

## OVERVIEW SECTION

**AGENCY:** ENVIRONMENTAL PROTECTION AGENCY (EPA)

**TITLE:** “BROWNFIELDS 2009-2013 ANNUAL CONFERENCE”

**ACTION:** Request for Proposals (RFP) – Initial Announcement

**RFA NO:** EPA-OSWER-OBLR-08-04

**CATALOG OF FEDERAL DOMESTIC ASSISTANCE (CDFA) NO.:** 66.814

**DATES:** The closing date and time for receipt of proposals is July 10, 2008, 5:00 p.m. EDT. Proposals submitted through <http://www.Grants.gov> must be received by July 10, 2008, 5:00 p.m. EDT. Proposals submitted in hard copy, as described in *Section 4(C)* of this announcement, must be post marked by the U.S. Postal Service by July 10, 2008 or received in the EPA program office via hand delivery or express mail by July 10, 2008, 5:00 pm EDT to receive consideration. Because of the unique situation involving U.S. mail screening, EPA highly recommends that applicants submitting a proposal in hard copy use a courier service or express mail option to transmit their proposals.

**SUMMARY:** This notice announces the availability of funds and solicits proposals from eligible entities (as defined at Comprehensive Environmental Response, Compensation and Liability Act (CERCLA) 104(k)(1)) and non-profit organizations for financial assistance to assist non-federal personnel (states, tribes, local governments, non-profits, industry and community groups) in participating in three national Brownfields conferences to be planned and held over a five-year period, beginning in 2009. The Brownfields conferences provide training, research and technical assistance to communities to facilitate the inventory of brownfield sites, site assessments and remediation of brownfield sites, community involvement, and site preparation. The successful applicant will be the primary non-federal co-sponsor for the conference and EPA will be the primary federal co-sponsor.

**FUNDING/AWARD:** The total estimated funding available under this competitive opportunity is \$1,200,000. EPA anticipates awarding one cooperative agreements under this announcement to support three conferences. The cooperative agreement will be funded incrementally. In FY2008, total funding shall not exceed \$400,000. Additional funds may be added in each subsequent year of the agreement, subject to satisfactory performance and the availability of funds. (*Refer to Section 2(B).*)

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## **Section 1 – Funding Opportunity Description**

### **A. Background.**

In the early 1990s, stakeholders expressed their concerns to EPA about the problems associated with brownfields across the country. More than 450,000 properties that were once used for industrial, manufacturing, or commercial purposes were lying abandoned or underused due to the suspicion of contamination. Brownfield areas, in both city centers and rural areas, were contributing to blight and joblessness in surrounding communities. Unknown environmental liabilities were preventing communities, developers, and investors from restoring these properties to productive use and revitalizing impacted neighborhoods.

In 1994, EPA responded to the brownfields issue with an environmental protection approach that is locally based, encourages strong public-private partnerships, and promotes innovative and creative ways to assess, clean up, and redevelop brownfield sites. This approach empowers state, tribal, and local environmental and economic development officials to oversee brownfield activities, and encourages implementing local solutions to local problems.

One of the major efforts under EPA's Brownfields Program is to build partnerships and outreach among federal agencies, states, tribes, municipalities, communities, and other entities. For the past several years, EPA has brought together various stakeholders from all areas of government, communities, and business to exchange ideas about brownfields assessment, cleanup and redevelopment through a national Brownfields conference. As authorized by EPA Ethics Advisory 96-15, the Agency has co-sponsored 12 annual Brownfields conferences, with attendance growing each year, from more than 500 attendees in 1996 in Pittsburgh, Pennsylvania to over 5,000 in attendance at the 2006 conference in Boston, Massachusetts.

Co-sponsoring Brownfields conferences will be a challenging experience requiring significant amounts of coordination with EPA and its contractor, other federal agencies, and non-federal stakeholders. EPA funds a "lead" non-federal co-sponsor to assist states, tribes, local governments, non-profits, industry and community groups participate in this national conference. The Agency uses an EPA contractor to obtain logistical support (e.g. facilities, registration, audio visual, hotel agreements) for the conference. The Agency will also provide mailing lists and other conference related materials and data that have been produced for previous Brownfields conferences. EPA will provide financial assistance to the lead non Federal co-sponsor to promote research, provide training and technical assistance, and explore solutions on brownfields topics such as:

- Brownfields assessment policies and technologies
- Brownfields cleanup policies and technologies
- Brownfields redevelopment activities
- Environmental insurance

- Sustainability of Brownfields revitalization, greenspace preservation, and site preparation for green Buildings
- Financing brownfields assessment, cleanup, and subsequent redevelopment activities
- Community involvement
- Environmental justice relating to brownfields revitalization.
- Health impacts of brownfields
- Best practices for brownfields revitalization at the state, tribal and local levels of government
- Best practices for industry and community groups interested in brownfields Revitalization

## **B. Project Description.**

EPA's Office of Brownfields and Land Revitalization is soliciting proposals to serve as the lead non-Federal co-sponsor for National Brownfields Conferences over the next five years. The dates and location of the three conferences that will be held between calendar years 2009 - 2013 conferences will be determined jointly by EPA and the successful applicant. Funds awarded under this announcement will provide financial support to an effective non-Federal co-sponsor to: (1) make substantive contributions to the development of the conference technical program; (2) conduct conference outreach directed towards non-federal attendees; (3) ensure diverse attendance by non-federal stakeholders; and (4) evaluate conference results.

As noted above, EPA obtains logistical support for the Brownfields conferences from an Agency contractor. Although the successful applicant should have experience with managing large conferences its role as the non-federal co-sponsor is to provide substantive expertise on Brownfields issues rather than logistical services.

The Brownfields law requires that EPA consider certain factors when ranking grant applications. These factors are incorporated into the following guidance to applicants for describing their project. At a minimum, the applicant's proposal must address the following areas:

### **1. Technical Program**

Technical program information typical of conferences in prior years is included in Appendix A for your reference. This information is provided to give applicants an understanding of the scope, scale and organization of previous conferences for assistance in planning your proposal. Applicants are not required to duplicate the format or approach taken in prior conferences, and are encouraged to propose alternatives that will enhance the effectiveness of the technical program.

- Describe your method for developing the technical program for Brownfields annual conferences, including: developing of conference theme, topics, and sessions, and managing the call for presentations
- Describe your process for organizing and securing non-federal speakers for the plenary sessions. Please note, other organizations (including EPA) will be involved with organizing these sessions. Describe how you will coordinate your efforts with other organizations to prevent miscommunication and duplication of effort in organizing the

plenary sessions.

- Describe your process for selection and retention of non-federal speakers and moderators for the conference.
- Describe the extent to which your approach to sponsoring the conferences' technical programs will facilitate the use or reuse of existing infrastructure (i.e., use or re-use of knowledge, tools, resources from federal, state, tribal, local and private sector programs with an interest in Brownfields).
- Describe how this conference will be used as a forum to address/facilitate the identification and/or reduction of threats to the health and welfare of sensitive populations (e.g., children, pregnant women, minority or low-income communities).
- Describe how the conference will promote sustainable reuse of brownfields and prevent the creation of future brownfields. Describe how you will incorporate sustainable reuse themes into the conferences and how it will foster protection and restoration of the quality of the natural environment, improve the quality of life for the community, broaden prospects for future generations, and help reduce resource consumption.
- Describe how the conferences will incorporate educational information that will stimulate economic development, including the creation of jobs, capital investment, and increases to the local tax base in brownfields communities.
- Describe your process for organizing space for brownfields-related display material (e.g. poster sessions)

## 2. **Outreach**

- Describe your process for designing and implementing a full-scale marketing strategy to ensure widespread communication about the conference purpose, technical program, and participants. Describe how this marketing strategy will be developed and implemented early in the conference planning stages and consistently adhered to throughout the planning stages and at the conference.
- Describe your process for creating and placing conference advertisements in your professional journals, newsletters, and Internet site as well as newspapers, magazines, and other media outlets.
- Describe how your organization would ensure appropriate and adequate media coverage before, during, and after the conferences.
- Describe your process for sharing the created material with other co-sponsors, as they are made available.
- Describe how you will prepare printing materials (i.e., press releases, drop-in ads, and brochures) regarding the conferences, as well as creating and maintaining a web site with links to EPA and the other co-sponsors for the conferences.
- If you intend to charge fees to conference attendees, describe how those fees will be calculated to ensure maximum participation by representative of low income communities. Please note any fees will be subject to EPA grant regulations governing program income (40 CFR 30.24 and 40 CFR 31.25).
- EPA recognizes that outreach strategies and processes may change from year to year. Describe how you will incorporate lessons learned from a particular conference year into your outreach strategies for subsequent years.

### 3. Stakeholder Involvement (including travel scholarship program)

- Describe your process to ensure that a diverse stakeholder base participates in and attends the conferences. This would include representatives from urban and rural revitalization organizations, environmental grassroots organizations, environmental cleanup technology industries, economic revitalization organizations, insurance, banking, and other financial industries.
- For the conferences under this agreement, describe your approach to managing a travel scholarship program, including criteria for selection, reimbursement rates, distribution of resources, and payments to recipients. Please note that travel scholarships may not be given to federal employees and EPA will not select travel scholarship recipients.
- Describe the extent to which the depth and breadth of stakeholder involvement at the conferences will stimulate the availability of other funds for environmental assessment or remediation, and subsequent reuse, of an area in which on or more brownfields properties are located (i.e., will the stakeholders participating in the conference include persons who can facilitate interactions which stimulate financial interest in redeveloping Brownfields properties?).
- Describe the extent to which the conferences will provide for involvement of local communities in the process of making decisions relating to cleanup and future use of a brownfields property.
- Describe your approach to providing an exhibit hall and your proposed financing arrangements. Please note that if you use EPA funding for an exhibit hall, any fees collected from commercial vendors and other exhibitors will be subject to EPA grant regulations governing program income (40 CFR 30.24 and 40 CFR 31.25).
- Describe your approach to managing independent events sponsored by non-federal stakeholders. Please note that EPA funds may not be used for entertainment (ie receptions) and that these independent events must be privately financed.

### 4. Conference Evaluation

- Describe how you will collect information from conference participants to evaluate performance and content and use results for subsequent conferences. It is expected that information will be collected and analyzed for subsequent conferences.

**NOTE: EPA's logo can only be used for factual publicity for the Brownfields conferences.** Factual publicity includes dates, times, locations, purposes, agendas, fees, and speakers involved in the event. Such factual publicity shall not imply that the involvement of EPA in the event serves as an endorsement of the general policies, activities or products of the recipient. Where confusion could result, publicity should be accompanied by a disclaimer to the effect that no endorsement is intended. **EPA must clear all publicity materials for the event that uses EPA's name and/or logo with the recipient's.**

### C. Eligible Use of Funds.

Eligible uses of grant funds include direct costs necessary to provide technical assistance

identified in the approved workplan. This includes costs for personnel, technical experts, materials, supplies, room rentals, no-federal travel, and transportation expenses.

#### **D. Ineligible Use of Funds.**

The successful applicant may not use EPA financial assistance for entertainment (including receptions), fundraising, lobbying or other expenses that are unallowable costs under applicable OMB Cost Principals. Please refer to 2 CFR 215 (universities) 2 CFR 220 (governments) and 2 CFR 225 (non-profit organizations).

Funds awarded under Section 104(k)(6) of CERCLA are intended for technical assistance activities set forth in the agreement and may **not** be used for:

1. Projects that duplicate grants awarded under other EPA Brownfields grant programs described in CFDA Nos. 66.818, “Brownfields Assessment, Revolving Loan Funds, and Cleanup Grants” and 66.815, “Brownfields Job Training Grant” or other federally funded environmental training, research, or technical assistance programs in their target community (ies). Please see the EPA’s Brownfields website for more details, <http://www.epa.gov/brownfields>.
2. Conducting site assessments or actual cleanups outside the context of program.
3. Construction and land acquisition.
4. Foreign travel.
5. Federal cost-share requirement (for example, a cost share required by other federal funds) unless authorized by statute.
6. Management Fees or similar charges in excess of the direct costs in the budget for the brownfields grant. The term “management fees or similar charges” refers to expenses added to the direct costs in order to accumulate a reserve fund for ongoing business expenses, unforeseen liabilities, or for other similar costs that are not allowable under the Brownfields grant as administrative costs.
7. The payment of an administrative cost. In implementing the administrative cost prohibition, EPA has made a distinction between prohibited administrative costs and eligible programmatic costs, describes below:
  - a. **Administrative Costs.** Prohibited administrative costs are direct costs including those in the form of salaries, benefits, contractual costs, supplies, and data processing charges incurred to comply with most provisions of the “Uniform Administrative Requirements or Grants” contained in 40 CFR. Part 30 or 40 CFR. Part 31. Direct costs for grant administration are ineligible even if the grantee or subgrantee is required to carry out the activity under the grant agreement. **Prohibited administrative costs are also all indirect costs under OMB Circulars A-21 (Educational Institutions, A-87 (Governments), and A-122 (Nonprofit Organizations), and subpart 31.2 (Commercial Organizations) of the Federal Acquisition Regulation.** Indirect costs incurred by a recipient’s contractor under cost-reimbursement contracts for otherwise eligible programmatic costs are not subject to the administrative cost prohibition.

Ineligible grant administration costs include expenses for:

- i. Preparation of proposals for Brownfields grants and sub-grants;
  - ii. Record retention required under 40 CFR 30.53 and 40 CFR 31.42;
  - iii. Record-keeping associated with supplies and equipment purchases required under 40 CFR 30.33, 30.34, and 30.35 and 40 CFR 31.32 and 31.33;
  - iv. Preparing revisions and changes in the budgets, scopes of work, program plans and other activities required under 40 CFR 30.25 and 40 CFR 31.30;
  - v. Maintaining and operating financial management systems required under 40 CFR 30.20 and 40 CFR 31.20;
  - vi. Preparing payment requests and handling payments under 40 CFR 30.22 and 40 CFR 31.21;
  - vii. Non-federal audits required under 30 CFR 30.26, 40 CFR 31.26, and OMB Circular A-133;
  - viii. Close out under 40 CFR 30.71 and 40 CFR 31.50.
- b. **Programmatic Costs.** EPA has determined that the administrative cost prohibition does not apply to “programmatic” costs, (i.e. costs for activities that are integral to achieving the purpose of the grant), even if the Agency considered the costs to be “administrative” under the prior Brownfields Program.
- i. Direct costs, as defined in the applicable OMB Cost Principle Circular, for the following programmatic activities are not subject to the administrative cost prohibition. These costs, however, must be allowable under the scope of work for the grant. Costs incurred for complying with procurement provisions of 40 CFR Part 30 and Part 31 are considered eligible programmatic costs only if the procurement contract is for services or products that are direct costs for technical assistance as described above. Costs for performance and financial reporting are essential programmatic tools for both the recipient and EPA to ensure that grants are carried out in accordance with statutory and regulatory requirements.
  - ii. If your organization intends to provide noncompetitive subgrants to other nonprofit or governmental organizations, discuss the process you will follow to ensure that these agreements meet the standards for financial assistance contained in OMB Circular A-133, Section.210.

## **E. EPA Strategic Plan Linkage**

The projects selected for award through this competition will support progress towards EPA Strategic Plan Goal 4 (Healthy Communities and Ecosystems), Objective 4.2 (Communities), Sub-objective 4.2.3 (Assess and Cleanup Brownfields). Specifically, the national brownfields conferences provide technical assistance to communities to facilitate the inventory of brownfield sites, site assessments and remediation of brownfield sites, community involvement, and site preparation.

(View EPA’s Strategic Plan on the internet at: <http://www.epa.gov/cofo/plan/plan.htm>.)

## **F. Measuring Environmental Results: Anticipated Outputs/Outcomes**

Pursuant to EPA Order 5700.7 “*Environmental Results under EPA Assistance Agreements*,” EPA requires that all grant applicants and recipients adequately address environmental outputs and outcomes. Outputs and outcomes differ both in their nature and in how they are measured. Applicants must discuss environmental outputs and outcomes in their proposed workplan.

1. **Outcomes.** The term “outcome” refers to the result, effect, or consequence that will occur from carrying out an environmental program or activity that is related to an environmental or programmatic goal or objective. Outcomes may be environmental, behavioral, health-related or programmatic in nature, must be quantitative, and may not necessarily be achievable within an assistance agreement funding period.

EPA anticipates outcomes from the project expected to be awarded under this announcement will include increasing the capacity of governmental entities, nonprofit organizations, and brownfields stakeholders to:

- a. increase the assessment, cleanup, and reuse of brownfields;
  - b. better inform and equip communities with capacity to effectively address and be involved in brownfields activities;
  - c. Focus attention on the environmental and human health conditions in low income communities and socio-economically disadvantaged communities unable to draw on alternative sources of funding for assessment or cleanup of brownfields and their subsequent redevelopment.
  - d. Improve community involvement, communication, and the development of partnerships among differing stakeholders;
  - e. Enable communities to stimulate economic and other beneficial reuses of brownfields sites in order to improve environmental conditions and human health.
2. **Outputs.** The term “output” refers to an environmental activity, effort, and/or associated work products related to an environmental goal or objective, that will be produced or provided over a period of time or by a specified date. Outputs may be quantitative or qualitative but must be measurable during an assistance agreement funding period.

EPA anticipates the output from the project expected to be awarded under this announcement will include:

- a. Three Brownfields during the performance period for the cooperative agreement.
- b. An increase in new attendees to each conference held during the performance period,
- c. Positive feedback in evaluations from the technical portion of the conference program.

## **G. Supplementary Information.**

The statutory authority for this action is Section (104)(k)(6) of the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA) of 1980, as amended by the Small



Business Liability Relief and Brownfields Revitalization Act (Brownfields Law), 42 U.S.C. 9604(k)(6).

## **Section 2 – Award Information.**

### **A. What is the amount of available funding?**

The total estimated funding available under this competitive opportunity is approximately \$1,200,000, subject to the availability of funds and quality of proposals received.

EPA reserves the right to make additional awards under this competition, consistent with Agency policy and guidance, if additional funding becomes available. Any additional selections for awards will be made no later than six months from the date of original selection decisions.

### **B. How many agreements will EPA award in this competition?**

EPA anticipates award of one cooperative agreement whose total estimated value shall not exceed \$1,200,000 resulting from this competitive opportunity. The cooperative agreement awarded will be funded incrementally. Additional funds may be added in each subsequent year of the agreement, subject to satisfactory performance and availability of funds.

Cooperative agreements permit substantial involvement between the EPA Project Officer and the selected applicant in the performance of the work supported. Although EPA will negotiate precise terms and conditions relating to substantial involvement as part of the award process for projects they have selected for development, the anticipated substantial federal involvement for these projects will consist of:

1. Close monitoring of the applicant's performance to verify the expected results proposed by the applicant;
2. Collaboration during performance of the scope of work;
3. Review any proposed changes to work plan and/or budget;
4. Review proposed procurements in accordance with 40 [CFR](#) 30.44(e) and 40 [CFR](#) 31.36(g);
5. Approving qualifications of key personnel (EPA will not select employees or contractors employed by the award recipient);
6. Review and comment on reports prepared under the cooperative agreement (the final decision on the content of reports rests with the recipient); and
7. Review and concurrence on project outputs for consistency with the EPA approved scope of work.

### **C. Will the proposals be partially funded?**

In appropriate circumstances, EPA reserves the right to partially fund proposals/applications by funding discrete activities, portions, or phases of proposed projects. If EPA decides to partially fund a proposal/application, it will do so in a manner that does not prejudice any applicants or affect the basis upon which the proposal or portion thereof, was evaluated and selected for award and therefore maintains the integrity of the competition and selection process.

**D. What is the project period for the award resulting from this solicitation?**

The estimated start date for the project resulting from this solicitation is October 1, 2008. It is expected to end on September 30, 2013. EPA expects that three Brownfields conferences will take place during this project period. All project activities must be completed within the negotiated project performance period.

**E. Can funding be used to acquire services or fund partnerships?**

EPA awards funds to one eligible applicant as the recipient even if other eligible applicants are named as partners or co-applicants or members of a coalition or consortium. The recipient is accountable to EPA for the proper expenditure of funds.

Funding may be used to provide subgrants or subawards of financial assistance, which includes using subawards or subgrants to fund partnerships, provided the recipient complies with applicable requirements for subawards or subgrants including those contained in 40 [CFR](#) Parts 30 or 31, as appropriate. Applicants must compete contracts for services and products, including consultant contracts, and conduct cost and price analyses, to the extent required by the procurement provisions of the regulations at 40 [CFR](#) Parts 30 or 31, as appropriate. The regulations also contain limitations on consultant compensation. Applicants are not required to identify subawardees/subgrantees and/or contractors (including consultants) in their proposal/application. However, if they do, the fact that an applicant selected for award has named a specific subawardee/subgrantee, contractor, or consultant in the proposal/application EPA selects for funding does not relieve the applicant of its obligations to comply with subaward/subgrant and/or competitive procurement requirements as appropriate. Please note that applicants may not award sole source contracts to consulting, engineering or other firms assisting applicants with the proposal solely based on the firm's role in preparing the proposal/application.

Successful applicants cannot use subgrants or subawards to avoid requirements in EPA grant regulations for competitive procurement by using these instruments to acquire commercial services or products from for-profit organizations to carry out its assistance agreement. The nature of the transaction between the recipient and the subawardee or subgrantee must be consistent with the standards for distinguishing between vendor transactions and subrecipient assistance under Subpart B Section 210 of OMB Circular A-133, and the definitions of subaward at 40 [CFR](#) 30.2(ff) or subgrant at 40 [CFR](#) 31.3, as applicable. EPA will not be a party to these transactions. Applicants acquiring commercial goods or services must comply with the competitive procurement standards in 40 [CFR](#) Part 30 or 40 [CFR](#) Part 31.36 and cannot use a subaward/subgrant as the funding mechanism.

**F. How will an applicant's proposed subawardees or contractors be considered during the evaluation process described in *Section 5* of this announcement?**

Section 5 of the announcement describes the evaluation criteria and evaluation process that will be used by EPA to make selections under this announcement. During this evaluation, except for those criteria that relate to the applicant's own qualifications, past performance, and reporting history,

the review panel will consider, as appropriate and relevant, the qualifications, expertise, and experience of:

- (i) an applicant's named subawardees/subgrantees identified in the proposal/application if the applicant demonstrates in the proposal/application that if it receives an award that the subaward/subgrant will be properly awarded consistent with the applicable regulations in 40 CFR Parts 30 or 31. For example, applicants must not use subawards/subgrants to obtain commercial services or products from for profit firms or individual consultants.
- (ii) an applicant's named contractor(s), including consultants, identified in the proposal/application if the applicant demonstrates in its proposal/application that the contractor(s) was selected in compliance with the competitive Procurement Standards in 40 [CFR](#) Part 30 or 40 [CFR](#) 31.36 as appropriate. For example, an applicant must demonstrate that it selected the contractor(s) competitively or that a proper non-competitive sole-source award consistent with the regulations will be made to the contractor(s), that efforts were made to provide small and disadvantaged businesses with opportunities to compete, and that some form of cost or price analysis was conducted. EPA may not accept sole source justifications for contracts for services or products that are otherwise readily available in the commercial marketplace.

EPA will not consider the qualifications, experience, and expertise of named subawardees/subgrantees and/or named contractor(s) during the proposal/application evaluation process unless the applicant complies with these requirements.

### **Section 3 – Eligibility Information and Threshold Criteria.**

#### **A. Eligible Entities.**

Proposals will be accepted from a general purpose local unit of government; a land clearance authority or other quasi-governmental entity that operates under the supervision and control of, or as an agent of, a general purpose unit of government; a governmental entity created by a state legislature; a regional council or group of general purpose units of local government; a redevelopment agency that is chartered or otherwise sanctioned by a state; an Indian tribe (other than Alaska), or an Alaskan Native Regional Corporation and an Alaska Native Village Corporation as those terms are defined in the Alaska Native Claims Settlement Act (43 USC 1601 and following); and the Metlakatla Indian Community.

Nonprofit organizations are also eligible to apply. Nonprofit organizations must meet the definition of that term in Section 4(6) of the Federal Financial Assistance Management Improvement Act of 199, Public Law 106-107, 31 USC 6101. Public and nonprofit private educational institutions are eligible to apply. However, nonprofit organizations described in Section 501(c)(4) of the Internal Revenue Code that engage in lobbying activities as defined in Section 3 of the Lobbying Disclosure Act of 1995 are not eligible to apply. Evidence of nonprofit status under Federal, state, or tribal law must be provided at the time the proposal is submitted.

#### **B. Cost Sharing or Matching.**

Cost-sharing or matching is required as a condition of eligibility and applicants proposing financial and/or in-kind commitment of resources are required to cost-share at least 33% of EPA funding for each conference hosted under this agreement. Additional cost-sharing or matching is not required as a condition of eligibility but the ability to propose other voluntary financial or in-kind commitment of resources will improve applicant scoring under the “*Leveraging*” evaluation criterion of this solicitation.

The applicant’s contribution of fund and in-kind contributions of resources will be governed under 40 [CFR](#) 30.23 or 40 [CFR](#) 31.24, as applicable. Applicants must propose eligible and allowable costs to meet the cost share requirement. For example, prohibited administrative costs are not eligible for cost share purposes. The successful applicant may charge a reasonable registration fee and use that fee as program income under 40 [CFR](#) 30.24(b)(2) or 40 [CFR](#) 31.25(g)(3) to meet its cost share requirement. Any excess program income will be added to the amount of EPA funds to be used for eligible and allowable costs as provided in 40 CFR 30.24(b)(1) or 40 CFR 31.25(g)(2).

### **C. Threshold Criteria.**

Proposals must meet the following “threshold criteria” **by the time of proposal submission. Proposals that fail to meet any one of the threshold criteria will not be considered further.** EPA will notify applicants who do not meet the threshold criteria within 15 calendar days of the “fail” determination. Applicants that meet the threshold criteria will then be evaluated based on the factors disclosed in *Section 5(A), Evaluation Criteria*. The threshold criteria are:

1. Proposals must address an acceptable project as described in *Section 1(B), Project Description* of this announcement.
2. Proposed project total budget may not exceed maximum value of \$1,200,000. Proposals requesting assistance funding in excess of this value will not be considered.
3. Proposals must address meeting the minimum 33% cost-share as described in *Section 3 (B), Cost Sharing or Matching* of this announcement.
4. Organizations proposing to utilize proprietary information must provide evidence of permission to use the information.
5. Proposals must substantially comply with the proposal submission instructions and requirements set forth in *Section 4* of this announcement or else they will be rejected. However, where a page limit is expressed in *Section 4* with respect to the proposal, pages in excess of the page limitation will not be reviewed.

In addition, proposals must be received by the EPA or received through <http://www.Grants.gov>, as specified in *Section 4* of this announcement, on or before the proposal submission deadline published in *Section 4* of this announcement. Applicants are responsible for ensuring that their proposal reaches the designated person/office specified in *Section 4* of the announcement by the submission deadline.

Proposals received after the submission deadline will be considered late and returned to the sender without further consideration unless the applicant can clearly demonstrate that it was late due to EPA mishandling. For hard copy submissions, where *Section 4* requires proposal receipt by a specific person/office by the submission deadline, receipt by an agency mailroom is not sufficient. Applicants should confirm receipt of their proposal with [ ] as soon as possible after the submission deadline—failure to do so may result in your proposal not being reviewed.

6. All proposal and application materials must be submitted in English.

#### **Section 4 – Application and Submission Information.**

##### **A. How to Obtain an Application Package.**

Applicants may download individual grant application forms, or electronically request a paper application package and an accompanying computer CD of information related to applicants/grant recipients roles and responsibilities from EPA’s Grants and Debarment website by visiting:

<http://www.epa.gov/ogd/grants/how-to-apply.htm>.

To download a copy of this solicitation from the Internet, go to: <http://www.epa.gov/oswer/grants-funding.htm>.

##### **B. Content and Form of Application.**

**The following documents are required for all proposal packages, irrespective of the mode of submission.** All packages must contain a “Narrative Proposal,” and one completed and signed Standard Form 424 (SF 424), “Application for Federal Assistance.” The Narrative Proposal, a maximum of 20 single-spaced pages in length, must explicitly describe the applicant’s proposed project and specifically address each of the evaluation criteria disclosed in *Section 5(A)*, *Evaluation Criteria*, and the threshold eligibility criteria in *Section 3(C)*.

1. **Standard Form 424(SF-424), Application for Federal Assistance, with original signature.**

Individual grant application forms may be downloaded from EPA’s Grants and Debarment website by visiting: <http://www.epa.gov/ogd/AppKit/application.htm>.

2. **Narrative Proposal.**

Narrative Proposals must be concise, well organized, and not exceed 20 typed, single-line spaced, 8 1/2 x 11” pages. The Narrative Proposal must provide the information detailed in this section and, **include responses to all *Section 3(C)*, *Threshold Criteria*, *Section 5(A)*, *Evaluation Criteria*, as well as the information identified in *Section 1(B)*, *Project Description*.** Factual information about your proposed project must be provided. Do not include discussions of broad principles that are not specific to the proposed work or project

covered by your proposal. **Responses to evaluation criteria should include the criteria number and title but need not restate the entire text of the criteria.** Sufficient detail must be provided to allow for an evaluation of the merits of the proposal. Vague descriptions, redundancy, and failure to address the selection criteria will result in a lower ranking.

The Narrative Proposal (*sections “a” and “b” below*) must substantially conform to the following outline and content:

- a. **Cover letter.** The cover letter must include a brief description of your project, be written on your organization’s official letterhead, and signed by an official with the authority to commit your organization to the proposed project. The cover letter must also include:
  - i. **Applicant Information.** Provide the name and full address of the applicant applying for funds. This is the agency or organization that will be receiving the grant and will be accountable to the EPA;
  - ii. **Contacts.** Provide phone/fax numbers, e-mail address, and mailing address of the Project Director and head of organization/Executive Director responsible for the project proposal. These individuals may be contacted if other information is needed.
  - iii. **Cooperative Partners.** Provide names and phone numbers of individuals and organizations that have agreed to participate in the implementation of the project, if any;
  - iv. **Funding Requested.** Specify the amount you are requesting from EPA.
  - v. **Date Submitted.**
  
- b. **Detailed Project Description.** The project description should provide the information requested below on how the applicant will implement and conduct its project and discuss how the proposal addresses each of the evaluation criteria in *Section 5* of this announcement. The detailed project description must substantially conform to the following outline and content:
  - i. **Project Description.** Summarize your overall vision for the EPA co-sponsored Brownfields conference and your strategy to accomplish the overall vision to make the conference a relevant and valuable experience for new and returning attendees. Please refer to Section 1. B. for matters that must be described in your proposal.
  
  - ii. **Organizational Knowledge/Experience/Expertise.** Summarize your organization’s knowledge about brownfields issues and challenges and your organization’s experience with working with communities and engaging them in successfully dealing with these challenges. Provide information on your organizational experience and plan for successfully achieving the objectives of the proposed project, your staff expertise/qualifications, staff knowledge, and resources (or the ability to obtain them) to successfully achieve the goals of the proposed project. Identify all proposed partnerships and stakeholder groups that will be involved in the project. Describe what each group’s role will be in

the project staffing, funding, design, and implementation. As noted above, EPA will use an Agency contractor to obtain logistical services.

- iii. **Programmatic Capability.** Submit a list of federally and/or non-federally funded assistance agreements (assistance agreements include Federal grants and cooperative agreements but not Federal contracts) similar in size, scope and relevance to the proposed project that your organization performed within the last three years (no more than 5, and preferably EPA agreements) and describe (i) whether, and how, you were able to successfully complete and manage those agreements and (ii) your history of meeting the reporting requirements under those agreements including submitting acceptable final technical reports. In evaluating applicants under these factors in *Section 5*, EPA will consider the information provided by the applicant and may also consider relevant information from other sources, including information from EPA files and from current and prior Federal agency grantors (e.g., to verify and/or supplement the information provided by the applicant). If you do not have any relevant or available past performance or reporting information, please indicate this in the proposal and you will receive a neutral score for these factors under *Section 5*. Failure to do so may result in a “0” score for those factors.

In addition, provide information on your organizational experience and plan for timely and successfully achieving the objectives of the proposed project, and your staff expertise/qualifications, staff knowledge, and resources or the ability to obtain them, to successfully achieve the goals of the proposed project.

- iv. **Leveraging.** Summarize the voluntary dollars or other resources leveraged for this project. In addition, demonstrate how you will coordinate the use of EPA funding with other Federal and/or non Federal sources of funds to leverage additional resources to carry out the proposed project(s) and/or that EPA funding will complement activities relevant to the proposed project(s) carried out by the applicant with other sources of funds or resources. Leveraged funding or other resources need not be for eligible and allowable project costs under the EPA assistance agreement unless the Applicant proposes to provide a voluntary cost share or match. If EPA accepts an offer for a voluntary cost share/match/participation, applicants must meet their matching/sharing/participation commitment as a condition of receiving EPA funding. Applicants may use their own funds or other resources for voluntary match/cost share/participation if the standards at 40 CFR 30.23 or 40 CFR 31.24, as applicable, are met. Only eligible and allowable costs may be used for voluntary matches/cost shares/participation. Other Federal grants may not be used as voluntary matches or cost shares without specific statutory authority (e.g. HUD's Community Development Block Grants).

Any form of proposed leveraging that is evaluated under a *Section 5* ranking criteria must be included in the proposal and the proposal must describe how the applicant will obtain the leveraged resources and what role EPA funding

will play in the overall project.

v. **Performance Measurement: Anticipated Outcomes and Outputs.**

**Anticipated Outcomes.** Specify the expected environmental outcomes as described in *Section 1(D), Measuring Environmental Results: Anticipated Outcomes/Outputs* of this announcement. Discuss how you propose to track and measure your progress in achieving the project outcomes and results. (Refer to *Section 5(A), Evaluation Criteria, Performance Measurement.*)

**Anticipated Outputs.** Identify the expected project outputs, including those described in *Section 1(D), Measuring Environmental Results: Anticipated Outcomes/Outputs* of this announcement and how you will track and measure your expected project outputs. Outputs, quantitative or qualitative, must be measurable during the project performance period.

vii. **Environmental Results Past Performance Reporting.** Submit a list of Federally or non-Federally funded projects that your organization performed within the last three years (limit 5, preferably EPA agreements) and describes how you documented and/or reported on whether you were making progress towards achieving the expected results (e.g. outputs and outcomes) under those agreements. If you were not making progress, please indicate whether, and how, you documented why not. In evaluating applicants under this factor in Section 5, EPA will consider the information provided by the applicant and may also consider relevant information from other sources, including information from EPA files and from current and prior Federal agency grantors (e.g., to verify and/or supplement the information provided by the applicant). If you do not have any relevant or available environmental results past performance information, please indicate this in the proposal and you will receive a neutral score for this factor under *Section 5*. Failure to do so may result in a “0” score for the factor.

3. **Attachments.** The following documents should be included as attachments to the work plan. **These documents will not count as part of the 20 page limit and cannot exceed 20 pages. Please note that EPA will not consider other attachments**

- a. **Budget/Resources.** Provide a detailed itemized budget proposal that clearly explains how funds will be used. The budget should include information on each major task broken out using the following cost elements. For each major task indicate what portion of the cost EPA grant funds will be used and what portion the applicant or other partners will fund.
- i. Personnel
  - ii. Fringe Benefits
  - iii. Travel
  - iv. Equipment
  - v. Supplies



- vi. Contractual Costs
- vii. Other Costs (Be specific)
- viii. Total Direct Costs

**Management Fees:** When formulating budgets for proposals/applications, applicants must not include management fees or similar charges in excess of the direct costs and indirect costs at the rate approved by the applicants cognizant audit agency, or at the rate provided for by the terms of the agreement negotiated with EPA. The term “management fees or similar charges” refers to expenses added to the direct costs in order to accumulate and reserve funds for ongoing business expenses, unforeseen liabilities, or for other similar costs that are not allowable under EPA assistance agreements. Management fees or similar charges may not be used to improve or expand the project funded under this agreement, except to the extent authorized as direct costs of carrying out the scope of work.

*Sample Format for Budget*

<b>Budget Categories</b>	<b>Task 1</b>	<b>Task 2</b>	<b>Task 3</b>	<b>Task 4</b>	<b>Task 5</b>	<b>Task 6</b>	<b>Total</b>
<b>Personnel</b>							
<b>Equipment</b>							
<b>Supplies</b>							
<b>Contractual</b>							
<b>Other (specify)</b>							
<b>Total</b>							

- b. **Letters of Support, commitment, or partnership from other government or private entities.** The applicant should demonstrate willingness of participation from the city and state government in which the conference will be held. All conferences will be determined jointly by EPA and the successful applicant. Please see section 2.E. for requirements relating to transferring EPA funds to other organizations.
- c. **Documentation/evidence of current non-profit status** under Federal, state, or tribal law, if applicable.

**C. Submitting an Application Package.**

Applicants may choose to submit proposal packages, as described in Section (B) above, either in hard copy (paper) format or through <http://www.Grants.gov> with an electronic signature. Proposal instructions for all methods are detailed below. Please select only one method. The closing date and time for applicants to submit proposals under this announcement is July 10, 2008, 5:00 p.m. EDT. Proposals submitted in hard-copy, as described below, must be postmarked by the U.S. Postal Service by July 10, 2008 or received in the EPA Program Office via hand delivery or express mail service by July 10, 2008, 5:00 p.m. EDT to receive consideration.

- 1. **Hard copy (paper) submission.** Submit a complete proposal package including all of the documents identified in *Section 4(B)* of this announcement. **The complete proposal**

**package must be sent through regular (U.S. Postal Service), express mail, or commercial delivery service to the EPA contact listed in Section 7(A), Agency Contact.** Paper submission must include one original signature document and two copies of the completed Application for Federal Assistance (SF-424), the Narrative Proposal, and all Attachments. Please also include a CD-disk with electronic copies of all the documents, if possible.

Because of the unique situation involving U.S. mail screening, EPA highly recommends that applicants use an express mail or commercial delivery service option to transmit their proposal to the physical address of the EPA contact listed below. (*Refer to Section 7(A), Agency Contact.*)

2. **Grants.gov submission.** Using <http://www.Grants.gov>, applicants may submit the complete proposal package on-line with no hard copy or computer disks. Please be sure to view the additional instructions that are available for download on <http://www.Grants.gov> for this announcement. If you have any technical difficulties while applying electronically, please call the toll free Contact Center at 1-800-518-4726.

If you wish to apply electronically via <http://www.Grants.gov>, the electronic submission of your proposal package must be made by an official representative of your institution who is registered with Grants.gov. For more information, go to <http://www.Grants.gov> and click on **“Get Registered” on the left side of the page.** *Note that the registration process may take a week or longer to complete.* If your organization is not currently registered with Grants.gov, please encourage your office to designate an Authorized Official Representative (AOR) and ask that individual to begin the registration process as soon as possible.

To begin the proposal process under this grant announcement, go to <http://www.grants.gov> and click on the “Apply for Grants” tab on the left side of the page. Then click on “Apply Step 1: Download a Grant Application Package” to download the compatible Adobe viewer and obtain the application package. **To apply through grants.gov you must use Adobe Reader applications and download the compatible Adobe Reader version ([Adobe Reader applications](#) are available to download for free on the Grants.gov website. For more information on Adobe Reader please visit the [Help section on grants.gov](#) at <http://www.grants.gov/help/help.jsp> or [http://www.grants.gov/aboutgrants/program\\_status.jsp](http://www.grants.gov/aboutgrants/program_status.jsp)).**

Once you have downloaded the viewer, you may retrieve the application package by entering the Funding Opportunity Number, EPA-OSWER-OBLR-08-04, or the CFDA number that applies to this announcement (66.814), in the appropriate field. Then complete and submit the application package as indicated. **You may also be able to access the application package by clicking on the “Application” button at the top right of the synopsis page for this announcement on <http://www.grants.gov> (to find the synopsis page, go to <http://www.grants.gov> and click on the “Find Grant Opportunities” button on the left side of the page and then go to Search Opportunities/Browse by Agency feature to find EPA opportunities).**

**Proposal Submission Deadline.** Your organization’s AOR must submit your complete proposal package electronically to EPA through Grants.gov (<http://www.Grants.gov>) no later than July 10, 2008, 5:00 p.m. EDT. **Please submit all of the proposal materials described below.**

**Application Materials.** The following forms and documents are required under this announcement:

- A. Application for Federal Assistance (SF-424)
- B. Narrative Proposal.
- C. Other Attachments

The proposal package must include all of the following materials:

- A. **Standard Form (SF-424), Application for Federal Assistance.** Complete the form. There are no attachments. Please be sure to include organization fax number and email address in Block 5 of the Standard Form SF-424. Please note that the organizational Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number must be included on the SF-424. Organizations may obtain a DUNS number at no cost by calling the toll-free DUNS number request line at 1-866-705-5711.
- B. **Narrative Proposal** (also referenced as “Project Narrative Attachment Form” on <http://www.Grants.gov>.) Prepare your Narrative Proposal in accordance with the instructions detailed in *Section 4(B), Content and Form of Application Submission* of this announcement (EPA-OSWER-OBLR-08-04). The Narrative Proposal shall not exceed 20 pages and must substantially conform to the outline and content detailed in *Section 4(B)(2)* of this announcement.
- C. **Attachments.** The project budget, milestones, and letters of support, as described in *Section 4(B)(3)* of this announcement, shall be included as attachments to the narrative proposal. **These documents will not count as part of the 20 page limit and do not have an individual page limitation.**

#### **Application Preparation and Submission Instructions.**

**Document A**, listed under Application Materials above, should appear in the “Mandatory Documents” box on the <http://www.grants.gov> “Grant Application Package” page.

**For Document A**, click on the appropriate form and then click “Open Form” below the box. The fields that must be completed will be highlighted in yellow. Optional fields and completed fields will be displayed in white. If you enter an invalid response or incomplete information in a field, you will receive an error message. When you have finished filling out each form, click “Save.” When you return to the electronic “Grant Application Package” page, click on the form you just completed, and then click on the box that says,

“Move Form to Submission List.” This action will move the document over to the box that says, “Mandatory Completed Documents for Submission.”

**For Document B**, you will need to attach electronic files. Prepare your “Narrative Proposal” in accordance with the instructions detailed in *Section 4(B), Content and Form of Application* of this announcement (EPA-OSWER-OBLR-08-04). Save the document to your computer as an MS Word, PDF or WordPerfect file. When you are ready to attach your “Narrative Proposal” to the application package, click on “Project Narrative Attachment Form,” and open the form. Click “Add Mandatory Project Narrative File,” and attach your “Narrative Proposal” (previously saved to your computer) using the browse window that appears. You may then click “View Mandatory Project Narrative File” to view it. Enter a brief descriptive title of your project in the space beside “Mandatory Project Narrative File Filename;” the filename should be no more than 40 characters long.

**For Document C, the attachments to the Narrative Proposal identified in Section 4(B)(3) of this announcement, you may click “Add Optional Project Narrative File” and proceed as before to attach the attachments.** When you have finished attaching the necessary documents, click “Close Form.” When you return to the “Grant Application Package” page, select the “Project Narrative Attachment Form” and click “Move Form to Submission List.” The form should now appear in the box that says, “Mandatory Completed Documents for Submission.”

Once you have finished filling out all of the forms/attachments and they appear in one of the “Completed Documents for Submission” boxes, click the “Save” button that appears at the top of the Web page. It is suggested that you save the document a second time, using a different name, since this will make it easier to submit an amended package later if necessary. Please use the following format when saving your file: “Applicant Name - FY08 - Assoc Prog Supp - 1st Submission” or “Applicant Name - FY 08 Assoc Prog Supp Back-up Submission.” If it becomes necessary to submit an amended package at a later date, then the name of the 2nd submission should be changed to “Applicant Name - FY08 Assoc Prog Supp - 2nd Submission.”

Once your proposal package has been completed and saved, send it to your AOR for submission to U.S. EPA through Grants.gov. Please advise your AOR to close all other software programs before attempting to submit the application package through <http://www.grants.gov>.

In the “Application Filing Name” box, your AOR should enter your organization’s name (abbreviate where possible), the fiscal year (e.g., FY08), and the grant category (e.g., Assoc Prog Supp). The filing name should not exceed 40 characters. From the “Grant Application Package” page, your AOR may submit the application package by clicking the “Submit” button that appears at the top of the page. The AOR will then be asked to verify the agency and funding opportunity number for which the application package is being submitted. If problems are encountered during the submission process, the AOR should reboot his/her computer before trying to submit the application package again. [It may be necessary to turn off the computer (not just restart it) before attempting to submit the

package again.] If the AOR continues to experience submission problems, he/she may contact <http://www.grants.gov> for assistance by phone at 1-800-518-4726, or contact Alison Evans, Grant Program Manager, at [evans.alison@epa.gov](mailto:evans.alison@epa.gov).

Proposal materials submitted through <http://www.grants.gov> will be time/date stamped electronically. If you have not received a confirmation of receipt from EPA (not from [support@grant.gov](mailto:support@grant.gov)) within 30 days of the proposal deadline, please contact Alison Evans at [evans.alison@epa.gov](mailto:evans.alison@epa.gov). Failure to do so may result in your proposal not being reviewed.

#### **D. Confidential Business Information**

In accordance with 40 CFR 2.203, applicants may claim all or a portion of their proposal/application as confidential business information. EPA will evaluate confidentiality claims in accordance with 40 CFR Part 2. Applicants must clearly mark proposals/applications or portions of proposals/applications they claim as confidential. If no claim of confidentiality is made, EPA is not required to make the inquiry to the applicant otherwise required by 40 CFR 2.204(c)(2) prior to disclosure.

Under Public Law No. 105-277, data produced under awards resulting from this announcement is subject to the Freedom of Information Act.

#### **E. Data Universal Numbering System (DUNS).**

All applicants are required to provide a Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number when applying for a Federal grant or cooperative agreement. Applicants can receive a DUNS number, at no cost, by calling the dedicated toll-free DUNS Number request line at 1-866-705-5711, or visiting the D&B website at: <http://www.dnb.com>.

#### **F. Pre-proposal/Application Assistance and Communications.**

In accordance with EPA's Assistance Agreement Competition Policy (EPA Order 5700.5A1), EPA staff will not meet with individual applicants to discuss draft proposals, provide informal comments on draft proposals, or provide advice to applicants on how to respond to ranking criteria. Applicants are responsible for the contents of their applications/proposals.

EPA will respond to questions in writing from individual applicants regarding threshold eligibility criteria, administrative issues related to the submission of the proposal, and requests for clarification about the announcement. Questions received from applicants and EPA's responses will also be posted online at <http://www.epa.gov/oswer/grants-funding.htm>.

### **Section 5 – Application Review Information.**

#### **A. Evaluation Criteria.**

Each eligible proposal will be evaluated according to the criteria set forth below. Applicants must directly and explicitly address these criteria as part of their “Narrative Proposals.” Each proposal

will be rated under a points system, with a total of 100 points possible.

Criterion	Maximum Points per Criterion
<p><b>Project Description.</b> Under this criterion, EPA will evaluate the extent to which the proposal effectively addresses the scope of work activities described in <i>Section 1(B)</i> of this announcement. Proposals will be evaluated based on the quality and extent to which the project description:</p> <ul style="list-style-type: none"> <li>• Describes your method for developing the technical program for Brownfields annual conferences, including: developing of conference theme, topics, and sessions, and managing the call for presentations. (3 pts.)</li> <li>• Describes your process for organizing and securing speakers for the plenary sessions. Please note, other organizations (including EPA) will be involved with organizing these sessions. Describe how you will coordinate your efforts with other organizations to prevent miscommunication and duplication of effort in organizing the plenary sessions. (3 pts.)</li> <li>• Describes your process for selection and retention of speakers and moderators for the conference. (3 pts.)</li> <li>• Describes the extent to which your approach to sponsoring the conferences' technical programs will facilitate the use or reuse of existing infrastructure (i.e., use or re-use of knowledge, tools, resources from existing federal programs with an interest in Brownfields). (3 pts.)</li> <li>• Describes how this conference will be used as a forum to address/facilitate the identification and/or reduction of threats to the health and welfare of sensitive populations (e.g., children, pregnant women, minority or low-income communities). (2 pts.)</li> <li>• Describes how the conference will promote sustainable reuse of brownfields and prevent the creation of future brownfields. Describe how you will incorporate sustainable reuse themes into the conferences and how it will foster protection and restoration of the quality of the natural environment, improve the quality of life for the community, broaden prospects for future generations, and help reduce resource consumption. (2 pts.)</li> <li>• Describes how the conferences will incorporate educational information that will stimulate economic development, including the creation of jobs, capital investment, and increases to the local tax base in brownfields communities. (2 pts.)</li> <li>• Describes your process for organizing space for brownfields-related display material. (2 pts.)</li> </ul>	30
<p><b>Programmatic Capability.</b> This criterion refers to the technical capability of an applicant or recipient to successfully carry out the proposed project taking into account such factors as the applicant's:</p>	20

<ul style="list-style-type: none"> <li>• Past performance in successfully completing and managing federally and/or non-federally funded assistance agreements (assistance agreements include Federal grants and cooperative agreements but not Federal contracts) similar in size, scope, and relevance to the proposed project performed within the last 3 years. (5 pts.)</li> <li>• History of meeting reporting requirements under federally and non-federally funded assistance agreements (assistance agreements include Federal grants and cooperative agreements but not Federal contracts) similar in size, scope, and relevance to the proposed project performed within the last 3 years and submitting acceptable final technical reports under those agreements. (5 pts.)</li> <li>• Organizational experience and plan for timely and successful achievement the objectives of the project. (5 pts.)</li> <li>• Staff expertise/qualifications, staff knowledge, and resources or the ability to obtain them, to successfully achieve the goals of the project. (5 pts.)</li> </ul> <p><i>NOTE: In evaluating applicants for programmatic capability purposes, EPA will consider information provided by the applicant in their proposal as well as relevant information from other sources including EPA agency files and prior/current grantors (i.e., to verify and/or supplement the information provided by the applicant). Applicants with no relevant or available past performance and/or reporting history (the first two items above) will receive a neutral score for those elements of this criterion.</i></p>	
<p><b>Leveraging of Additional Resources and Cost Share.</b> Under this criterion, EPA will evaluate the:</p> <ul style="list-style-type: none"> <li>• Description of your plan for meeting the required for 33% cost share in this solicitation. (5 pts.)</li> <li>• Description of plan for obtaining additional financial and in kind support for your efforts as the lead non Federal co-sponsor at the next National Brownfields Conferences. (5 pts.)</li> </ul>	10
<p><b>Past Performance on EPA Cooperative Agreements and Development of Other Large Scale Conferences.</b> Under this criterion, proposals will be evaluated based on the quality and extent to which the project description:</p> <ul style="list-style-type: none"> <li>• Describes your performance history with EPA financial assistance and provide contacts for EPA to obtain additional information (as appropriate). EPA will carefully consider the applicant’s past performance administering EPA financial assistance and carrying out projects supported by EPA and other Federal agencies. This may include the results of audits conducted by EPA’s Office of Inspector General, other Federal agencies, or state, local or tribal oversight entities. (5 pts.)</li> <li>• Describes your history of successes in planning and executing</li> </ul>	10

<p>conferences. The applicant must demonstrate satisfactory past performance in planning and executing large-scale technical conferences. To support your description, you may include evaluation results from previous conferences as well as letters of commendation from conference attendees and/or co-sponsors. (5 pts.)</p>	
<p><b>Outreach.</b> Under this criterion, proposals will be evaluated based on the quality and extent to which the project description:</p> <ul style="list-style-type: none"> <li>• Describes your process for designing and implementing a full-scale marketing strategy to ensure widespread communication about the conference purpose, technical program, and participants. Describes how this marketing strategy will be developed and implemented early in the conference planning stages and consistently adhered to throughout the planning stages and at the conference. (2 pts.)</li> <li>• Describes your process for creating and placing conference advertisements in your professional journals, newsletters, and Internet site as well as newspapers, magazines, and other media outlets. (2 pts.)</li> <li>• Describes your process for sharing the created material with other co-sponsors, as they are made available. (2 pts.)</li> <li>• Describes how you will prepare printing materials (i.e., press releases, drop-in ads, and brochures) regarding the conferences, as well as creating and maintaining a web site with links to EPA and the other co-sponsors for the conferences. (2 pts.)</li> <li>• Describe how you will incorporate lessons learned from a particular conference year into your outreach strategies for subsequent years. (2 pts.)</li> </ul>	10
<p><b>Stakeholder Involvement (including travel scholarship program).</b> Under this criterion, proposals will be evaluated based on the quality and extent to which the project description:</p> <ul style="list-style-type: none"> <li>• Describes your process to ensure that a diverse stakeholder base participates in and attends the conferences. This would include representatives from urban and rural revitalization organizations, environmental grassroots organizations, environmental cleanup technology industries, economic revitalization organizations, insurance, banking, and other financial industries. (2 pts.)</li> <li>• For the conferences under this agreement, describes your approach to managing a travel scholarship program, including criteria for selection, reimbursement rates, distribution of resources, and payments to recipients. Please note that travel scholarships may not be given to federal employees. (2 pts.)</li> <li>• Describes the extent to which the depth and breadth of stakeholder involvement at the conferences will stimulate the availability of other funds for environmental assessment or remediation, and subsequent reuse, of an area in which on or more brownfields properties are located (i.e., will the stakeholders participating in the conference include persons who</li> </ul>	10



<p>can facilitate interactions which stimulate financial interest in redeveloping Brownfields properties?). (2 pts.)</p> <ul style="list-style-type: none"> <li>• Describes the extent to which the conferences will provide for involvement of local communities in the process of making decisions relating to cleanup and future use of a brownfields property. (2 pts.)</li> <li>• Describes how your organization would ensure appropriate and adequate media coverage before, during, and after the conferences. (2 pts.)</li> </ul>	
<p><b>Conference Evaluation.</b> Under this criterion, proposals will be evaluated based on the quality and extent to which the project description:</p> <p>Describe how you will collect information from conference participants to evaluate performance and content and use results for subsequent conferences. It is expected that information will be collected and analyzed for subsequent conferences.</p>	5
<p><b>Performance Measurement: Anticipated Outcomes and Outputs.</b> Under this criterion, EPA will evaluate the extent to which the “Narrative Proposal” realistically describes how the project will lead to measurable environmental results (i.e., amount of pollution prevented; waste reduced, reused, recycled or, resources conserved). Proposals will be evaluated on the quality and extent to which they:</p> <ul style="list-style-type: none"> <li>• Clearly specify anticipated environmental outcomes and outputs as described in <i>Section 1(D), Measuring Environmental Results: Anticipated Outcomes/Outputs</i>. (2 pts.)</li> <li>• Clearly describe the measures of success for the project. Measure of success should be either measures of environmental improvement or should be directly linked to such measures. EPA will look for quantitative and qualitative measurability. (2 pts.)</li> <li>• Describe how success in achieving project outcomes and outputs will be evaluated and measured. Include a description of any planned reports or other deliverables that measure and track the project success and, document achievement of expected/outputs identified in <i>Section 1(D), Measuring Environmental Results: Anticipated Outcomes/Outputs</i>. (1 pt.)</li> </ul>	5
<p><b>Environmental Results Past Performance.</b> Under this criterion, applicants will be evaluated based on the extent and quality to which they adequately documented and/or reported on their progress towards achieving the expected results (e.g., outcomes and outputs) under Federally and/or non-federally funded assistance agreements (an assistance agreement is a grant or cooperative agreement and not a contract) performed within the last three years, and if such progress was not being made whether the applicant adequately documented and/or reported why not.</p> <p><i>Note: In evaluating applicants under this criterion, EPA will consider the information provided by the applicant and may also consider relevant information from other sources including agency files and prior/current grantors</i></p>	5

<p><i>(e.g., to verify and/or supplement the information supplied by the applicant). Applicants with no relevant or available past performance reporting history will receive a neutral score for this factor.</i></p>	
<p><b>Budget/Resources.</b> This criterion refers to the proposed budget, in-kind goods and services, and other resources that the applicant outlines to carry out the proposed project. The package will be evaluated based on the extent that:</p> <p>The budget is clearly stated, detailed, and appropriate to achieve the project’s objectives.</p>	<p>5</p>

**B. Review and Selection Process**

All timely received proposals will first be reviewed to determine eligibility for funding based upon compliance with all threshold criteria listed in *Section 3(C)*. Only proposals determined to be eligible will be evaluated for technical merit. Each eligible proposal will be evaluated by a review panel of EPA Headquarters and Regional staff for technical merit, based on the evaluation factors detailed in *Section 5(A)* of this solicitation.

EPA regions may provide information to the review panel on an applicant’s response to the “*Environmental Results Past Performance*” evaluation criterion. This information may take into account the regional EPA Office’s experience, if any, with the applicant’s performance on grants managed by the region.

Upon completion of the technical merit evaluation, each proposal will be given an evaluated numerical score, with a total of 100 points possible. The evaluated numerical scores will be rank ordered. The review panel will recommend the proposal with the highest evaluated numerical score to the EPA Headquarters Selection Official for award.

The EPA Headquarters Selection Official will make the final funding decision. The decision will be based upon the recommendation of the review.

**Section 6 – Award Administration Information.**

**A. Award Notices.**

EPA anticipates notification to both successful and unsuccessful applicants will be made, via telephone, electronic, or postal mail by August 15, 2008.

The notification to successful applicant(s) that their proposal has been selected for award is not an authorization to begin performance. EPA reserves the right to negotiate appropriate changes in work plans after the selection and before the final award consistent with the Agency’s Competition Policy (EPA Order 5700.5A1, Section 11). The “Award Notice” signed by the EPA Grants Officer is the authorizing document and will be provided through postal mail. At a minimum, this process can take up to 90 days from the date of selection.

## **B. Administrative and National Policy Requirements**

1. A listing and description of general EPA Regulations applicable to the award of assistance agreements may be viewed at:  
[http://www.epa.gov/ogd/AppKit/applicable\\_epa\\_regulations\\_and\\_description.htm](http://www.epa.gov/ogd/AppKit/applicable_epa_regulations_and_description.htm).
2. Executive Order 12372, Intergovernmental Review of Federal Programs, may be applicable to awards resulting from this announcement. Applicants selected for funding may be required to provide a copy of their proposal to their [State Point of Contact \(SPOC\)](#) for review, pursuant to Executive Order 12372, Intergovernmental Review of Federal Programs. This review is not required with the initial application and not all states require such a review.
3. Grants and cooperative agreements with non-profit organizations and institutions of higher education are subject to 40 CFR Part 30 and OMB Circular A-122 (2 CFR Part 230) for non-profits and A-21 (2 CFR Part 220) for institutions of higher learning. Grants and cooperative agreements with governmental organizations are subject to 40 CFR Part 31 and OMB Circular A-87 (2 CFR Part 225).
4. Programmatic terms and conditions will be negotiated with the selected recipient.

## **C. Reporting Requirement.**

Quarterly progress reports and a detailed final report will be required. The quarterly progress reports will be submitted to the EPA Project Officer within thirty days after each reporting period. These reports shall cover work status, work progress, difficulties encountered, preliminary data results and a statement of activity anticipated during the subsequent reporting period. A discussion of expenditures along with a comparison of the percentage of the project completed to the project schedule and an explanation of significant discrepancies shall be included in the report. The report shall also include any changes of key personnel concerned with the project.

The final report will address goals and objectives, performance measurements, lessons learned, any other resources leveraged during the project and how they were used, and any plans to continue the project after the expiration of the grant/cooperative agreement and associated sources of funding. The final report will be submitted to the EPA Project Officer at the close of the grant.

#### **D. Disputes.**

Assistance agreement competition-related disputes will be resolved in accordance with the [dispute resolution procedures](#) published in 70 FR (Federal Register) 3629, 3630 (January 26, 2005) located on the web at:

<http://a257.g.akamaitech.net/7/257/2422/01jan20051800/edocket.access.gpo.gov/2005/05-1371.htm>. Copies of these procedures may also be requested by contacting the cognizant Agency contact identified in *Section 7, Agency Contacts* of this announcement.

#### **E. Pre-Award Administrative Capability Review.**

Non-profit applicants that are recommended for funding will be subject to pre-award administrative capability reviews consistent with Sections 8.b, 8.c, and 9.d of EPA Order 5700.8, EPA Policy on Assessing Capabilities of Non-Profit Applicants for Managing Assistance Awards.

#### **Section 7 – Agency Contact.**

##### **A. CONTACT INFORMATION & ADDRESS FOR REGULAR MAIL (USPS)**

**Alison Evans**, U.S. EPA, Office of Brownfields & Land Revitalization (MC 5105-T), 1200 Pennsylvania Avenue, NW, Washington, DC 20460; Phone (202)566-2745; or email [evans.alison@epa.gov](mailto:evans.alison@epa.gov).

##### **B. FOR EXPRESS MAIL/COURIER DELIEVERY (Courier, FedEx, UPS, DHL):**

**Alison Evans**, U.S. EPA, Office of Brownfields & Land Revitalization (MC 5015-T), 1301 Constitution Avenue, NW, EPA West Bldg., Room 2402, Washington, DC 20004.

#### **Section 8 – Other Information.**

The applicant selected for award will be required to submit a final cooperative agreement proposal package to the EPA. The package must include an EPA-approved final work plan that describes the work to be performed, including a final budget, and the required certification forms.