

# **EPA New England FY2018 Brownfields Grant Guidelines Workshop**

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**September 28, 2017 – Concord, NH & Providence, RI**

**October 3, 2017 – Boston, MA**

**October 4, 2017 – East Hartford, CT**

**October 5, 2017 – Montpelier, VT**

**October 6, 2017 – Portland, ME**

# Purpose of the Workshop

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- Provide an overview of the new Brownfields Grant Guidelines for FY2018.
- Review the application process and requirements.
- Provide an opportunity for Q&A.
- Should any information provided in the following slides or by the presenters differ from the Guidelines, the language written in the Guidelines shall prevail.



# General Information



Red Clover Commons Senior Housing Ribbon Cutting | Brattleboro, Vermont



# Brownfields Definition

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*“... real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land.”*

Hazardous Substances  
Petroleum Contamination

Asbestos & Lead Paint

Controlled Substances (e.g., Meth labs)

Mine-Scarred Lands

Other environmental contaminants



# FY2017 Brownfields AC Grant Awards

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	<b>Nation-Wide</b>	<b>New England</b>
<b>Proposals Received</b>	<b>513</b>	<b>106</b>
<b>Proposals Selected</b>	<b>279</b>	<b>44</b>
<b>Assessment</b>	<b>208</b>	<b>28</b>
<b>Cleanup</b>	<b>71</b>	<b>16</b>
<b>RLF*</b>	<b>0</b>	<b>0</b>
<b>Total Funding</b>	<b>\$56.8 Million</b>	<b>\$8.0 Million</b>

\* No RLF competition in FY2017



# Brownfields Funding for FY2018

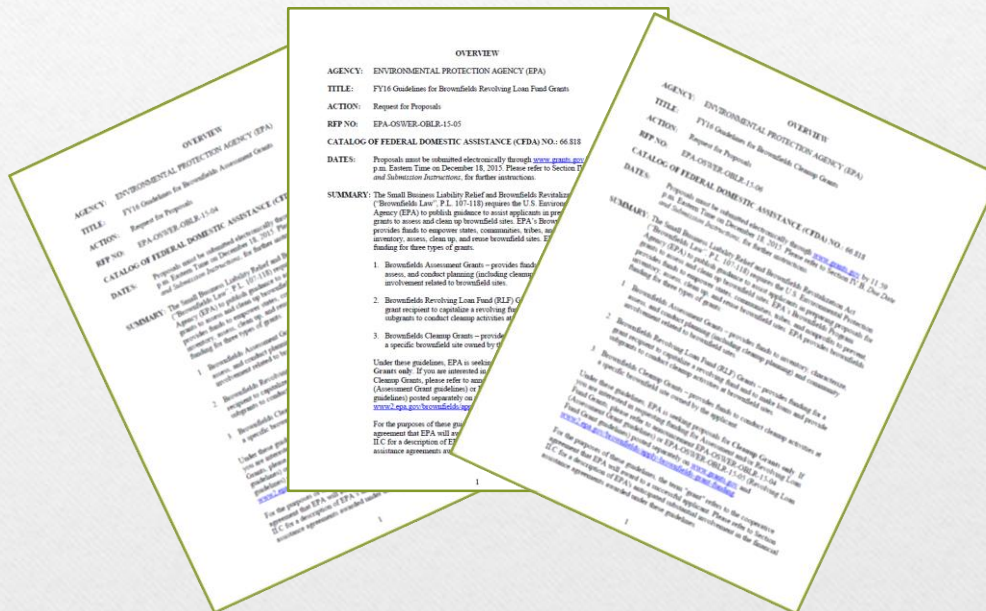
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- EPA anticipates awarding **198** grants nationally for a total of \$ **50.0** M:
  - ✓ **145** Assessment Grants - \$ **33.5** M
  - ✓ **38** Cleanup Grants - \$ **7.5** M
  - ✓ **15** RLF Grants - \$ **9.0** M



# Proposal Guidelines

## USE THIS YEAR'S GUIDELINES!



# Proposal Guidelines

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- [FY2018 ARC Proposal Announcement Page](#)
  - ✓ [Assessment Guidelines](#)
  - ✓ [Revolving Loan Fund Guidelines](#)
  - ✓ [Cleanup Guidelines](#)
- [FY2018 Frequently Asked Questions \(FAQs\)](#)
- [FY2018 Summary of Changes](#)
- [FY2018 Assessment Guideline Checklist](#)
- [FY2018 Cleanup Guideline Checklist](#)
- [Grants.gov Tip Sheet for Applicants](#)





# Additional Resources

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- EPA National Outreach Webinar
  - **October 5, 2017** at 1:30 pm ET.
  - <http://epawebconferencing.acms.com/app18/> and/or via conference call (dial-in number: 1-866-299-3188/ access code: 202-566-1817)



# Additional Resources

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- Technical Assistance to Brownfields (TAB)
  - New Jersey Institute of Technology (NJIT) at [tab@njit.edu](mailto:tab@njit.edu) or 973-642-4165
  - Assistance from TAB is limited. Contact them to discuss available services.
- Tips for Successful Brownfields Grant Proposals Webinar
  - **October 17, 2017** at 2:00 pm ET.
  - Hosted by the Center for Creative Land Recycling (CCLR), NALGEP, the KSU Technical Assistance to Brownfields Communities Program, and NJIT.



# New This Year

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- Revolving Loan Fund Grants are available this year.
- Language for HUD-DOT-EPA Partnerships has been removed.
- The Other Factors Checklist has been reduced/revised.
- In Ability to Leverage
  - ✓ A new Sample Format for Leveraging Resources table has been added.
  - ✓ Selected applicants will now be expected to abide by their proposed leveraging commitments during the performance period of their grants.
- Cleanup Grant applicants can apply for multiple **small** sites in one proposal.
- See **FAQ A.1** for a review of changes.



# Top Ten Point Losers

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1. Threshold must be addressed separately. You cannot assume that because you got a previous grant or are a municipality you are still eligible. Tell us why.
2. On the SF424 in grants.gov, you must include your zip code + 4 for it to be accepted.
3. Be careful when telling us about sensitive populations or economic and social conditions when addressing Community Need. They need to be relevant to the brownfields problems and will need to be part of the benefits at the end of your proposal. **Relevancy is important.**



# Top Ten Point Losers

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4. Make sure you tell us where the brownfields are and where the population is. Where do they meet (proximity)?
5. Are you ready to go?
  - ✓ Assessment – Make the reviewer feel like you know what you are doing and can begin work right away. You just need the funding.
  - ✓ Cleanup – Do not tell us you have further assessment or other things need to happen before you can begin the cleanup. The reviewer needs to be confident that giving **you** the funding will be the best decision.
  - ✓ RLF – Make sure the reviewer knows you understand the complexities of the program and that you will have it up and running, with your first loan or subgrant, right away.



# Top Ten Point Losers

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6. If there is existing infrastructure, tell us what you have and why reusing it will achieve lower costs for cleanup and redevelopment. This is enticing to developers. Sell it!
7. Many applicants did not tell us that they were going to complete their project in three years. The reviewer needs to be confident that this money is not going to be on the books beyond the three year performance period. **Timelines or flowcharts may help here.**
8. Outputs should be a bolded sentence or bullet at the end of each task description. The reviewer will notice this and know that you are in fact anticipating results!



# Top Ten Point Losers

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9. Read the **evaluation criteria** and make sure that you respond accordingly. This is what we are scoring you on.
10. Many points are lost in Financial Need by not explaining why **you as the applicant** do not otherwise have the funds to do the work.



# General Information Questions

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# Developing a Winning Strategy for Your Grant Proposal

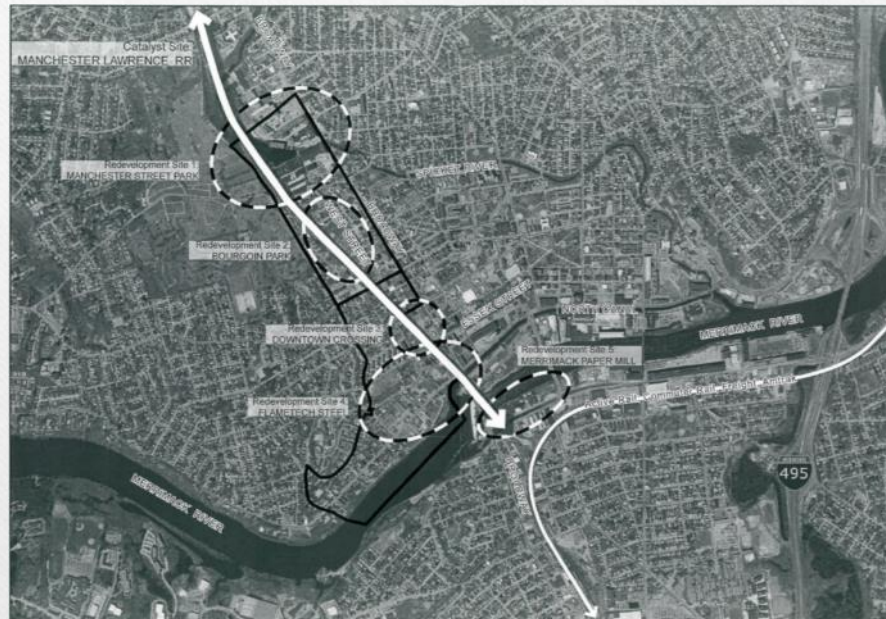


Grant Announcement Event | Bellows Falls, Vermont



# Developing a Winning Strategy for Your Grant Proposal

- Start by developing an Engaging Brownfields Project with a Redevelopment Vision that Benefits the Community



Rail Corridor | Lawrence, MA



# Community Wide Assessment and RLF Projects



- Requires Narrowing your Focus
  - To a Specific Target Area(s)
  - To Specific Brownfields Sites
- This is the “Starter Project” to get your grant going out of the gate
- The proposal should be is about having a Project, and finding others as needed



# Site Specific Assessment and Cleanup Projects

Site Specific Project

Redevelopment Vision

- Requires Broadening your Focus

- To create a greater Brownfields story
- Larger community benefits
- Improvement to the Area

- Your Project should be a beginning for future growth

Neighborhood

City/Town



# - Building the Story -

## Develop the Brownfields Picture

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- Capture a Target Priority Brownfields Site
  - ✓ Present its history (can it be personalized?)
  - ✓ Present associated chemicals and environmental hazards
  - ✓ Visualize the impacts to its surrounding
    - To the landscape and community
- Broaden the Brownfields Identity
  - ✓ Name other real sites in surrounding Area
  - ✓ Connect additional chemical and environmental hazards
  - ✓ Magnify the imagery



# - Building the Story - Develop the Vision for the Area

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- Draw on active master plans
  - ✓ Ideally where community engagement has occurred
- Analyze resources, and/or lack of resources, in the area
  - ✓ Natural resources
  - ✓ Commercial and/or industrial resources
  - ✓ Transportation and infrastructure resources
- Identify community needs
- Conceptualize the brownfields redevelopment that utilizes those resources, addresses those needs and implements that plan
- Identify short and long term benefits that can come out of that vision: for the community, environment, health, economic and non-economic



# - Building the Story -

## Identify the Partners that “fit” the Project

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- Funding partners (local, state and federal) needed to complete the project
  - ✓ Cleanup, design, infrastructure, redevelopment
  - ✓ Publically funded project vs. public/private project may have different requirements
- Other governmental partners (local, state and federal) that have expertise needed to assist the project
- Community and Non-Profit Organizations that align with the project
  - ✓ Known and trusted locally, and want to participate
- **Key Point:** When appropriate, bring key partners into the responses for other criteria to unify and strengthen the story
  - ✓ For example: if affordable housing is a need, the housing authority that the city is partnering with (in community organizations) can be involved in the efforts described in the project description, community engagement and the benefits section.



# - Building the Story -

## Developing the Face of the Community

- Go beyond the statistics to capture the identity of the community in the project area
- Identify the struggles they face and the potential that is there
  - ✓ Is there a cultural and/or neighborhood identity
  - ✓ The situation facing families, youth, and seniors
  - ✓ Worker identity in the neighborhoods (young adults, middle age, seniors)
  - ✓ Employment and training needs
- Tie this picture to the project
  - ✓ To community-driven master plans
  - ✓ To the Brownfields issues
  - ✓ To the redevelopment plan





# Keep Your Story Clear and Consistent

## “What facets of your Plans can you highlight”

### Project Description

- Assess sites for elderly housing
- Target west side district in downtown
- Address blight
- Maximize accessibility for senior citizens.

### Community Need

- High elderly population
- Blighted downtown

### Community Engagement

- Engage senior community and downtown businesses.
- Partner with Elderly support organizations, senior citizen groups, and chamber of commerce

### Project Benefits

- Housing & services for elderly community.
- Remove blight; revitalize downtown;
- Walkability to local stores and food; nearby greenspace



# Keep Your Story Clear and Consistent

## “What facets of your Plans can you highlight”

### Project Description

- Cleanup 3 parcels for community gardens, farmers market and after school program
- Site near schools & residential neighborhood

### Community Need

- Diverse, multi-lingual community
- Densely populated area
- High asthma & drop out rates

### Community Engagement

- Engage local residents and students in primary language
- Partner with PTA, local college, farmers market assn.

### Project Benefits

- Education in safe urban gardening
- Remove blight; create greenspace; after school support
- Create positive environment for residents and families



# Structuring Your Proposal

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- Your job is to engage the reader through real-life imagery in your target area with clear objectives that show a well thought out plan.
- This is who we want to help get the funding.



# Format is Important

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

#### Task 1 – Site Inventory and Characterization

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

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- Don't let this be your first impression.
- Don't let your message get lost in the small print.
- Can the **Reviewer** easily locate important information (first read and looking back later on)?



# Break Up Your Proposal into Manageable Parts

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

## B. Community Need

1. The Municipality of Salinas is a coastal area located in the south of Puerto Rico with a population of 31,113 (Census 2000) divided as follows: 14 years of age or less 2,673; 15 to 24 years old, 21,150; over 25 years of age, 19,576. The population density per square mile is 324 and has a total living area (land area) of 96 square miles. The total amount of families below poverty level is 4,484 representing a 54.9 percent of the families below poverty level. The Census 2000 also indicates a 63.9 percent of the family with related children less than 5 year of age is below poverty level. A 90.1 percent of the families receiving Supplemental Social Security and/or public assistance are also below poverty level. The 79.9 percent of the family with female householder are below poverty level. The unemployment rate in the Municipality is 64.0 (Census 2000).

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

Also, the municipality of Salinas has one of the highest rates of disabled people in Puerto Rico (per census 2000: ages 5 to 20 – 10.6 percent; ages 21 to 64 – 30.0 percent; ages 65 and over – 60.3 percent), a high rate of school drop outs, a high rate of drugs and alcohol usage, and an elevated adolescent pregnancy rate. As per 2004 mortality rate statistics of the Puerto Rico Department of Health, the Municipality of Salinas has an average mortality rate of 683 deaths. The mortality rates per diseases are as follows: 103.3 for heart disease; 99.3 for diabetes; 84.3 for cancer; 59.1 for cerebral vascular; 47 pulmonary; 47.0 hypertension; 18.8 influenza; 15.7 liver disease; 209.8 others.

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

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

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## G. Ongoing Community Involvement

### G.1 – Involving the Affected Community

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

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

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

Bear Paw Development Corporation  
Community-Wide, Hazardous substance Assessment Grant Proposal

Page 9 of 15



# Organize Your Response

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- Number your pages.
- Break out and number each part of each criterion separately, and **bold** or underline titles for easy navigation (e.g., **2.a.i Project Description**).
- Break down each criteria into the questions being asked and answer them in order they appear in the guidelines (Never Skip Anything!).
- Brainstorm with others for creative answers and reduce repetition.



# Organize Your Response

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- Use key words from the question to alert the reviewer that “here’s the answer”.
- **Recognize High Point Criteria** and balance the depth of responses with the point value. Fight for every point.
- Edit for value and individuality, and minimize blah general overview.



# Other Items to Consider

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- Minimize the use of acronyms and technical/cultural jargon.
- Use positive verbs: “we are working” or “we will commit.”
- Ensure that your budget request in your transmittal letter actually matches your budget table.
- If different people write different sections, insure the proposal reads coherently and follows the theme.
- Choose someone outside of the group for a fresh opinion.
- This workshop is ***NO SUBSTITUTE*** for reading and closely following the detailed Guidelines!





# Organize Your Attachments

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- Organize your attachments by including a separate cover page for appendices. For example:

Appendix A – Threshold Criteria

Appendix B – Leveraging Commitment(s)

Appendix C – Community Organization Letters

- Determine which attachments are required for the type of funding for which you are applying.



# Developing a Winning Strategy for Your Grant Proposal Questions

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# Breakout Sessions

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- Two concurrent sessions:
  1. Assessment & RLF
  2. Cleanup
- Assessment & Cleanup will be covered in detail.
- For RLF applicants, we can review Program Description and answer any specific questions you have after the Assessment Session.

