding.
  - build on past work, continue momentum, master plan for reuse





# 1. Community Need (ARC Applicants) *(con't)* 70

## *Community Need – Tips*

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



## 2. Project Description/Feasibility of Success (ARC Applicants)

71

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

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



## 2. Project Description/Feasibility of Success (ARC Applicants)

72

### Three key subcriteria

- Project description
- Budget for EPA funds, tracking and measuring progress, and leveraging resources to carry out the project through to redevelopment
- Capability to effectively manage EPA funds and produce environmental outputs and outcomes (results!)



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

73

### *Project Description (all)*

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



## 2. Project Description/Feasibility of Success (ARC Applicants) (*con't*)

74

### *Project Description*

#### ➤ For Assessment Proposals

- Describe the project and how it fits in with the targeted community's plans
  - Including products or outputs from recent community planning processes.
- Describe the proposed activities in the context of your overall community planning efforts and your vision for revitalization in your community

#### Notes/Tips:

- Communities with existing Community Plans will be evaluated more favorably
- Coalitions will be evaluated more favorably if funds are budgeted to assess a **minimum of 5 sites**



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

75

### *Project Description*

- **For Cleanup Proposals, Also Describe**
  - *Proposed* Cleanup Plan (contaminants, quantities, remedy, cleanup levels, timeframe)
  - Will you enter a State cleanup program? Is cleanup plan state approved?
  - Institutional and/or engineering controls
  - Site reuse plan
  - Mention specific hazards, discuss fully in Project Benefits
  - Mention innovative green cleanup, discuss fully in Project Benefits



## 2. Program Description/Feasibility of Success (RLF Applicants Only) *(con't)*

76

### *Program Description*

#### ➤ **For RLF Proposals, Also Describe**

- Your brownfields program and how the RLF grant funding will support that program
- Sustainability plan for funds
  - Loan administration
  - Loan & subgrant products to be offered
  - Borrower & project selection criteria
  - Loan Structure
    - Early payment, interest rates, discount, pay back, financial packages
- Leveraging plans for funding gaps



## 2. Program Description/Feasibility of Success (RLF Applicants Only) *(con't)*

77

### *Program Description*

- **For RLF Proposals, Also Describe**
  - Expected borrowers & subgrantees
  - Marketing plan (describe target markets)
  - Commitment level for RLF program success
    - Program manager
    - Devote full time staff
      - Fund Manager
      - Qualified Environmental Professional



## 2. Program Description/Feasibility of Success (RLF Applicants Only) (con't)

78

### *Program Description*

- **For RLF Proposals, Also Describe**
  - Customer Selection
    - Borrower cannot be potentially responsible
    - EPA review & approval of candidate borrowers and sites
  - Reasonable, effective, & prudent lending practices
    - Financial viability evaluation of borrowers
    - Default protection
  - Protective & safe cleanups



## 2. Program Description/Feasibility of Success (RLF Applicants Only) (con't)

79

### *Program Description*

- **For RLF Proposals, Also Describe**
  - Customer Selection
    - Borrower cannot be potentially responsible
    - EPA review & approval of candidate borrowers and sites
  - Reasonable, effective, & prudent lending practices
    - Financial viability evaluation of borrowers
    - Default protection
  - Protective & safe cleanups



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

80

### *Budget*

- Table (**USE Sample Format for Budget**)
- Narrative
  - Describe each task (avoid acronyms e.g., ESA - spell it all out)
  - Give quantitative outputs (e.g., 5 Phase I, 2 Phase II) and associated costs where possible (e.g., **5 Phase I assessments @ \$5,000 each**)
- **For RLF and Cleanup proposals** - put the cost share amounts in the budget table
  - Legal commitment to provide cost share amounts shown in budget table



# 2. Project Description/Feasibility of Success (ARC Applicants) - Assessment Budget

## Sample Format for Budget

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

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.  
<sup>2</sup> 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.  
<sup>3</sup> Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.



# 2. Project Description/Feasibility of Success (ARC Applicants) - Cleanup Budget

## Sample Format for Budget

| Budget Categories             | Project Tasks |          |          |          |       |
|-------------------------------|---------------|----------|----------|----------|-------|
|                               | [Task 1]      | [Task 2] | [Task 3] | [Task 4] | Total |
| (programmatic costs only)     |               |          |          |          |       |
| Personnel                     |               |          |          |          |       |
| Fringe Benefits               |               |          |          |          |       |
| Travel <sup>1</sup>           |               |          |          |          |       |
| Equipment <sup>2</sup>        |               |          |          |          |       |
| Supplies                      |               |          |          |          |       |
| Contractual <sup>3</sup>      |               |          |          |          |       |
| Other (specify) _____         |               |          |          |          |       |
| <b>Subtotal:</b>              |               |          |          |          |       |
| <b>Cost Share<sup>4</sup></b> |               |          |          |          |       |

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.  
<sup>2</sup> 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.  
<sup>3</sup> 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.  
<sup>4</sup> Applicants must include the cost share in the budget even if applying for a cost share waiver. If the applicant is successful and the cost share waiver is approved, it will be removed in pre-award negotiations.



# 2. Project Description/Feasibility of Success (ARC Applicants) - RLF Budget

## Sample Format for Budget

| Budget Categories             | Project Tasks for Loans (at least 50 percent of amount requested) |          |          |          |       |
|-------------------------------|---|----------|----------|----------|-------|
|                               | [Task 1]  | [Task 2] | [Task 3] | [Task 4] | Total |
| (programmatic costs only)     |   |          |          |          |       |
| Personnel                     |   |          |          |          |       |
| Fringe Benefits               |   |          |          |          |       |
| Travel <sup>1</sup>           |   |          |          |          |       |
| Equipment <sup>2</sup>        |   |          |          |          |       |
| Supplies                      |   |          |          |          |       |
| Contractual <sup>3</sup>      |   |          |          |          |       |
| Loans                         |   |          |          |          |       |
| Other (specify) _____         |   |          |          |          |       |
| <b>Subtotal:</b>              |   |          |          |          |       |
| <b>Cost Share<sup>4</sup></b> |   |          |          |          |       |

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> Applicants must include the cost share in the budget even if applying for a cost share waiver. If the applicant is successful and the cost share waiver is approved, it will be removed in pre-award negotiations.



# 2. Project Description/Feasibility of Success (ARC Applicants) - RLF Budget (con't)

## Sample Format for Budget

| Budget Categories             | Project Tasks for Subgrants (no more than 50 percent of amount requested) |          |          |          |       |
|-------------------------------|---|----------|----------|----------|-------|
|                               | [Task 1]  | [Task 2] | [Task 3] | [Task 4] | Total |
| (programmatic costs only)     |   |          |          |          |       |
| Personnel                     |   |          |          |          |       |
| Fringe Benefits               |   |          |          |          |       |
| Travel <sup>1</sup>           |   |          |          |          |       |
| Equipment <sup>2</sup>        |   |          |          |          |       |
| Supplies                      |   |          |          |          |       |
| Contractual <sup>3</sup>      |   |          |          |          |       |
| Subgrants                     |   |          |          |          |       |
| Other (specify) _____         |   |          |          |          |       |
| <b>Subtotal:</b>              |   |          |          |          |       |
| <b>Cost Share<sup>4</sup></b> |   |          |          |          |       |
| <b>Total</b>                  |   |          |          |          |       |
| <b>Total Cost Share</b>       |   |          |          |          |       |

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> Applicants must include the cost share in the budget even if applying for a cost share waiver. If the applicant is successful and the cost share waiver is approved, it will be removed in pre-award negotiations.



## 2. Project Description/Feasibility of Success (ARC Applicants) (*con't*)

85

### *Budget – Tips*

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



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

86

### *Budget – Tips*

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



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

87

### *Budget – Tips*

- If you don't plan to use grant \$ for required activities (e.g., community involvement, programmatic reporting), still describe these activities in the budget narrative and indicate the source(s) of funding (e.g., voluntary cost share/ in-kind services ).
- **CHECK YOUR MATH!** Applicants lose points for simple math errors. Be consistent with your budget #'s throughout the proposal.



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

88

### *Budget – Tips*



- **For Assessment, Cleanup, and RLF** – if you're applying for both hazardous substances and petroleum funding in the same proposal, you must provide two separate budget tables and task descriptions, or provide two separate line items within one budget table showing the planned HS and Petro funded activities.
- **For RLF** – submit separate budget tables for loan and subgrant amounts.
- **For Cleanup** – reviewers are looking for real cost estimates. Make each cleanup activity a separate task (e.g., soil removal, groundwater treatment, etc.).



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

89

### Leveraging

- Demonstrate how you will leverage additional funds/resources to support the project activities
- Describe how the leveraged funds will contribute to the performance and success of the project 
- Includes, but is not limited to, funds and other resources leveraged from:
  - Businesses, non profits, education and training providers, and/or federal, state, tribal and local governments
- Describe the **amount(s)** and **type(s)** of leveraged resources, how they will be obtained, the likelihood they will materialize during the grant, strength of commitment, and the role they will play to support the proposed activities 



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

90

### Leveraging

- Describe any gaps in overall project funding
  - Assessment, cleanup planning, cleanup and reuse/redevelopment
- Describe **ALL** possible and actual gap funding sources
  - Federal (HUD BEDI, EDA, DOI, TBA, BF Tax Incentive)
  - State (State TBA, Tax Credits)
  - Local (TIF, Tax, Bond)
  - Private (Foundation, Investors, Donations)
- Attach letters or other documentation from sources, if applicable, indicating additional funds/resources are committed to the project





## 2. Project Description/Feasibility of Success (ARC Applicants) (*con't*)

91

### *Leveraging - Tips*

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



## 2. Project Description/Feasibility of Success (ARC Applicants) (*con't*)

92

### *Leveraging - Tips*

- Be sure to include your staff time and other in-kind services. Reviewers are looking for your contribution! Provide a \$ estimate. *Note to team: is this now “voluntary cost share”? Legal obligation?*
- Discuss partnerships – leveraged resources, support, or assistance from stakeholders. Use names and explain relationships.
- Think of technical, financial, legal, regulatory, or communications support.



## 2. Project Description/Feasibility of Success (ARC Applicants) (*con't*)

93

### *Leveraging - Tips*

- If you're pursuing funding sources, what will happen if the funds don't come through?
- Avoid acronyms and don't assume reviewers are familiar with state and local organizations. Describe them and their role in your project.
- Identifying actual sources of leveraged funding is preferable to only identifying potential sources.


**Note! The more diversity among partners the better – local, state, federal, private, volunteer.**



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

94

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

- Programmatic Capability – describe the management system you will have in place to direct activities under the grant.
- Adverse Audits (separate category in FY12) 
  - Discuss Corrective Actions; or,
  - Affirm you have had no adverse audit findings



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

95

- Past Performance – Two different sets of questions:
  - One set for previous and existing EPA Brownfields grantees
  - Other set for applicants who've never received an EPA Brownfields grant, but have received other federal and/or non-federal grants or cooperative agreements (contracts don't count)
- If you've never received any type of federal or non-federal assistance agreements (grants or cooperative agreements), indicate this in proposal and you'll receive a score of up to 6 points for this factor. **[Failure to indicate anything may result in zero points.]**




## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

96

### *Programmatic Capability*

#### *All Prior Brownfields Grantees*

- Past grant(s) management & performance
  - Provide information on no more than 5 of most recent grants
- Funding Expenditure
- Compliance
- Accomplishments
  - Note whether desired outcomes were met 
  - If not, explain why
- Corrective action for past grant management issues



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

97

### *Programmatic Capability – Tips*

#### *All Prior Brownfields Grantees*

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



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

98

### *Programmatic Capability*

#### *Not a Prior Brownfields Grantee*

- Plan for management & performance
- In-house or plan for expertise acquisition
- Prior 3 years grant management
  - Federal, state, foundations
  - Corrective action for past grant management issues



## 2. Project Description/Feasibility of Success (ARC Applicants) *(con't)*

99

### *Programmatic Capability - Tips*

#### *Not a Prior Brownfields Grantee*

- Provide \$ estimate of any federal or state grants you've managed.
- Discuss compliance with reporting, annual financial status reporting with those grants.
- If you have not managed federal grants, describe other similar experiences managing funds, working within budgets, regular reporting, etc.
- Provide examples of managing brownfields projects.
- Describe your qualifications and systems you have in place to ensure proper management of the grant.



# 3. Community Engagement and Partnerships (ARC Applicants)

100

*Community Engagement and Partnerships - Under this criterion, proposals will be evaluated on the extent to which:*

- The applicant's plan **engages** the targeted community in the project;
- The applicant has identified and established partnerships necessary to achieve the project's goals; and,
- The support letters provided by community-based organizations involved with the project demonstrate **specific and valuable commitments** to the project.
- Also, coalition proposals should demonstrate the engagement will be tailored to each target community's needs.





# 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

101

**Community Engagement** - Describe your plan for involving the affected community in the:

- Site selection for assessment
  - Cleanup decisions
  - Reuse planning
  - Include activities that have already occurred
- 
- Describe your plan for communicating the progress of your project to citizens.



### 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

102

- Show meaningful community engagement where information is shared and views and input are actively solicited
  - Don't make it purely dissemination of information
- Discuss how any language barriers or other special communication needs will be addressed (hearing impaired, non-english speaking populations)
- Create a detailed plan and defend why your methods are appropriate for the intended audiences.



# 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

103

## *Community Engagement Approaches*

- Applicant's and partners' websites
  - Be creative, consider social media if appropriate
- Public notices
- Public meetings
  - Commit to number, frequency, or milestone
  - Convenient meeting location to community
  - Schedule meeting for working public
- Flyers
- Community group meetings
- Information repository



# 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

**Partnerships** - Describe your current efforts and/or plans to develop partnerships with:

- Local/state/tribal environmental and health agencies,
- Other relevant state and federal governmental agencies; and,
- Local environmental job training programs.



Can describe past efforts toward partnerships...but make sure to focus on your current efforts/plans

- Have a plan to develop new partnerships
- Show knowledge of state programs and how they apply to your project
- If no environmental job training programs exist...
  - Describe any efforts to link community members to potential brownfields employment opportunities related to your projects





# 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

105

**Community-Based Organizations** - Describe all the key community-based organizations involved in your project.

- Describe the organizations
- Describe role in project and any commitments
- Attach a unique support letter from EACH organization
  - Must describe role
  - Must describe commitments

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



# 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

106

## Community Based Organizations, cont.

- No letter equates to not a Key CBO
- Consider Table Format (Organization description, contact, role, commitment)
- Resource commitment examples (Be specific; estimate value)
  - Funds
  - Staff and volunteer time
  - Communication support (e.g. newsletters, web space, etc.)
  - Meeting space
- If CBOs don't exist, provide background affirming so, and demonstrate how the community is engaged and involved in your project.
- EPA may conduct reference checks





## 3. Community Engagement and Partnerships (ARC Applicants) *(con't)*

107

### Community Based Organizations

- Local citizens groups
- Local business orgs
- Neighborhood groups
- Community service organizations
- Colleges/schools
- Environmental orgs
- Recreational orgs
- Property owners
- Local labor organizations
- Churches

**Tip! Reviewers look for real CBOs, especially neighborhood or environmental groups. Governmental organizations, local contractors, the mayor's office, or other elected officials don't count as CBOs!**



## 4. Project Benefits (ARC Applicants)

108

*Project Benefits - Proposals will be evaluated on how your project's anticipated outcomes will:*

- Promote general welfare by improving the public health and safety, economy, and environment of the targeted community(ies); and
- Contribute to your overall community “vision” for the revitalization of brownfield sites.
- Must demonstrate how project considers and addresses community’s identified health, economic, and environmental needs
  - Must also identify project’s planned outcomes
- Consideration will be given to how public health issues are addressed during the project, the anticipated benefits of redevelopment, and the incorporation of sustainable practices.



## 4. Project Benefits (ARC Applicants)

109

- Three key subcriteria:
  - Benefits to general community welfare and/or public health
  - Production of economic benefits and/or greenspace associated with site reuse
  - Environmental benefits from infrastructure reuse and sustainable reuse



## 4. Project Benefits (ARC Applicants) (con't)

110

### Welfare and/or Public Health

- Describe the environmental, social, and/or public health benefits anticipated from the redevelopment of sites assessed and/or cleaned up under this grant
  - Environmental
    - Contaminants, media (air, surface/ground water, soil), exposure reduction
  - Social
    - Blight, quality of life, affordable housing, jobs, safety, crime reduction
  - Public health
    - Asthma reduction due to improved air quality (diesel emissions); lower blood lead level; drinking supply protection or restoration
- Describe your efforts to integrate equitable development principles into site reuse and not displace residents historically effected by brownfields.





## 4. Project Benefits (ARC Applicants) (*con't*)

111

### *Welfare and/or Public Health - Tips*

- Target funds to identify sites with possible health risks.
- Tie into local public health issues (higher incidences of asthma, birth defects and cancer)
  - Use data to support (local and state health departments might be helpful)
  - Remember those sensitive populations!



## 4. Project Benefits (ARC Applicants) *(con't)*

112

### *Welfare and/or Public Health - Tips*

#### *For Cleanups*

- Describe contaminants of concern and impact to human health, natural resources and the environment.
- During cleanup work, how will community and sensitive populations be protected from contaminants?
  - For example: signs, fences, dust control
- Discuss exposure pathways (groundwater, stormwater runoff, air-blown sediments).



## 4. Project Benefits (ARC Applicants) (con't)

113

### *Economic Benefits and/or Greenspace*

- Explain how the grant will produce economic and/or non-economic benefits (greenspace or, non-profit and charitable activities).
- Be specific and provide estimates where possible
  - E.g., will result in **x% increase** in tax revenues, **x number** and type of jobs, **x% increase** in property values
  - E.g., community reuse, charitable reuse, **x number of acres** created for greenspace, open space, parks, recreation, preservation of open space on urban edge



## 4. Project Benefits (ARC Applicants) (*con't*)

114

### *Environmental Benefits from Infrastructure Reuse/Sustainable Reuse*

- Describe any anticipated environmental benefits, beyond assessment and remediation of contaminants associated with **sustainable redevelopment** of sites. Sustainable redevelopment includes:
  - Use of existing infrastructure
    - E.g., water, sewer, electricity, roads, stormwater systems, equitable access to public transit, use of existing buildings
  - Other sustainable redevelopment practices
    - E.g., green buildings, energy efficiency, water management, green remediation, construction and demolition materials recycling, diesel emissions reductions, renewable energy on brownfields, LEED Certification, historic preservation, among others.
- **Be Specific! EPA is looking for commitments, not bull.**



# Useful Application Preparation Tips



*Viridian residential and artist work space complex, Philadelphia, Pa*



# General Tips

116

- ✓ Read entire Guidelines (appendices too)
- ✓ Follow Guidelines directions
- ✓ Respond to ALL criteria & sub-criteria
- ✓ Responses should follow the order and outline of the Guidelines *exactly (use the numbering/section sequence outlined in the guidelines)*



# General Tips, *cont.*

117

- ✓ Reviewers do not know your community, region, or state
  - ✓ Avoid acronyms/jargon
  - ✓ Explain all unique local & state terms
- ✓ Write a good but brief summary of your project in the Transmittal Letter
- ✓ Make your proposal unique



# General Tips, *cont.*

118

- ✓ Coordinate proposal sections
  - ✓ Discuss concept fully in one section then reference back, when applicable
  - ✓ Avoid redundancy while assuring sections are correlated – track with each other
- ✓ If something does not apply, say why
- ✓ Every point counts!!



# General Tips, *cont.*

- ✓ Make it easy for reviewer
  - ✓ Consider table format, if appropriate
  - ✓ Use formatting, if space allows bullets, indents
  - ✓ Use clear simple language
- ✓ EPA reviews copies of proposal
  - ✓ Pictures, maps & colors do not reproduce
  - ✓ Copy your final product twice, Is it legible?



# General Tips, *cont.*

120

- ✓ Do not lose momentum as you prepare proposal
- ✓ **Detail** whenever possible; avoid excessive generalities
- ✓ Tell your community's story
- ✓ Quantify as much as possible - Use lots of numbers
- ✓ Have someone proofread your proposal
- ✓ Ensure you have incorporated FY12 changes if you are revising a past year's proposal!



# General Tips, *cont.*

*Transmittal  
Letter*  
2 pages

+

*Criteria  
Responses  
Narrative*  
15 pages

+

*Required  
Attachments*

=

*Proposal*

Check For Required Attachments  
Attachments beyond required will  
NOT be evaluated

**Adhere To Page Limits**

**Pages Beyond Limit Will Not Be Scored**

**Automatic Loss of Points!!**



# Getting Your Proposal Started

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- Contact State/EPA with eligibility questions **early**.
- Contact partners for assistance in preparing and/or reviewing your proposal! Ask for letter for support from your community based partners.
- Contact State environmental authority for acknowledgment letter, and if applying for petroleum site, get the state petroleum eligibility determination letter.
- Set up public meeting and get meaningful public input (cleanup grants).
- Talk to existing brownfield grantees (listed @ [www.epa.gov/brownfields/bfwhere.htm](http://www.epa.gov/brownfields/bfwhere.htm))



# GOOD LUCK! This Could Be YOU!

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

10/24/2011

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# Still Need More Information?

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- **Call Region 3's Brownfields Coordinator - Tom Stolle, 215-814-3129**
- **EPA's Brownfields Website (download the Proposal Guidelines here)**  
<http://epa.gov/brownfields/applicat.htm>
- **Region 3's Brownfields website (helpful hints and presentation materials)**  
<http://www.epa.gov/reg3hwmd/bf-lr/bf-grants.html>
- **FY11 ARC Frequently Asked Questions (FAQ)**  
[http://epa.gov/brownfields/proposal\\_guides/FY12\\_FAQs.pdf](http://epa.gov/brownfields/proposal_guides/FY12_FAQs.pdf)
- **Fact sheet on Brownfield Assessment Coalitions**  
[http://www.epa.gov/brownfields/grant\\_info/assess/acfs\\_062408.pdf](http://www.epa.gov/brownfields/grant_info/assess/acfs_062408.pdf)  
[http://www.epa.gov/brownfields/grant\\_info/assess/fy2009moa.pdf](http://www.epa.gov/brownfields/grant_info/assess/fy2009moa.pdf)



# Final Questions?

