



FY2012 Brownfields Revolving Loan Fund Guidelines

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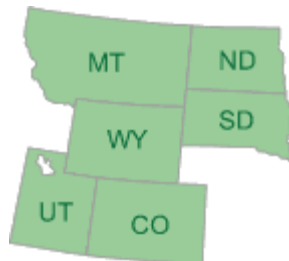
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Presented by:

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Presented to:

Brownfields Revolving Loan Fund Applicants in
EPA Regions 8, 9, and 10



EPA Region 8



EPA Region 9



EPA Region 10



Agenda

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- RLF Program Overview
- Brief overview of RLF grant threshold criteria
- **Explanation of RLF grant ranking criteria**
- Application preparation tips
- Additional resources and contacts
- Questions and discussion

For the audio portion of this presentation, please call (866) 299-3188, code 303-312-6596



RLF Grant Program Overview

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- Provides funding to make low-interest loans and/or subgrants for cleanup activities at brownfields sites.
- Up to \$1 million per separate eligible entity.
- Coalitions may apply for up to \$3,000,000.
- Hazardous substances and/or petroleum within the same proposal.
- Up to 50% of grant amount may be used for cleanup subgrants.
- Cost share requirement of 20%.
- Period of performance is five years, and you can apply for extensions

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RLF Grant Program Overview

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- RLF Awards in FY2011
 - **13 new grant awards** for approximately \$13 million.
- Before you make the effort to prepare and submit a proposal, make sure you:
 - Are committed to this program,
 - Have a wealth of potential borrowers, subgrantees and sites, and
 - Have a well defined strategy to implement this program.

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FY2012 RLF Application Timeline

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- Early September 2011 – Request for Proposals (RFP) Issued at www.epa.gov/brownfields
- Mid-late October 2011 – Proposal [Submission Deadline](#)
- Spring 2012 – RLF grants awarded nationwide



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Threshold vs Ranking Criteria

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- **Threshold Criteria** refer to the minimum eligibility requirements. 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.

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Threshold Criteria – RLF

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The RLF Grant Guidelines have **five** Threshold Criteria:

- Applicant eligibility
- Description of jurisdiction
- Letter from state or tribal environmental authority
- Oversight structure and legal authority to manage a revolving loan fund
- Cost share

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

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Threshold Criteria – RLF

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.



Ranking Criteria – RLF

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There are **four** ranking criteria:

1. Community Need
2. Program Description & Feasibility of Success
3. Community Engagement & Partnership
4. Program Benefits

Tips:

- Make sure you answer all of the questions – many have more than one part.
- Be sure to read the opening paragraphs for each criteria as they include important information on how to respond.
- Allow space so you can respond to all criteria within the page limit.

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Ranking Criteria – RLF

1. Community Need (15 Points)

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1. a. Health, Welfare & Environment

- Effects Brownfields Currently Have on your Community

1.b. Financial Need

- Economic Impact of Brownfields on your Community





Ranking Criteria – RLF

1. Community Need

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1. a. Health, Welfare & Environment

- Number, size & impacts of Brownfields
 - Describe the effects of Brownfields on Targeted Community, including the number and size of sites in your targeted area(s) on the community(ies).
 - Create a unique identity for the reviewer (define jurisdiction, and bring out cultural history and causes of decline).
 - Discuss your target community (the focus of your grant)
 - Be as specific as possible about types of industries that lead to the brownfields sites, the number of sites in your area and their size.
 - Discuss the specific RLF sites that are ready to go and have borrowers or sub-grantees ready
 - Hazardous Substances & Petroleum proposals must discuss both types of sites.

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Ranking Criteria – RLF

1. Community Need

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1.a. Health, Welfare & Environment

- Describe the **health, welfare** and **environmental** impacts of brownfields in your targeted community.
- 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

1. Community Need

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1.a. Health, Welfare & Environment

Provide information on health and welfare of sensitive populations and 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
- Tie the location of Brownfields to your sensitive populations.
- Identify All Information Sources Used



Ranking Criteria – RLF

1. Community Need (15 Points)

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1. b. Financial Need (7 Points)

- Economic impact of Brownfields with supporting statistics
 - Describe economic impact of brownfields in the 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.
 - Do not put table in an appendix, no one will read it or score it.
 - Compare your local data (and even better, target community data) to state and national data.
 - Link the associated key economic issues to brownfields in your targeted community(ies).
 - Identify all information sources



Ranking Criteria – RLF

1. Community Need

15

1. b. Financial Need

- Describe factors limiting cleanup resources
 - Identify fiscal conditions and/or population size that limit or draw resources away from brownfields redevelopment (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.
- If you already have a brownfields grant, describe why you need additional funding



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. b Program Description

- Describe your Brownfields redevelopment program
- Types of applicants & marketing strategy
- Level of commitment, program team & organizational strategy

2. b. Budget & Leveraging Other Resources

- Budget Table & Detailed Task Descriptions
- Leveraging of Additional Resources

2. c. Programmatic Capability

- Has received EPA Brownfields grant(s)
- Has not received EPA Brownfields grant



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. a. Program Description

2. a. i. Describe your Brownfields redevelopment program

- Discuss your overall brownfields redevelopment program and goals.
- Explain how the requested RLF funding will help to meet these goals.
- 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.
- Explain how your program will provide long-term availability of loan and/or subgrant funds.
- Explain how will ensure prudent lending practices.
- Describe your site selection process and borrower/subgrant recipient selection process.
- Describe the types of loan/subgrant products you will offer and how loans will be structured.
- How you will leverage site funding packages to cover all redevelopment activities at your sites.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. a. Program Description

2. a. ii. Types of applicants & marketing strategy

- 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?
- Who are the borrowers and subgrantees that are interested in using your RLF?
- Describe your marketing strategy.
 - How will you actively market your program to potential borrowers/subgrantees to achieve success?
- 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

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2. a. Program Description

2. a. iii. RLF Team

- Describe your RLF program team
 - Name and provide qualifications for all members of your team such as:
 - Program Manager
 - Fund Manager
 - Qualified Environmental Professional
 - Legal support
 - Describe any outside assistance (other organizations or contracting) you will use to manage your program
- For Coalitions – Describe the experience and capabilities of each member and how you will all work together to implement your program



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. b. Budget for EPA Funding

2.b.i. Budget Table and Narrative

- Prepare the budget using the table format provided. Make sure it all adds up!
- Prepare separate budget tables for petroleum and hazardous substances.
- Know 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 and also do not include any costs for equipment.
 - **Maximize** grant funds for loans and subgrants.
- Budget Narrative
 - Describe each task in detail.
 - Including the basis for the estimated costs.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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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

2. b. Budget for EPA Funding

2. b. ii. Leveraging Other Resources

Describe leveraged funds for the overall redevelopment project (not just cleanup)

- Assessment, Cleanup Planning, Cleanup, and Reuse.
- Describe funding already leveraged (and amount).
- Describe funds being sought (and amount):
 - Federal (HUD BEDI, EDA, DOI, TBA, Brownfields Tax Incentive)
 - State (State TBA, Tax Credits)
 - Local (TIF, Tax, Bond)
 - Private (Foundation, Investors, Donations)
 - Non-profits
- Address both smaller gap funding (additional assessment work) and larger gap funding (cleanup and redevelopment).
- Provide examples of past leveraging successes from similar projects (explain benefits given back to community).



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. c. Programmatic capability and past performance

2. c. i) Programmatic Capability:

- Applicants must clearly demonstrate your ability to manage grants, oversee the proposed work and complete the project in a timely manner.
 - Describe the management system and key personnel and (if necessary) describe how key expertise will be acquired.

2. c. ii) Past Performance - prior EPA Brownfields grantees only

- Past grant(s) management & performance
 - Funding expenditure
 - Compliance
 - Accomplishments
- Adverse audit findings? If none, make note of it!
- Corrective action for past grant management issues if any.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. c. ii: Programmatic capability and past performance

Past Performance- for applicants that have never received an EPA Brownfields grant

- Identify current and/or prior federal and/or non-federal grants received (up to 5 total) in recent years
- Discuss your management & performance
- Adverse audit findings? If none, make note of it!
- Corrective action for any past grant management issues



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3.a. Community Engagement Plan

3.b. Local, State & Tribal Partnerships

3.c. Community-Based Organizations





Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3. a. Community Engagement Plan (10 points)

- Describe your plan for involving the target Community in:
 - Site selection
 - Cleanup planning
 - Site reuse planning
- Describe how your community involvement is appropriate for your target community.
- 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

3. Community Engagement & Partnerships

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3. a. Community Engagement Plan

- Your plan should include multiple means of reaching out the target community, such as:
 - Applicant's & partners' websites
 - Press releases and other uses of the print media
 - Public meetings
 - Convenient meeting location in the affected community
 - Hold meetings in project neighborhood
 - Schedule meeting for working public
 - Door to door communication
 - Flyers
 - Partner's community group meetings
 - Other means of involvement appropriate for the target community



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3. b. Local, State & Tribal Partnerships

Describe your partnerships with both:

- State Environmental Agency, and
- Health Agency
- Also any other relevant governmental agencies that you may be partnering with as part of this grant.
- Indicate definitive plans to enroll sites in the appropriate state voluntary cleanup program.
- Include the services the health agencies can provide and the role they will play during the cleanup of sites in your program, such as:
 - Information on known health risks in your community
 - Information on sensitive populations in your community
 - Situations of identified immediate risks to human health
- 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).



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3. c. Community-Based Organizations

- Provide a description of, and role of, the key community-based organizations involved in your project.
 - Describe the organization
 - Describe role in project
 - Describe any commitments by organizations
 - Support letter from EACH organization
 - Included in the attachments of the proposal
 - Must describe role
 - Must describe commitments
 - NO FORM LETTERS
 - The commitments specified in the letters should mirror those presented in the proposal.
- Community-based organizations are NOT governmental organizations.





Ranking Criteria – RLF

3. Community Engagement & Partnerships

3. c. Community-Based Organizations

Here are some examples of CBOs:

- ✓ Chambers of Commerce
- ✓ Churches
- ✓ Environmental non-profits
- ✓ 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

3. Community Engagement & Partnerships

3. c. Community-Based Organizations

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Community-Based Organizations Tasks:

- 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.
 - Provide technical assistance (QEP, QA).



Ranking Criteria – RLF

4. Program Benefits

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4.a. Welfare and/or Public Health

4.b. Economic Benefits and/or Greenspace

- Economic Benefits and/or
- Non-Economic Benefits

4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse

4.d. Plan for Tracking & Measuring Progress





Ranking Criteria – RLF

4. Program Benefits

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4. a. Welfare and/or Public Health Benefits

- Describe all environmental, social and/or public health benefits anticipated from the cleanup and redevelopment of sites in your program.
- Direct & Indirect benefits from cleanup and site reuse.
- Be as specific as possible! Use the sites in your target community section to illustrate the project benefits.
- **Examples Social Benefits**
 - Blight reductions
 - Quality of life
 - People moving back
 - Crime reduction
 - Greater care of property appearances
- **Example Health Benefits**
 - Elimination of health threats from direct contact, inhalation, and indoor vapor intrusion of site contaminants
 - Asthma reduction due to improved air quality (Diesel Emissions)
 - Lower blood lead level
 - Drinking supply protection or restoration



Ranking Criteria – RLF

4. Program Benefits

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4. a. Welfare and/or Public Health

- **Example Environmental Benefits**
 - Cleaner sites through removal and stabilization of site contaminants (highlight industry or broad contaminants in your target areas)
 - Improved air, surface water, groundwater, and soil quality in your target community (highlight local terrain, greenspace and rivers to add sense of reality)





Ranking Criteria – RLF

4. Program Benefits

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4. a. Welfare and/or Public Health

Describe how nearby and sensitive populations will be protected from project contaminants during your cleanups. Here are some ideas:

- If sensitive population discussed in community need - plan for their protection.
- Discuss the efforts your borrowers and/or subgrantees will make to protect the public
 - Operating under health and safety plan
 - Erecting signs during project phases (call in numbers for questions or concerns).
 - Dust control on and off site.
 - Flag persons protecting children and the public around heavy equipment operation.
 - Install temporary fencing during site activities, if appropriate.



Ranking Criteria – RLF

4. Program Benefits

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4. b. Economic benefits and/or green space

- Explain how the grant will produce economic and/or non-economic benefits.
 - Describe specific **economic benefits** from the cleanup and redevelopment of sites in your targeted community(ies).
 - Again, use priority sites to illustrate specific economic benefits - Reviewers don't like general or stock answers.
 - Provide quantitative estimates where feasible.
 - Number and types of jobs
 - Taxes (Property, Sales, Income)
 - Property values
 - Stimulate area-wide development
 - If project specifics are lacking, describe potential benefits. These are the reasons you are applying for this grant.



Ranking Criteria – RLF

4. Program Benefits

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4. b. Economic benefits and/or green space

- Describe all non-economic benefits potentially created by this grant.
- Non-Profit & Charitable Reuse
 - Affordable housing
 - Community Center
 - Governmental (City Hall, Library, Police)
- Greenspace Reuse
 - Wetlands, greenspace & open space
 - Recreational & pocket parks
 - Greenspace components in commercial and industrial redevelopment
 - Rails to trails
 - 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

4. Program Benefits

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4.c. Environmental benefits from infrastructure reuse/sustainable reuse (5 points)

- Describe the environmental benefits from infrastructure and sustainable reuse
 - Use of existing water lines, storm drains, proximity to public transit & reuse of existing buildings
- Describe how funding will facilitate sustainable reuse
 - Green building ordinances, energy efficiency requirements, LEED certification standards, innovative storm water controls, conserve resources, transit-oriented development, construction & demolition recycling and green cleanup.
- Be specific!



Ranking Criteria – RLF

4. Program Benefits

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4. d. Plan for Tracking & Measuring Progress

- Address environmental outputs and outcomes.
 - **Outputs**: Product, activity, good, or service you aim to produce. The widgets.
 - Expected outputs may include, but are not limited to
 - the number of brownfield sites identified
 - number of loans and subgrants made
 - number of community meetings held
 - **Outcomes**: Result, effect, or change in that will occur from carrying out activities under the grant.
 - Outcomes may be environmental, behavioral, health-related, or programmatic;
 - Expected outcomes include
 - the number of jobs leveraged or created
 - funding leveraged through the reuse of sites
 - the number of acres made ready-for-reuse
 - acres of greenspace created for communities;



Ranking Criteria – RLF

4. Program Benefits

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4. d. Plan for Tracking & Measuring Progress

- **Quarterly Reports:** Describe how you will use your quarterly reporting to track the progress of your program, milestones reached and all the outputs generated (list your outputs).
- **ACRES database:** Describe how you will use the ACRES database to track your property data and the outcomes generated from your grant, including: # of sites cleaned up, and # of acres cleaned up.
- **Other tracking mechanisms:** Describe any other local tracking mechanisms you will use (local reporting, websites, GIS databases, etc.)



Useful Application Preparation Tips

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- Read entire *NEW FY12* guidelines and follow directions.
- Get mentoring from prior grantees (listed at www.epa.gov/brownfields/bfwhere.htm)
- Write as though the reader knows **NOTHING** about your community.
- Address each and every criteria – *if it doesn't apply say so and explain why.*



Useful Application Preparation Tips)

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- Use the proposal *check list* at the end of the ranking criteria section.
- Avoid using acronyms and technical/organizational jargon
- Check the page limits and don't go over
- Consider the breakdown of the 100 points across the 4 criteria and then give each proportional attention and space/pages.
- Limit attachments to required and relevant documents and letters. Check to see if there is a page limit on attachments – Make them count.
 - Avoid maps and photos as they don't reproduce well.



Useful Application Preparation Tips

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- Contact State/Tribe/EPA with threshold and eligibility questions.
- Contact partners for assistance in preparing and/or reviewing your proposal.
- Set up public meetings and get meaningful public input now on the proposed project.
- Tie into previous and ongoing master planning efforts and economic development initiatives and explain how the proposed project will fit into and/or benefit these efforts and stakeholders



Regions 8 - Technical Assistance to Brownfields Communities Community Brownfields Foundation (CBF)

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- CBF is an EPA subgrant recipient under a Technical Assistance to Brownfield Communities (TAB) grant
- Available to provide brownfields assistance to communities across EPA Region 8
- Expertise in all aspects of brownfields identification, assessment, cleanup and reuse
- <http://www.coloradobrownfieldsfoundation.org/>
- 303-962-0940 (Jesse Silverstein, Executive Director)



Regions 9 & 10 - Technical Assistance to Brownfields Communities Center for Creative Land Recycling (CCLR)

- CCLR is an EPA subgrant recipient under a Technical Assistance to Brownfield Communities (TAB) grant
- Available to provide brownfields assistance to communities across EPA Regions 9 & 10
- Expertise in all aspects of brownfields identification, assessment, cleanup and reuse
- www.cclr.org
- 415-398-1080 x107 (Ignacio Dayrit, Director of Programs, ignacio.dayrit@cclr.org)



Contact Information

- **EPA Region 8 Brownfields Contacts**

<http://www.epa.gov/region8/brownfields/bfcont.html>

- **EPA Region 9 Brownfields Contacts**

<http://www.epa.gov/region9/brownfields/contacts.html>

- **EPA Region 10 Brownfields Contacts**

<http://yosemite.epa.gov/R10/CLEANUP.NSF/brownfields/grants+&+competitions>



Web-Based Resources

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- **FY12 Revolving Loan Fund Proposal Guidelines – Will be posted at: <http://epa.gov/brownfields/applicat.htm>**
- **FY12 Frequently Asked Questions (FAQ) – Will be posted at: <http://epa.gov/brownfields/applicat.htm>**
- **Information on Brownfields Revolving Loan Fund Grants – <http://epa.gov/brownfields/rlflst.htm>**



Questions?