EPA Mid Atlantic Region
Brownfields Grant Proposal Workshop

Summerset at Frick Park, Pittsburgh, Pa

EPA Mid Atlantic Region
Brownfields Grant Proposal Workshop:

Understanding the
FY-2009 Proposal Guidelines for
Assessment, Cleanup and RLF Grants

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US EPA Region 3 Brownfields Program

http://www.epa.gov/reg3hwmd/bfs/
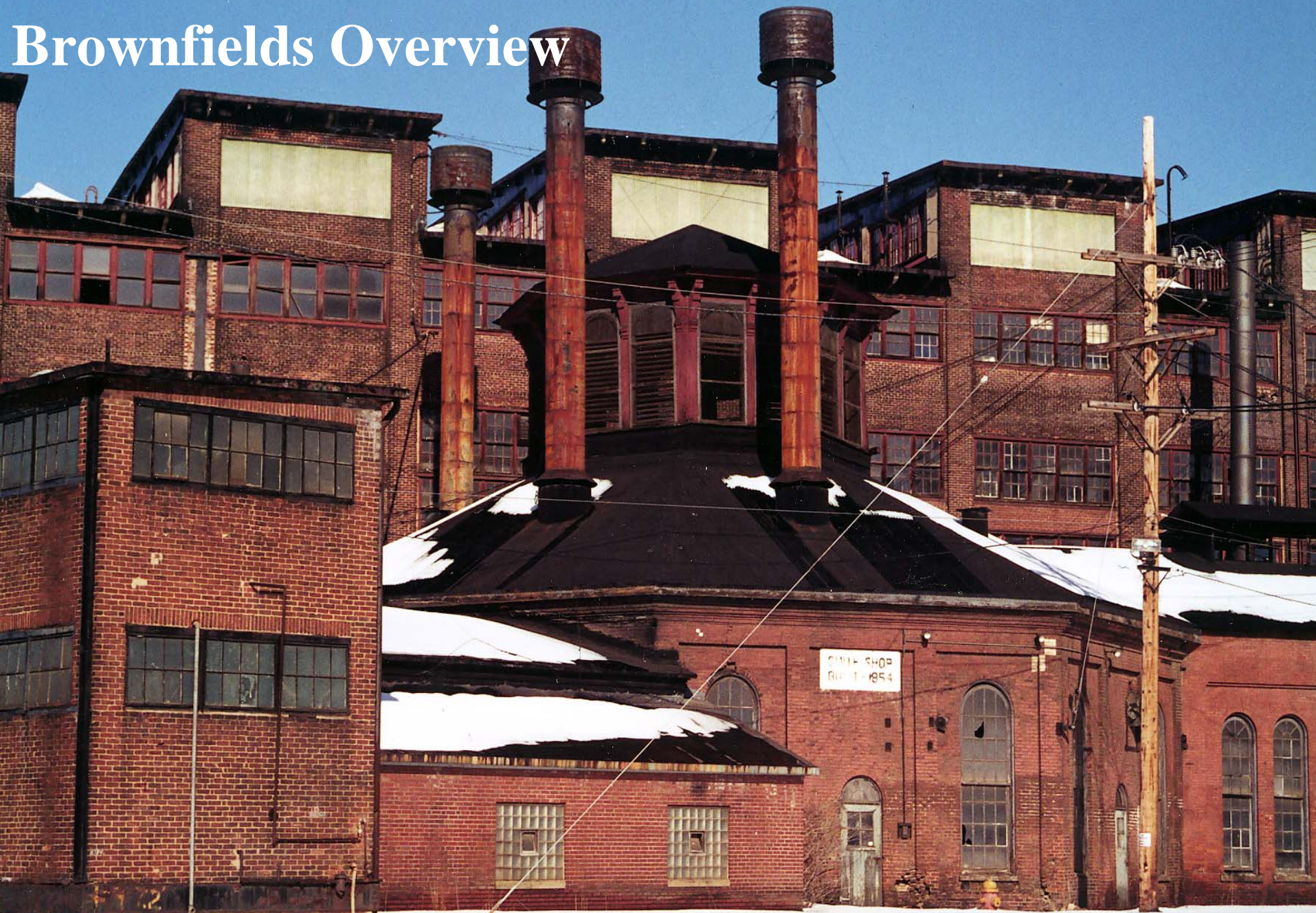
Presentation Overview

- 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 Overview

Cambria Iron Works, Johnstown, Pa

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?

- 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

- 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.

EPA's Investment in Brownfields Grants

- *Since 1995*, EPA has awarded close to 2,000 brownfields grants totaling more than $595M. This has helped:
  - Assess more than 11,779 properties.
  - Leverage more than $11 billion in brownfields cleanup and redevelopment funding from the private and public sectors.
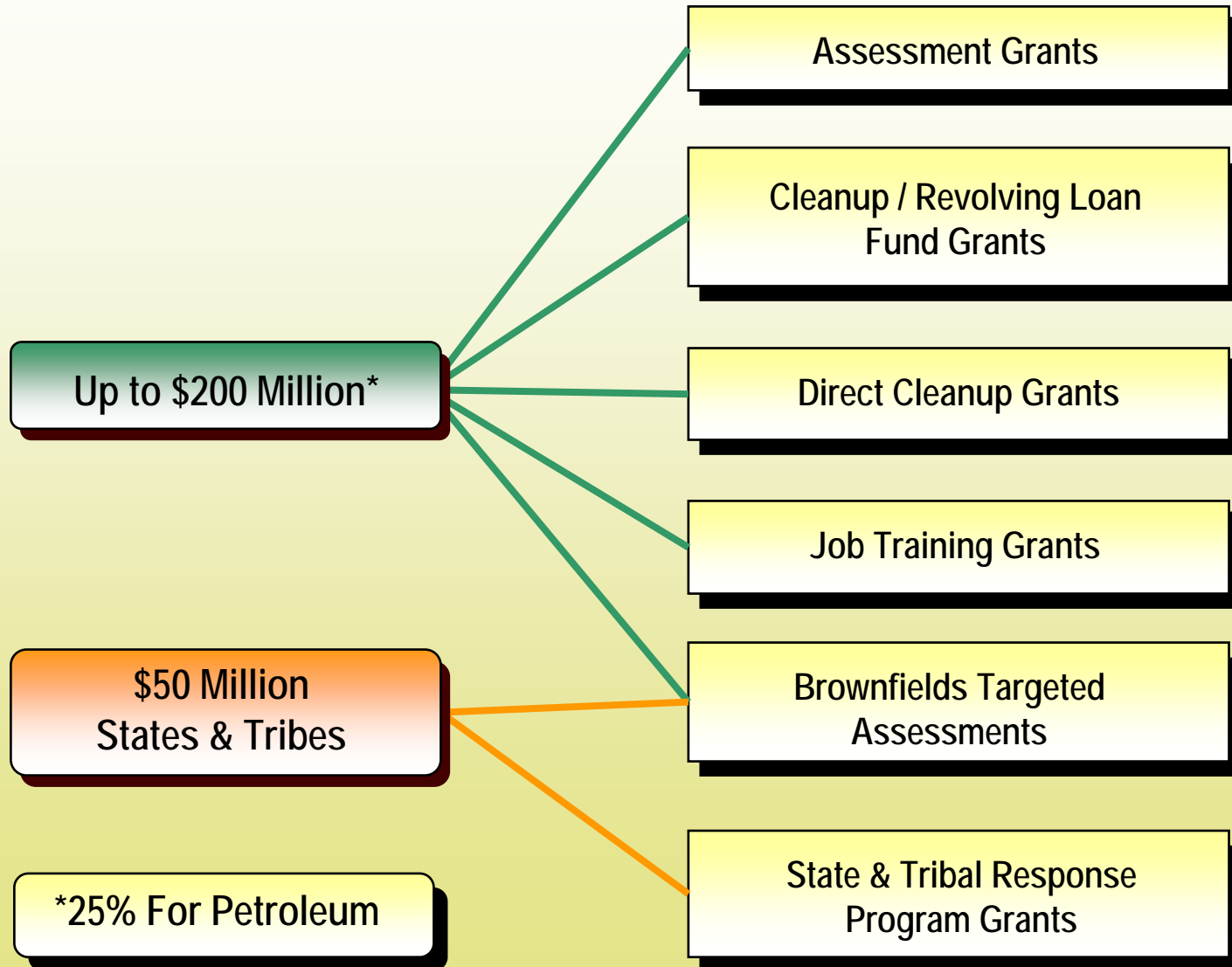 - Generate more than 48,238 jobs.

Authorized Brownfield Funding

Up to $200 Million*
- Assessment Grants
- Cleanup / Revolving Loan Fund Grants
- Direct Cleanup Grants
- Job Training Grants
- Brownfields Targeted Assessments

$50 Million States & Tribes
- Brownfields Targeted Assessments
- State & Tribal Response Program Grants

*25% For Petroleum

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

- **A**ssessment

- **R**evolving Loan Fund (RLF)

- **C**leanup

- ❖ EPA refers to 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

Brownfields ARC Grant Program

EPA Brownfields grants are very competitive. Applicants should be prepared to put time and effort into constructing a winning proposal.

- In 2008, EPA received over 800 proposals for funding
  - Funded 314 grants nationally ($74 million)
  - 194 assessment grants; 108 cleanup grants; 12 RLF grants
- Region 3 received 74 proposals
  - 22 selected for funding
- Roughly 1 in 4 proposals funded annually

FY2009 Application Timeline

- August 22, 2008 – ARC Request for Proposals (RFP)

- November 14, 2008 – Proposal Due Date

- Spring 2009 – Awards announced (Approx. $72 million nationwide)

- Funds awarded October 2009

Brownfields ARC Grants – Getting Started

- **NEW!** Guidelines are separate for each grant type!

- Proposal Guidelines for ARC Grants are @:

  http://www.epa.gov/brownfields/applicat.htm
      or @:

  www.grants.gov

Purpose: to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites.

- No cost share required

- **Three kinds - Community-wide**, **Site-specific** (single site) and
  Assessment Coalition Grants.

NEW!

Community Wide Assessment Grants

- Most Flexible - No need to identify sites

- Up to $200,000 for hazardous substance (including asbestos, lead paint, other environmental hazards) **and/or** up to $200,000 for petroleum contamination.

- **NEW!** Applicants can apply in **ONE community-wide assessment proposal** for $200k Hazardous Substance and $200k Petroleum, for a combined total of $400k or submit 2 separate proposals for each.

Site Specific Assessment Grants

- Up to $200,000 for petroleum or hazardous substances (or comingled)
  - Can request up to $350K per property with approved waiver.

- Only 1 application per eligible entity allowed.

- Site Eligibility *Threshold requirements.*

- Funding can be used on named site only, no substitutions allowed.

Assessment Coalitions **NEW!**

- Up to $1 million for hazardous substance and/or petroleum (e.g. $500k hazardous, $500k petroleum)

- 3 or more eligible entities (not 2!!)

- Must assess a <u>minimum</u> of 5 sites

- Must commit to sign an 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://epa.gov/brownfields/publications/fy2009moa.pdf

Assessment Grant Program *(con't)*

How many to submit?

- Applicants that submit a combined community-wide assessment grant proposal (haz waste and petro) or two separate community-wide assessment grant proposals may also apply for a site-specific assessment grant.

- Applicants can apply for only one site-specific assessment grant.

- Coalition members are ***NOT*** eligible to apply for individual Community-wide or Site-specific Assessment grants in the year they apply as part of a coalition.

What makes a good assessment grant project?

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

Millennium
Conshohocken, PA

Success Story: Assessment Grant
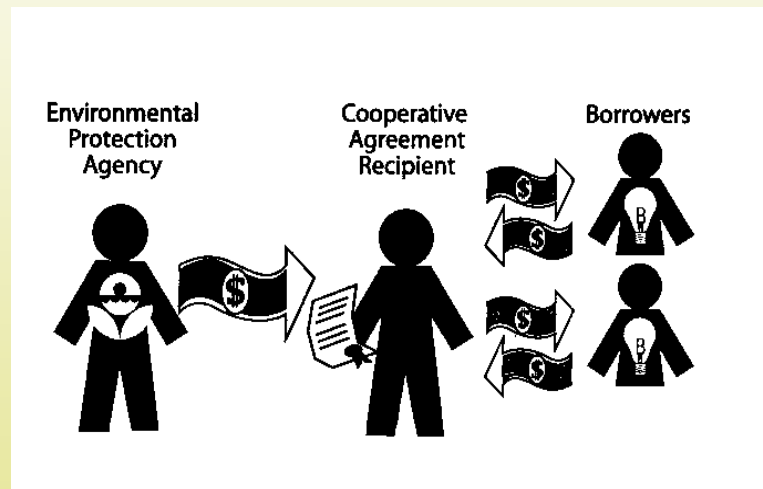
Lowe's Home Improvement Store
Brownfields Assessment
Wheeling, WV

Purpose: to make low interest loans to carry out <u>cleanup activities</u> at brownfields properties.

- Up to $1M per eligible entity – combination of hazardous and petroleum funding

- Coalitions (of 2 or more applicants) may apply for $1 million each

- **Cost share requirement of 20%**

- Up to 40% 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.
  - Subgrants must be justified – four criteria.
  - **Subgrantee must own the site.**

- Private parties/developers are NOT eligible for subgrants, only loans.

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

- 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.

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

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

Purpose: site specific funding to pay for cleanup <u>after</u> all assessment work is completed

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

- May apply for up to *3* properties: <u>Separate proposals for each property</u>

- Applicant applying for both hazardous substance and petroleum cleanup grant funding at the <u>same site</u> must submit <u>ONE</u> proposal, which cannot exceed $200,000

- Non-profits may apply

- ***Cost share requirement of 20%***

Requirements

- Community notification must be ***complete*** prior to proposal

- *Must have **FEE SIMPLE TITLE** by June 30, 2009*

- Must have Phase 2 assessment complete by time of proposal.

- Cleanup grants are site specific – no substitutions allowed.

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

Success Story: Cleanup Grant

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

Other EPA Brownfields Programs

Brownfields Job Training Grant Program

- **Up to $200,000 to train for hazardous site cleanup related work**

- **Separate solicitation process**

- **www.epa.gov/brownfields/job.htm**

Targeted Brownfields Assessment (TBA) Program

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

- **http://www.epa.gov/reg3hwmd/bfs/regional/eligibility.htm**

General Grant Requirements

- Grant terms are 3 years, except for RLF which is 5 years.

- Grants <u>cannot</u> pay for "administrative" costs, especially indirect costs.

General Grant Requirements

Cost Share (for RLF and Cleanup grants)

- Cash, in-kind services, labor, materials or other <u>non</u>-federal grants.

- Must be for eligible 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

- Competitive Process - national competition

- Proposals for Assessment, Cleanup, and RLF are all due at the same time.

- **PROPOSALS ARE DUE November 14, 2008.** Proposal guidelines are on EPA's website.
  - Can submit hard copies (2) or electronically (no Fax or e-mail). Must register 1 week in advance to submit electronically.

Proposal and Selection Process

- 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).

- Regions review threshold criteria

- National panels review ranking criteria and determine final numeric scores

- Awards will be announced in the spring and funding awarded in September 2009

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			●

- Cover Letter

- Threshold Criteria - pass/fail only

- Ranking Criteria - numerical score

- Required attachments – ***use the checklists!***

  - Assessment page 29

  - Cleanup page 31

  - RLF page 24

MAXIMUM LENGTH – 2 PAGES

Provides overview of your project and how it aligns with EPA's Brownfields program.

- What concern will be addressed and why?

- Who will benefit and how?

- What specific objectives can be accomplished and how?

- How will results be measured?

- How does your project align with EPA's Brownfields program and priorities?

Cover Letter

- Must be signed by an official of your organization
- Tell us what <u>kind of grant</u> you are applying for, what <u>kind of $</u> (hazardous or petroleum; community wide or site specific) and <u>how much $</u> 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

!!2 Page Max!!

Overview of ARC Threshold Criteria

Mine scarred land, Central City, Pa

Threshold Criteria – Must Pass

- Applicant Eligibility (ARC)

- Letter from the State or Tribal Environmental Authority (ARC)

- Site Eligibility and Property Ownership Eligibility (Site-specific Assessment and Cleanup Only)

- Cost Share (RLF 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)

- Community Notification (Cleanup Only)

NEW!

Applicant Eligibility (ARC Applicants)

- <u>Explain</u> how you are an eligible applicant.

- If you are a quasi-governmental organization, provide some proof/legal document.

- For nonprofits, provide <u>evidence </u>of your nonprofit status.

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 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.

- 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 <u>EACH proposal</u>*.

- Provide your state environmental authority sufficient notice.

Contact Information for your State is provided in the handout materials.

Hazardous Substance Sites

- EPA Is Decision Maker
- Applicant Can Not Be Potentially Liable

Petroleum Sites

- State Is Decision Maker
- State Petroleum Eligibility Letter
  - Request Early
  - Unique From State Acknowledgement Letter
  - Proposal Attachment

Hazardous Substance Sites

- For site specific assessment grants, if the applicant owns the property, they must demonstrate that they are not a liable party under CERCLA. If the applicant does not own the site, then the ownership provisions do NOT apply.

- CERCLA contains very broad liability provisions.

- Liability for site owners is highly dependent on *HOW* and *WHEN* the site was acquired.

- Therefore, site eligibility is dependent on *HOW* and *WHEN* the site was acquired.

Hazardous Substance Sites

- **Ownership Eligibility**
    - Owner liable unless exemption applies
    - Common liability exemptions/defenses
        - Involuntary
            - Tax foreclosure
            - Eminent domain
        - Bona Fide Prospective Purchaser
        - Innocent Landowner
        - Contiguous Property Owner

        - If exemption applies, site eligible!

Hazardous Substance Sites

For voluntary acquisitions post 2002, applicant must be a Bona Fide Prospective Purchaser (BFPP)

- Not responsible for contamination (e.g. municipal landfills are not eligble)
- Not affiliated with responsible party
- Other Continuing Obligations (reasonable care of site)
- **All Appropriate Inquiry**
  - ASTM E1527 Ph I Environmental Site Assessment
  - Must have been done **PRIOR** to acquisition
  - EPA rules went into effect in November 2006
  - Current – can't be more than 6 months old at time of purchase

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, and
  - No RCRA Corrective Action.

*Contact Information for your State is provided in the handout materials.

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

- Applicants for Cleanup Grants must own the site by no later than June 30, 2009

- Requires an AAI compliant <u>Phase I</u> is complete.

- Requires an ASTM E1903-97 or equivalent <u>Phase II</u> site assessment report completed prior to proposal submission in order to best describe cleanup plan and estimated costs.

NEW!

Call us first to discuss site eligibility issues!

Site and Property Ownership Eligibility (Special Categories)

Certain sites may also be eligible for brownfields funding with additional information and special approval from EPA (Property Specific Determination)

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

Property Specific Determinations

- Talk to EPA about your special site first.

- Additional section of the funding proposal (see Appendix 2 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 cleanup the facility.

- Explain why federal funding should be used at this facility.

- **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 voluntary 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)

- Demonstrate 20% cost share - just a plan required
  - Do not exceed required amount
  - Know difference between leveraging and match

- No federal funds for match

- 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)

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.

- ✓ Making a copy of the grant proposal available for public review (e.g. town hall library, website).

✓ Indicating that you will accept comments on the draft proposal and how to submit them.

✓ Stating the date and time of a public meeting that you must hold <u>prior</u> to proposal submission.

✓ Applicants who are submitting more than one proposal may plan to have a single community notification ad and meeting. <u>However</u>, all targeted communities must receive the notification and be provided an opportunity to comment on the proposal(s) relevant to their community

- ✓ You <u>must attach</u> to your proposal
  - ✓ public ad or equivalent
  - ✓ public meeting notes/sign in sheet
  - ✓ copies of any comments received
  - ✓ copy of your responses to those comments

- 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.

Roberto Clemente Park, Lancaster, Pa

Ranking Criteria

4 Ranking Criteria Sections for ARC Applicants:

- Community Need (15-20 points)
- Project Description and Feasibility of Success (35-45 points)
- Community Engagement and Partnerships (15-20 points
- Project Benefits (20-30 points)

Total possible points for each grant type is 100.

- 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.

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

- Applicant's description of the health, welfare, environmental, *and*

- Financial needs of the targeted community as it is affected by the presence of brownfields.

This criteria is similar to the previous criteria for community need, but the questions are new.

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
  - Sensitive Populations In Community
    - For example: minorities, children, and women of child-bearing age *(try to find these, your proposal may be marked down if you skip them)*
  - Disproportionate Environmental Impact Data
    - For example: Cancer Studies, Asthma

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

<u>Financial Need</u>

Describe the economic and social impact of brownfields on the targeted community and demonstrate the economic needs of the targeted community's residents
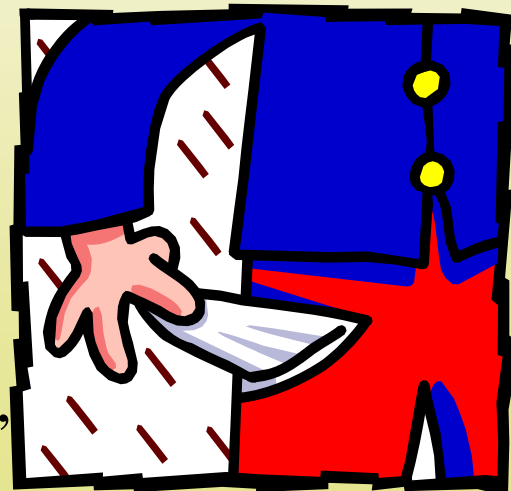
- Provide rates of poverty, household income, unemployment rate, and other widely available demographic information (provide examples)
  - Use current and relevant data sources
  - Use Table Format
  - Compare to state and national Data (yardstick)

Financial Need

- Explain why other financial resources may <u>Not be</u> 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

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!**

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.

Combines previous criteria for the budget, site selection, leveraging and programmatic capability.

Four key subcriteria

- Project description

- Budget for EPA funds

- Resources to carry out the project through redevelopment (leveraging)

- Capability to effectively manage EPA funds and produce environmental outputs and outcomes (results!)

Project Description (all)

- Draw the big picture (Who, Why, When, How)

- Big Vision - overall project thru 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

Project Description

➢ **For Assessment Proposals, Also Describe**

- Describe how you will choose sites for work

- Remember, environmental work is preferable to planning or inventory activities

- For coalitions, describe how the coalition will work together and remember you must assess a minimum of five sites under the grant.

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

Project Description

- ➢ **For RLF Proposals, Also Describe**
  - Overall Brownfields <u>program</u> & RLF <u>program</u>
  - 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

Project 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

Project 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

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 Ph I, 2 Ph II) and associated costs where possible **(e.g., 5 Phase 1 assessments @ $5,000 each**)
- **<u>For RLF and Cleanup proposals</u>** – put the cost share amounts in the budget table.

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

Sample Format for Budget

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

[1] Travel to brownfield-related training conferences is an acceptable use of these grant funds.

[2] EPA defines equipment as items that cost $5,000 or more with a useful life of more than one year. Items costing less than $5,000 are considered supplies. Generally, equipment is not required for RLF grants.

[3] Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.

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

Sample Format for Budget

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

[1] Travel to brownfield-related training conferences is an acceptable use of these grant funds.

[2] EPA defines equipment as items that cost $5,000 or more with a useful life of more than one year. Items costing less than $5,000 are considered supplies. Generally, equipment is not required for RLF grants.

[3] Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.

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

Sample Format for Budget

Budget Categories	Project Tasks for Loans (at least 60 percent of amount requested)				
(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					

[1] *Travel to brownfield-related training conferences is an acceptable use of these grant funds.*

[2] *EPA defines equipment as items that cost $5,000 or more with a useful life of more than one year. Items costing less than $5,000 are considered supplies. Generally, equipment is not required for RLF grants.*

[3] *Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.*

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 40 percent of amount requested)				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel[1]					
Equipment [2]					
Supplies					
Contractual [3]					
Subgrants					
Other (specify) _____					
Subtotal:					
Cost Share					
Total					
Total Cost Share					

[1] *Travel to brownfield-related training conferences is an acceptable use of these grant funds.*
[2] *EPA defines equipment as items that cost $5,000 or more with a useful life of more than one year. Items costing less than $5,000 are considered supplies. Generally, equipment is not required for RLF grants.*
[3] *Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.*

Budget – Tips

- Know cost eligibility

  - <u>Never</u> 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 brownfield grants.

Budget – Tips

- The majority of your funding should support environmental work (e.g., Phase 1 and 2 activities, 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.

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 (i.e., in-kind).

- **CHECK YOUR MATH!** Applicants lose points for stupid math errors. Be consistent with your budget #'s throughout the proposal.

Budget – Tips

- For Assessment – if you are applying for hazardous and petroleum funds both, you must provide separate budget tables and task descriptions

- For RLF - submit separate budget tables for loan and subgrant amounts.

- For RLF and Cleanup - If you are applying for both hazardous substances and petroleum sites, you MUST submit separate budgets tables for each.

- For Cleanup – reviewers are looking for real cost estimates. Make each cleanup activity a separate task (e.g., soil removal, groundwater treatment, etc.).

Leveraging - If additional work (e.g., assessment and/or cleanup) is required, describe the funding or resources (public and private) you have or will seek to complete the additional work.

- Describe any gaps in overall project funding
  - Assessment, cleanup planning, cleanup and reuse/redevelopment

- Describe **ALL** possible 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)

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

Leveraging - Tips

- Be sure to include your staff time and other in-kind services. Reviewers are looking for your contribution! Provide a $ estimate.

- Discuss partnerships – leveraged resources, support, or assistance from stakeholders. Use names and explain relationships.

- Think of technical, financial, legal, regulatory, or communications support.

Ranking – Leveraging Resources

Leveraging - Tips

- If you are 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.

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

Programmatic Capability - *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).*

- Two different sets of questions, one set for previous and existing brownfields grantees; other set for applicants who've never had an EPA brownfields grant.

Programmatic Capability

All Prior Brownfields Grantees

- Past grant(s) management & performance
- Funding Expenditure
- Compliance
- Accomplishments
- Adverse audit findings – Don't forget this!**
- Corrective action for past grant management issues

Programmatic Capability - Tips

All Prior Brownfields Grantees

- Tell us about your compliance on quarterly progress reports, property profiles, 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.

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
  - Adverse audit findings - Don't forget this!**
  - Corrective action for past grant management issues

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)

Community Engagement and Partnerships - Under this criterion, proposals will be evaluated on:

- *Applicant's* plan for engaging the targeted community

- *Extent* to which the applicant has identified and established partnerships necessary to achieve goals

- *Extent* to which the support letters provided by community-based organizations involved with the project demonstrate specific and valuable commitments to the project.

This criteria is similar to the previous criteria for community involvement, but the questions are different.

Community Engagement - Describe your plans for encouraging community involvement:

- Site selection
- Cleanup planning
- Site reuse planning

- Describe past community involvement efforts
- Address any language barriers or other special communication needs (elderly, cultural, children, etc)
- Create a detailed plan and defend why your methods are appropriate for the intended audiences.

Community Engagement Approaches

- Applicant's & partners' websites
- 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

Partnerships - Describe your efforts and/or plans to develop partnerships with ***both local and state***:

- Environmental Agencies and
- Health Agencies

- Describe past efforts toward partnerships

- Have a plan to develop new partnerships

- Show knowledge of State programs and how they apply to your project

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

- Describe the organization
- Describe role in project and any commitments
- Attach a unique support setter 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!

Community Based Organization, cont.

- No Letter Equates To Not A <u>Key</u> CBO
  - General partners which are not key CBOs should be discussed in Community Involvement response

- Consider Table Format (Organization Description, Contact, Role, Commitment)

- Resource commitment examples (Be Specific; <u>Estimate</u> Value)
  - Funds
  - Staff & Volunteer Time
  - Web Space Value
  - Value of Meeting Space

Community Stakeholders

- Affected residents
- Potential developers
- Local businesses
- Neighborhood groups
- Community service organizations
- Colleges/schools
- Churches

- Environmental orgs
- Recreational orgs
- Government agencies – state, local, regional, federal
- Lending Institutions
- Owners/Responsible Parties

Tip! Reviewers look for real community based orgs, especially neighborhood or environmental groups. Governmental organizations don't count as CBOs!

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

- Improve the <u>public health</u>, <u>welfare</u>, <u>safety</u>, <u>economy</u>, and <u>environment</u> of the targeted community; and

- Contribute to your overall community "vision" for the revitalization of brownfield sites.

- Consideration will be given to how <u>public health</u> issues are addressed during the project, the anticipated benefits of redevelopment, and the incorporation of <u>sustainable practices</u>.

Combines previous criteria for threats to human health and environment, greenspace, economic development and sustainable reuse of the site.

- Four 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

  - Your plan for tracking and measuring progress towards achieving the expected project outcomes.

Welfare and/or Public Health –

- Describe the <u>environmental</u>, <u>social</u>, and/or <u>public health</u> 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
  - Health
    - Asthma Reduction Due To Improved Air Quality (Diesel Emissions); Lower Blood Lead Level; Drinking Supply Protection or Restoration

Welfare and/or Public Health - Tips

- Target funds to identify sites with possible health risks.

- During work to protect community & sensitive populations from contaminants

  - For Example: signs, fences, dust control, diesel emissions

- 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!

Welfare and/or Public Health - Tips

For Cleanups

- Describe contaminants of concern and impact to human health, natural resources and the environment.

- Discuss exposure pathways (groundwater, stormwater run-off, air-blown sediments).

- Consider and plan for long term monitoring, and maintenance of institutional and engineering controls!

Economic Benefits and/or Greenspace -

- Explain how the grant will produce economic and/or non-economic benefits (non-profit & charitable reuse).

- Be specific and provide estimates where possible
  - E.g: will result in x% increase in tax revenues, x number 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

Environmental Benefits from Infrastructure Reuse/Sustainable Reuse –

- Be Specific! EPA is looking for commitments not bull. Refer to existing projects as examples. Read handouts.

- Describe how the grant *will help* facilitate <u>infrastructure reuse</u>
    - E.g: water, sewer, electricity, roads, storm drain, public transit, building

- Describe how the grant *will help* facilitate <u>sustainable reuse</u>
    - E.g: Green Building, Energy Efficiency, LEED Certification, Historic preservation, Building Renovation, Innovative Storm Water Controls, Construction & Demolition Recycling*, Green Cleanup*, Community Character, Conserve Resources, Transit, Live/Work, infill, sprawl

Project Outcomes

- Describe your plan for tracking and measuring your progress towards achieving the expected project outcomes.

  - What measures will you use?

  - Commit to tracking progress in quarterly reports.

  - Discuss what you will do if progress slows or gets stuck – how will you get back on track or overcome hurdles

Viridian residential and artist work space complex, Philadelphia, Pa

General Tips

✓ 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*

✓ Reviewers do not know your community, region, or state

    ✓ Avoid acronyms/jargon

    ✓ Explain all unique local & state terms

✓ Write a good but brief cover letter summarizing your project

✓ Make your proposal unique

✓ Coordinate proposal sections

    ✓ Discuss concept fully in one section then reference back, when applicable

    ✓ Avoid redundancy while assuring sections are correlated – track with 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 <u>copies</u> of proposal
- ✓ Pictures, maps & colors do not reproduce
- ✓ Copy your final product twice, Is it legible?
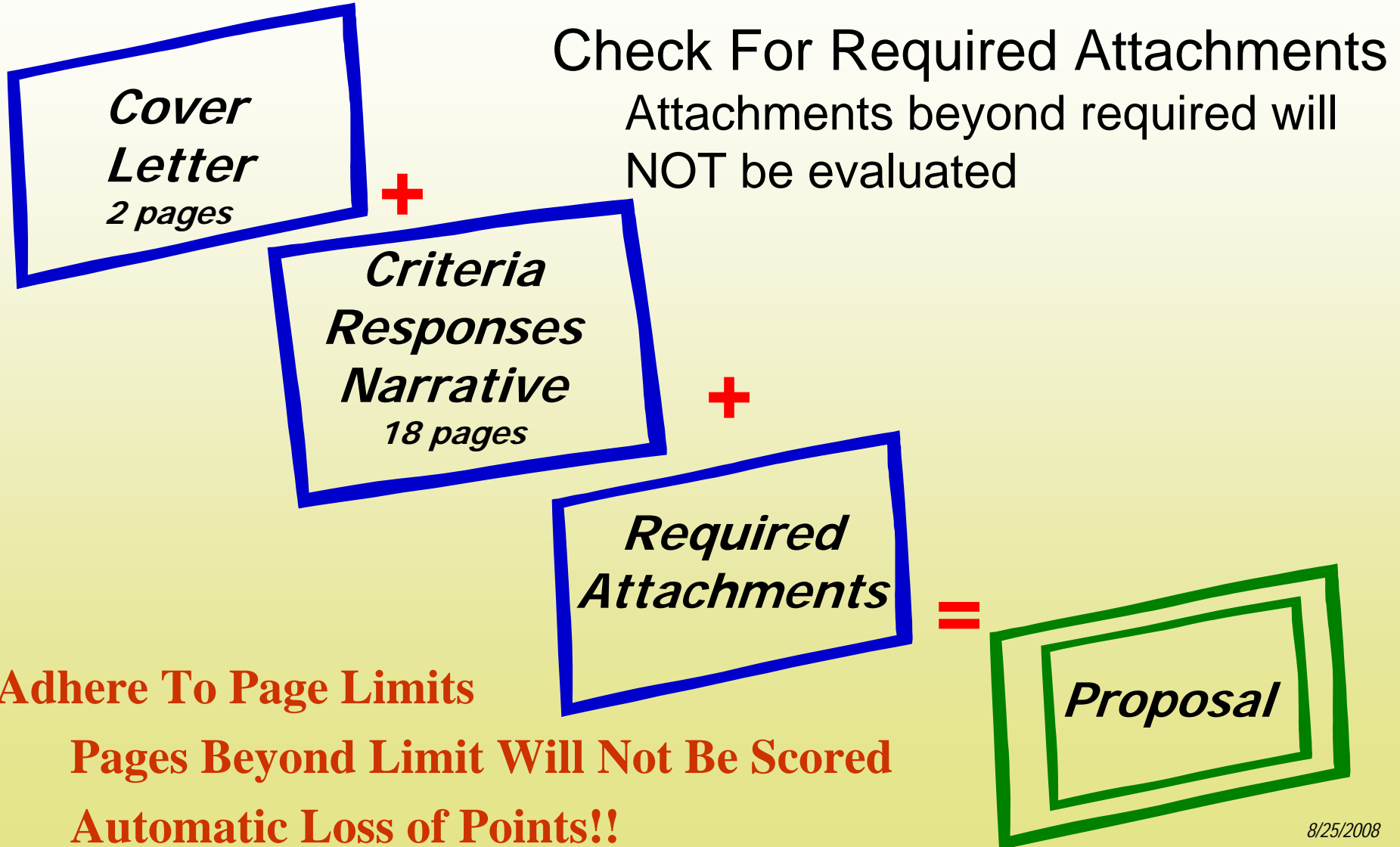
✓ Do not lose momentum as you prepare proposal

✓ **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

Cover Letter
2 pages

+

Criteria Responses Narrative
18 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

- 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 for your letter of support and if applying for petroleum site review.

- Set up public meeting and get meaningful public input (cleanup grants).

- Talk to existing brownfield grantees (listed @ www.epa.gov/brownfields/bfwhere.htm)

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

Still Need More Information?

- **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/bfs/grants/index.htm

- **FY09 ARC Frequently Asked Questions (FAQ) -**
  http://www.epa.gov/brownfields/publications/fy2009faqs.pdf

- **Fact sheet on changes to Brownfields ARC grant guidelines –**
  http://www.epa.gov/brownfields/publications/arc_factsheet.pdf

- **Fact sheet on Brownfield Assessment Coalitions –**
  http://www.epa.gov/brownfields/publications/acfs_062408.pdf
  http://www.epa.gov/brownfields/publications/fy2009moa.pdf

Final Questions?