

US EPA ARCHIVE DOCUMENT



Regional Information Session: FY2007 Grant Guidance for Brownfields Assessment, Cleanup, and Revolving Loan Fund Program Proposals

Presented by:
US EPA New England Brownfields Section

Nashua, NH – October 30, 2006
Hartford, CT – November 3, 2006

Agenda

- 8:30 Introduction
- 8:45 Application Process
- 9:15 Pre-Planning for Success
- 9:45 BREAK
- 10:00 Threshold & Ranking Criteria
(Concurrent Sessions)
 - » Assessment Grants
 - » Cleanup & RLF Grants
- 12:00 Sustainable Reuse Seminar



Logistics

- Meet the New England Brownfields Team
- Facilities
- Information Packet Contents
 - ✓ Proposal Guidelines for Brownfields Assessment, Revolving Loan Fund, and Cleanup Grants
 - ✓ Presentation Slides
 - ✓ State Program Contacts
 - ✓ EPA Region 1 Brownfields Team Contacts
 - ✓ Brownfields Public Health & Health Monitoring
 - ✓ Sustainable Reuse Web Sites & Contacts
 - ✓ Sustainable Reuse Slides

Purpose of the Session

- Provide an overview of the new Brownfields Grant Guidelines for FY2007
- Review the application process and requirements
- Provide an opportunity for Q&A





Brownfields Appropriations

- Pre-legislation (before January 11, 2002):
 - ✓ The National Brownfields Budget was \$100 M
- Post-legislation:
 - ✓ Act authorized \$250 M
 - ☞ Up to \$50 M for states.
 - ☞ Up to \$50 M or 25% for petroleum.
- FY2006 – Final appropriation was \$162.3 M
- FY2007 – Approximately \$ 163.3 M



FY2006 Grant Program

- EPA received 599 proposals last year.
- Nation-wide – 304 Grants Funded (\$71.9 M)
 - ✓ 184 Assessment Grants
 - ✓ 96 Cleanup Grants
 - ✓ 12 RLF Grants
 - ✓ 12 Job Training Grants
- New England – 52 Grants Funded (\$11.6M)
 - ✓ 26 Assessment Grants
 - ✓ 22 Cleanup Grants
 - ✓ 2 RLF Grants
 - ✓ 2 Job Training Grants



FY2006 Funding to EPA New England

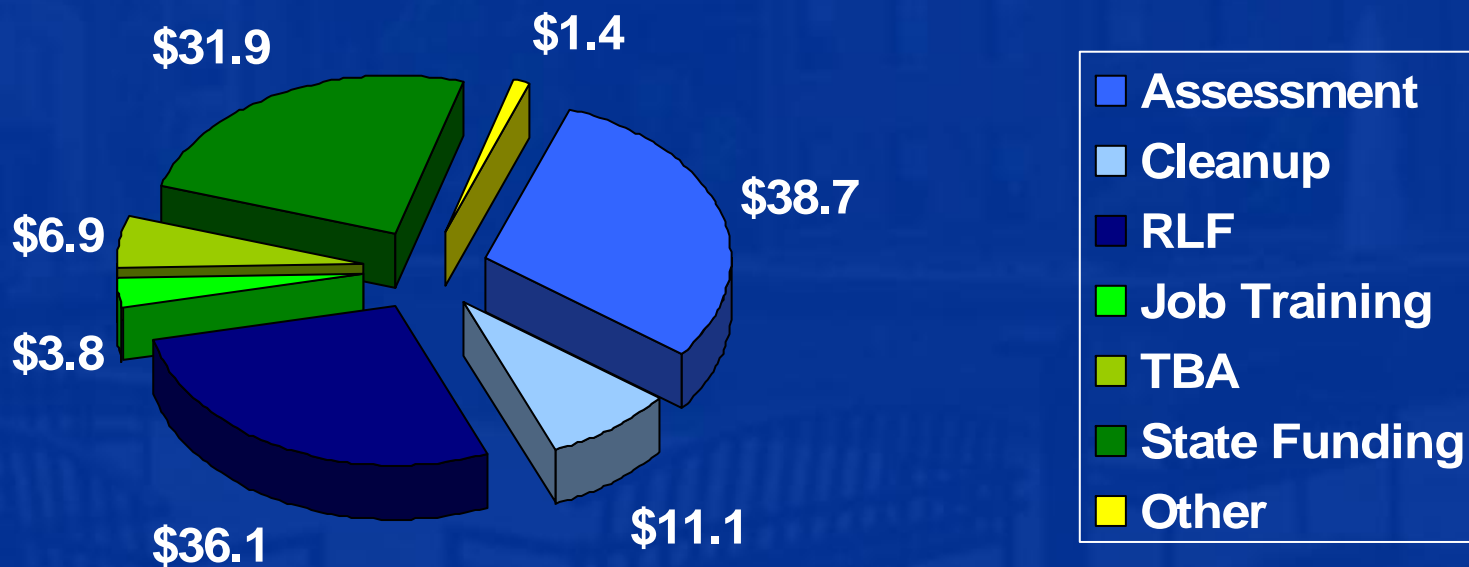
- Total FY2006 Funding - \$ 20.5M
 - ✓ Assessment - \$ 5.2 M
 - ✓ Cleanup - \$ 4.2 M
 - ✓ RLF - \$ 3.5 M
 - ✓ Job Training - \$ 283 K
 - ✓ TBA - \$ 450 K
 - ✓ State Funding - \$ 6.9 M





Cumulative Brownfields Funding to New England States

From 1994 - Present (in Millions)





Future Success of the Brownfields Program in New England

- This is in a large part dependent on you and starts with a quality application.
- A quality brownfields program includes:
 - ✓ Meaningful community participation.
 - ✓ Periodic reporting of accomplishments.
 - ✓ Environmental stewardship and inclusion of sustainable redevelopment practices.
 - ✓ Innovative thinking in revitalization.



Brownfields 2006

A Revolution in Redevelopment & Revitalization

- November 12 – 15, 2006
Boston Convention &
Exhibition Center



- ✓ **Brownfields 101: Understanding and Getting Started in the Brownfields Marketplace** - *Sunday, Nov 12, 3 - 5 pm*
- ✓ **Regional Administrator's Open House** - *Monday, Nov 13, 12:30 – 1:30 pm* in Room 156 A & B.
- ✓ **Granting Your Wish: How To Write the Best EPA Grant Application Possible** - *Tuesday, Nov 14, 10:15 am - 11:30 am* in Room 254 A & B.

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Application Process

- Proposals Due
December 8, 2006
- Award Announcement
Spring 2007





What's New

- All Grants
 - ✓ “Pre-Award Community Notification” is now a Ranking Criteria (last year it was a Threshold Criteria).
 - ☞ This notification can be performed at any time during the year but must be completed before your grant will be awarded and no later than September 14, 2007.
 - ✓ Ranking Criteria for Sustainable Reuse has been revised – there are now three criteria (last year there were six).
 - ✓ Reduction of Threats point value has increased.
 - ✓ Programmatic Capability has been revised and point values have changed.



What's New

- All Grants (continued)
 - ✓ Electronic submission of proposals – see information in Appendix 5 of the Guidelines.
- Cleanup Grants
 - ✓ Each eligible entity can submit up to **3** proposals.
 - ✓ Must own property by **June 30, 2007**.
 - ✓ A Phase I report must be completed and must comply with AAI or ASTM E1527-05 standard.
 - ✓ A Phase II report must be underway or completed prior to proposal submission.

Brownfields Definition

“...real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”



Hazardous Substances, Pollutants, and Contaminants

- Hazardous Substances
- Petroleum Contamination
- Asbestos & Lead Paint
- Controlled Substances
- Mine-Scarred Lands
- Other environmental contaminants





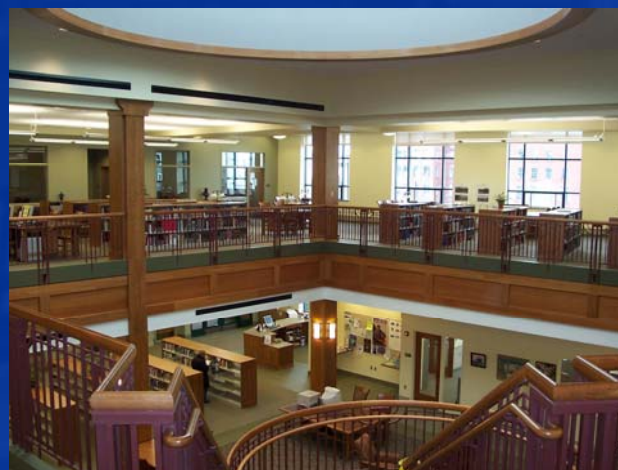
Assessment Grants

- **\$200,000 hazardous substances** (including asbestos, lead paint, other environmental hazards).
- **\$200,000 petroleum-only contamination.**
- Must apply separately for hazardous substances and petroleum.
- Apply community wide.
- Waiver available up to **\$350,000** for site specific proposal.
- Period of performance is **3 years.**



Assessment Grants Success Story – Gardner, MA

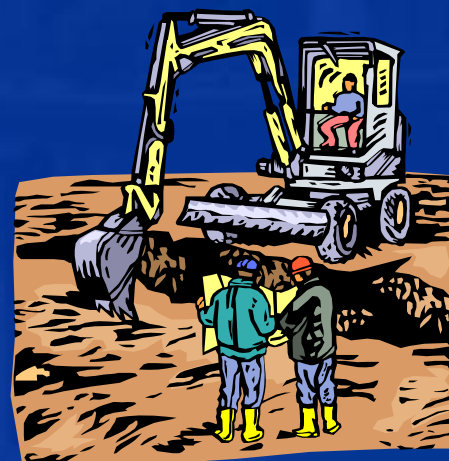
- Levi Heywood Public Library
- Grantee – Montachusets Regional Planning Commission, MA
- Former Conant Ball furniture manufacturing facility – Phase I & II completed with EPA Assessment Grant.
- New 32,000 SF public library in downtown Gardner.





Cleanup Grants

- Up to **\$200,000** per proposal.
- Hazardous substances and/or petroleum contamination.
- May submit up to **3** proposals (i.e. 3 separate parcels).
- Non-profits may apply.
- Cost share 20%.
- **MUST OWN PROPERTY by June 30, 2007.**
- Period of Performance is **3 years.**





Cleanup Grants Success Story – Boston, MA

- Project – Belle Isle Coastal Preserve
- Grantee – City of Boston
- Former dump site was cleaned up using a \$200,000 EPA Cleanup Grant
- Public access to waterfront, urban wild open space and 1 acre salt marsh restoration.





Revolving Loan Fund Grants

- Up to **\$1,000,000** per entity.
- Coalitions may apply but please confer with Joe Ferrari prior to submitting proposal.
- Up to 40% of grant amount may be used for cleanup subgrants (up to \$200,000 per parcel).
- Hazardous substances, petroleum, and other environmental hazards are eligible.
- Cost share is 20% of total grant amount.
- Period of performance is **5 years.**



Revolving Loan Fund Grants Success Story – Westbrook, ME

- One Riverfront Plaza
- Grantee – Westbrook, ME
- Loan Recipient – Flannery Properties
- \$900,000 contaminated soil removal.
- 135,000 SF office building & 550-space parking garage.
- Leveraged \$1 M in federal highway funds and \$250,000 in economic incentives.
- Westbrook conducted site assessments with EPA grant.





Application Process

QUESTIONS?



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Preplanning for a Successful Brownfields Proposal





Know Your Audience (Who's the Reader?)

- We are public servants (it all comes back to the people).
- We value Environmental Justice.
- Our organization promotes Cultural Diversity.
- We are Environmentalists (in the business of changing norms).
- We work through Partnerships.

Remember We May Feel Overloaded!

- Quality beats quantity.
- Be responsive to the questions and move on.
- Balance the proposal (use point values as rough guide to level of content).
- When you review, don't necessarily think about what you can add to make it better, rather what can you take out to add something of greater value.





Understand the Process Behind the Grant

Assessment





Understand the Process Behind the Grant





See the Story in the Proposal and Tell It

- Budget
- Community Need
- Site Selection (Assessment)
- Business Plan for RLF Program (RLF)
- Sustainable Reuse
- Creation/Preservation of Green Space
- Pre-Award Community Notification
- Ongoing Community Involvement
- Reduction of Threats to Human Health and Environment
- Leveraging of Additional Resources
- Programmatic Capability



See the Story in the Proposal and Tell It (continued)

- Budget
 - ✓ Executive summary – the nuts and bolts on how the money will be spent (rates, meetings, quantities, etc.).
- **Community Need**
 - ✓ The HOOK – grab the reader right away with emotion and need (emphasis need, not want).
- **Site Selection/RLF Business Plan**
 - ✓ Show you're in the gate and ready to go – with complete and well thought out plans.
- **Sustainable Reuse/Greenspace**
 - ✓ Show you're adept at the philosophy – and spreading the word in your business actions.



See the Story in the Proposal and Tell It (continued)

- Community Notification/Involvement
 - ✓ People and partnerships are keys for Success - with complete and well thought out plans for involvement.
- Reduction of Threats/Leveraging/Capability
 - ✓ CLOSE THE DEAL
 - ✓ I know the potential environmental threats and know how to deal with them.
 - ✓ I know how to leverage both public and private funding to complete this task and reach our vision.
 - ✓ I have the staff and experience to make this grant a success.



Create a Focused Plan and Show You Know How to Implement It

- Budget – Tasks – Objectives – Goals – Vision
- Start by narrowing down your targeted community and understanding the dynamics that exist there.
- Think about the area and note trends in population, neighborhoods, commercial and industrial businesses, infrastructure, natural resources, greenspace, etc.
- You will need to give the reader some tangible insight into the community that they can identify with.



Create a Focused Plan and Show You Know How to Implement It

- Create a game plan for each section in the grant.
- Identify information you will need to research or obtain to answer the questions.
- For pertinent sections, design the actual plan you will implement if you get the funding. Be realistic (a plan you can meet).
- Use your plan to answer the questions. A strong understanding of the concepts and well thought out plans will come through in the proposal.



To Strengthen the Answer, Give One Good Example that:

- Shows you understand a desired philosophy.
- Shows an approach to solving a similar problem.
- Demonstrates you have the needed expertise (individuals and partnerships) to be successful.
- Bring everything back to “this” Grant and/or “your” targeted community (i.e., we will apply these same methods and resources to make our grant successful).



General Tips for Proposal Preparation

- Follow directions on pages 16 to 19 of the Guidelines!
- Address all criteria – if it doesn't apply say so and briefly explain why. Address each part under a criteria separately (e.g., B1, B2 and B3).
- Be kind to your reviewers – minimize the use of acronyms and technical/cultural jargon.
- Use “white space” and obey page limits!
- **Strict 18 single-sided page limit – including the Cover Letter.**
- Limit number of attachments.



General Tips for Proposal Preparation

- Follow Cover Letter outline on pages 17 to 18.
- Pages in excess of page limits will be removed and not evaluated.
- Typed; single line spaced; 12 pt font; no binders; **NO COLOR!**
- No photos and graphics.
- If applying for more than one grant program, must submit separate proposals with separate cover letters.
- Electronic submission of proposals is allowed (See Appendix 5).



Proposal Submission

- Proposals must be postmarked by **December 8, 2006.**
- Proposals submitted through grants.gov must be received by **December 8, 2006.**
- Send original proposal(s) to Environmental Management Support, Inc. (address on page 18)
- Send copy(ies) to Diane Kelley (address in Appendix 1)



After Proposal Submission

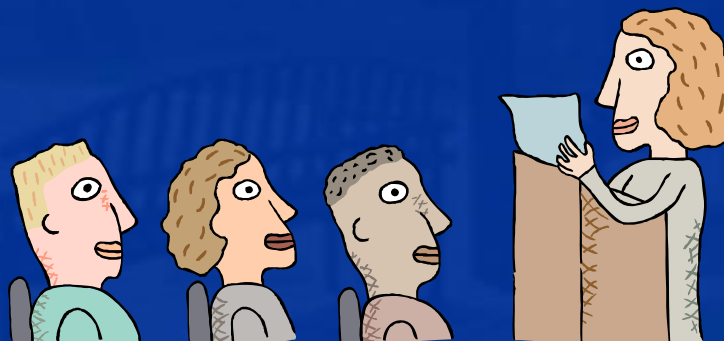
- Threshold Criteria is evaluated by the Region. You may be contacted to clarify information in your proposal.
- Programmatic Capability will be scored by the Region.
- National panels will convene and rank proposals.
- HQ makes final determinations.
- Spring 2007 award announcement.





What to Expect From Today's Session

- All threshold criteria will be discussed.
- All ranking criteria will be discussed.
- Useful application preparation tips will be discussed.
- Speakers will note program-specific idiosyncrasies.





Preplanning for a Successful Brownfields Proposal

QUESTIONS?



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Assessment Grant Program Threshold & Ranking Criteria

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Threshold Criteria - Assessment

- A – Applicant Eligibility
- B – Letter from the State or Tribal Environmental Authority
- C – Site Eligibility and Property Ownership Eligibility (Site-Specific Assessment Only)
- **You must pass these criteria to be moved on to the national panel!**



Threshold Criteria - Assessment

A – Applicant Eligibility

- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes





Threshold Criteria - Assessment

B – Letter from State/Tribal Enviro Authority

- Provide a letter from the state or tribal environmental authority acknowledging that the applicant plans to conduct or oversee assessment activities and apply for grant funds.
- If applying for multiple types of grants, you need to receive only one letter acknowledging the relevant grant activities. **However** you **must** provide the letter as an attachment to **each** proposal.
- General letters of correspondence and documents evidencing state involvement are **NOT** acceptable.



Threshold Criteria - Assessment

C – Site & Property Ownership Eligibility

- **Site-Specific Proposals Only**
- The Brownfields Team assumes that all assessment proposals will come in community-wide.
- If you have a one site wonder, talk to us after the meeting.





Ranking Criteria - Assessment

132 Points

- A – Budget (10 Points)
- B – Community Need (15 Points)
- C – Site Selection Process (6 Points)
- D – Sustainable Reuse of Brownfields (12 Points)
- E – Creation and/or Preservation of Greenspace/Open Space or Non-Profit Purpose (5 Points)
- F – Pre-Award Community Notification (12 Points)
- G – Ongoing Community Involvement (16 Points)
- H – Reduction of Threats to Human Health and the Environment (26 Points)
- I – Leveraging of Additional Resources (10 Points)
- J – Programmatic Capability (20 Points)



Ranking Criteria - Assessment A – Budget (10 Points)

Sample Assessment Budget

Budget Categories (programmatic costs only)	Project Tasks				
	Cooperative Agreement Oversight	Community Involvement	Inventory	Site Specific Activities	Total
Personnel	\$8,000	\$6,000	\$2,000	\$4,000	\$20,000
Fringe Benefits	\$2,000	\$1,500	\$500	\$1,000	\$5,000
Travel ¹	\$2,000				\$2,000
Equipment ²					
Supplies	\$500	\$500			\$1,000
Contractual ³		\$5,000	\$2,000	\$165,000	\$172,000
Other (specify) _____					
Total	\$12,500	\$13,000	\$4,500	\$170,000	\$200,000

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 assessment 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.



Ranking Criteria - Assessment

A – Budget (10 Points)

- Preplanning Tips
 - ✓ Create the game plan for each main task.
 - ✓ Get into the details (# of meetings, # of Phase I & II investigations, types of supplies, etc.)
 - ✓ Ballpark your dollar estimates based on supporting information.
 - ✓ Translate this information into the task description





Ranking Criteria - Assessment

A – Budget (10 Points)

- Useful Tips
 - ✓ Include a short introduction right before the budget chart outlining how you intend to spend the funding.
 - ✓ After the budget chart, explain each of your tasks clearly and completely. Utilize clear and precise task descriptions. Don't use acronyms like "ESA" - spell it all out. **This is where applicants are losing points.**
 - ✓ Never use the word "administrative" to describe a task. Use "cooperative agreement oversight" or something similar.
 - ✓ **Make sure your budget adds up!**



Ranking Criteria - Assessment

A – Budget (10 Points)

- Useful Tips
 - ✓ Include travel funds to attend regional Brownfields conferences.
 - ✓ Local governments may utilize up to 10% of the grant for the following tasks:
 - ☞ Monitoring the health of populations;
 - ☞ Monitoring and enforcement of any institutional controls;
 - ☞ Other related program development and implementation activities (local Brownfields ordinances).
 - ☞ Note: These must be part of a separate task in your budget.



Ranking Criteria - Assessment

B – Community Need (15 Points)

- Preplanning Tips
 - ✓ Narrow your targeted community to most promising areas.
 - ✓ Gather demographic statistics. Look for targeted community statistics and community wide statistics.
 - ✓ Gather information on the history in the targeted areas and the development of the community that now exists. Recognize environmental justice issues.
 - ✓ Consider a site visit to refresh yourself on the surroundings and draw on emotion that you can use in the proposal (to individualize your need).



Ranking Criteria - Assessment

B – Community Need (15 Points)

- Question 1 – Useful Tips

- ✓ This is the section where you need to work to gain the sympathy of the reviewer due to the difficult conditions (environmental, social, economic, etc.) in your community(ies).
- ✓ Use all the statistics you have, and identify the sources for your information.
- ✓ Do not assume that “everyone” knows about the factory that closed down and put everyone out of work. Tell the story.

Ranking Criteria - Assessment

B – Community Need (15 Points)

- Question 1 – Useful Tips (continued)
 - ✓ Be careful about any disconnect between your statistics and the focus area of your project. If your statistics were for the entire community, and your projects are in your most well-to-do area, the reviewers will pick up on this discrepancy very quickly.





Ranking Criteria - Assessment

B – Community Need (15 Points)

- Question 2 – Useful Tips
 - ✓ It is most likely that your proposal will be community-wide. Be clear who is the targeted community. Focus on local benefits (i.e., neighborhood), then extend to the greater community benefits.
 - ✓ Be clear about benefits. Discuss the environmental, social and economic benefits that the community will enjoy if the brownfields sites are redeveloped. Be as specific as you can be here.
 - ✓ Bring it back to what “this” assessment grant will do for the targeted community (inform, educate and involve).





Ranking Criteria - Assessment

B – Community Need (15 Points)

- Question 3 – Useful Tips
 - ✓ This question looks for the impact of brownfields on your community by looking at size, number and location of sites. If you don't know, call your state brownfields coordinator and get their list of spill sites for your town/area. Start there.
 - ✓ Spend time describing the negative impacts that contaminated properties have on your neighborhood(s). Think health, social and societal impacts.
 - ✓ What are the visual impacts of Brownfields to the land and water, and how do they effect the community (lack of facilities, respect for the land and water).
 - ✓ Avoid a response that indicates that you just don't know.
This is where applicants are losing points.



Ranking Criteria - Assessment

C – Site Selection Process (6 Points)

- Preplanning Tips
 - ✓ Create a usable plan (who will be involved, the criteria [weighting], and the process to be used).
- Useful Tips
 - ✓ Remember that reviewers are looking for community input into the site selection process.
 - ✓ Proposals need to identify what specific site selection criteria your community will be utilizing (developer interest, community need, location, etc.).
 - ✓ Describe eligibility determination (use proposal guidelines & EPA or state [petroleum] consultation).
 - ✓ Make sure you respond to the access issue. Don't overlook this or you will lose points.



Ranking Criteria - Assessment

D – Sustainable Reuse (12 Points)

- Preplanning Tips
 - ✓ Gather sufficient information on the sustainable reuse concepts to strengthen the proposal (smart growth, vibrant community, low impact development, green building technology, energy efficiency).
 - ✓ Identify current standards, policies and zoning practices in place in your city and towns.
 - ✓ Consider talking with a developer/builder on green trends they are seeing in your area.
 - ✓ Gather information on current and potential sustainable reuse opportunities in your target communities.



Ranking Criteria - Assessment

D – Sustainable Reuse (12 Points)

- Useful Tips
 - ✓ This criteria has been revised from last year's guidelines, so if you are reapplying, be aware that this section will need to be restructured.
 - ✓ Try to make the connection between your master plans, development plans and other planning tools that you may have in place and each of the three goals – each one is worth 4 points.
 - ✓ Respond to each of the sub-criteria. Discuss how you have been working to support these goals and how you will apply this experience to Brownfields.
 - ✓ Bring it back to what "this" assessment grant will do to support these goals.



Ranking Criteria - Assessment

D – Sustainable Reuse (12 Points)

- Useful Tips (continued)
 - ✓ Regional planning commissions - make an effort to tie back to local planning and zoning documents, local master plans.
 - ✓ See handout sheet on valuable web sites.
 - ✓ Attend optional Sustainable Reuse session at end of morning.





Ranking Criteria - Assessment

E – Greenspace/Non-Profit (5 Points)

- Preplanning Tips
 - ✓ Identify and review any regulations, policies, and planning documents that will guide your community in preserving greenspace. Refer to these in your proposal.
 - ✓ Consult with your parks department about long-term care and management of greenspace.
 - ✓ Identify current and potential non-profit uses (YMCA, schools, faith-based uses, etc.).



Ranking Criteria - Assessment

E – Greenspace/Non-Profit (5 Points)

- Useful Tips

- ✓ Remember there is an emphasis on long-term care and preservation in this criteria.
- ✓ **Be sure you've made greenspace creation/preservation a site selection criteria.**
- ✓ By default, if you're redeveloping brownfields, you're likely preserving greenspace. However, a patch of green in a parking lot or a lawn will not get you points.
- ✓ Bring it back to what "this" assessment grant will do to facilitate greenspace creation/preservation.





Ranking Criteria - Assessment

F – Pre-Award Community Notification (12 Points)

- Preplanning Tips
 - ✓ Design the plan so it can be completed within 30 days.
 - ✓ Design a multimedia approach to notification and place an emphasis on your involvement.
 - ✓ Design a community notification plan in enough detail so that it can be implemented immediately upon award announcement.
 - ✓ Identify any special needs (multiple languages, interpreters, etc.) to include in notification process.
 - ✓ Think grass-roots involvement to solicit meaningful comments. Know your trusted community contacts.



Ranking Criteria - Assessment

F – Pre-Award Community Notification (12 Points)

- Question 1 – Useful Tips
 - ✓ Explain how community will be notified (newspaper, public meetings, website, local cable, etc.).
 - ✓ How will you communicate your plans to the public and where can they see a copy of the proposal.
 - ✓ We suggest an announcement in your local paper and holding a public meeting. Have your winning proposal available for review and comment.
 - ✓ Public meeting may be adjunct to a regularly scheduled meeting.



Ranking Criteria - Assessment

F – Pre-Award Community Notification (12 Points)

- Question 1 – Useful Tips (continued)
 - ✓ Put the proposal on your web site and/or a public repository for public review. Provide a central contact person and phone number in case the public has any questions.
 - ✓ Be very specific about how you are going to provide notification to the public about your winning proposal. Do not depend on EPA's "Big Check" event to cover this notification.





Ranking Criteria - Assessment

F – Pre-Award Community Notification (12 Points)

- Question 2 – Useful Tips
 - ✓ Make sure you understand your target community in order to engage them effectively.
 - ✓ Discuss how your notification plan is the best way to reach the entire community.
 - ✓ Ensure that your outreach is focused on your targeted area as well as the entire community.
 - ✓ Include special provisions to reach rural areas, different languages, customs, etc.



Ranking Criteria - Assessment

F – Pre-Award Community Notification (12 Points)

- Question 3 – Useful Tips
 - ✓ Identify the length of the comment period necessary to reach your entire community. Minimum of two weeks. If shorter, you need to explain why. **Be careful not to lose points here with a weak explanation about how you can only do it for three days.**
 - ✓ Explain how you will continue to engage the community to encourage comments.





Ranking Criteria - Assessment

F – Pre-Award Community Notification (12 Points)

- Question 4 – Useful Tips

- ✓ What is your process to collect comments?

- ✓ How are you going to respond to comments?

Comments can be written or verbal. We suggest that you put the comments and your written responses to the comments on your web page and/or in your public information repository.

- ✓ Tell the people attending the public meeting where & when the comments and responses will be available.



Ranking Criteria - Assessment

G – Ongoing Community Involvement (16 Points)

- Preplanning Tips
 - ✓ Design a game plan for involving the community in each phase of the assessment grant.
 - ✓ Think about a multimedia approach to getting the word out. In some cases door-to-door may be beneficial.
 - ✓ Identify a good example of using partnerships to cleanup and redevelop a property (involving local community, city/town, state or tribal governments, and private developers/business).
 - ✓ Start right away at getting together that list of community organizations and contacts.



Ranking Criteria - Assessment

G – Ongoing Community Involvement (16 Points)

- Useful Tips
 - ✓ Community notification vs. community engagement: Discuss not only how you will inform the community, but also how you will involve them in the decision-making process.
 - ✓ Partnerships may be formal or informal. Include as many as possible. Be sure to include your State Brownfields Program as one of your partners under Question 2.
 - ✓ Specific plans for communicating progress include use of fact sheets, meetings, newspapers, websites, local access channels, radio, etc. (Question 3).



Ranking Criteria - Assessment

G – Ongoing Community Involvement (16 Points)

- Useful Tips (continued)
 - ✓ Do not underestimate the importance of providing a list of community-based organizations (Question 4). Take the time to list the contact person, phone number and description of the organization. **This is where applicants are losing points.**
 - ✓ Think about faith-based groups, environmental groups, civic organizations, business groups, non-profit economic development corporations, etc.



Ranking Criteria - Assessment

G – Ongoing Community Involvement (16 Points)

- Useful Tips (continued)
 - ✓ Make sure that your community partners have been given a chance to review the draft proposal and have input on your written proposal.
 - ✓ **EPA will check all references.**
 - ✓ Begin designing and implementing a strategy to meet this criteria **NOW.**





Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Preplanning Tips
 - ✓ Identify the types of businesses and industry (past and present) in your targeted community.
 - ✓ Identify the chemicals or pollutants that may have been released into the environment by these industries (cleaning solvents, PCBs, lead, asbestos, petroleum products, etc.).
 - ✓ Identify where those industries are located relative to the community (i.e., adjacent to, downgradient of).
 - ✓ Identify how the public may come in contact with these chemicals and pollutants (i.e., through inhalation, ingestion, or direct contact).



Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Preplanning Tips (continued)
 - ✓ How do those industries (past and present) involve the current community (i.e., does that impact how you will need to work with them)?
 - ✓ Contact your State Brownfields Coordinator and local health officials to understand the process for working with these agencies. Know when and how to activate each agency, who to contact, and the information you will need to supply.
 - ✓ Understand how your state's voluntary cleanup program works (this is the next step after assessment).





Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Question 1 – Useful Tips

- ✓ Make the connection that assessment funds will be used to characterize contamination on your sites, and then be used to plan for remediation (i.e., setting the stage for cleanup and final redevelopment).
- ✓ Discuss the extent of funds being used to identify potential threats (site inventory), recognize the health and environmental risks (Phase I) and understand extent of contamination (Phase II).
- ✓ Provide a synopsis of businesses and industry in your targeted community, and relate that to possible chemicals used and pathways to threaten human health and the environment.



Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Question 1 – Useful Tips (continued)
 - ✓ Give an example of a site or potential site (old mill, gas station, manufacturing facility, etc.) in your area by:
 - ☞ Including common threats posed by this site (dry cleaning solvents, PCBs, metals, coal ash, pesticides, etc.).
 - ☞ Explaining who (vandals, homeless, youth, etc.) and how (dermal contact, inhalation, ingestion, etc.) people may come into contact with these contaminants.
 - ☞ Discussing the effects of these contaminants on human health (cancer, asthma, skin damage, etc.) and the environment (contaminated drinking water, loss of habitat, fish kills, etc.).



Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Question 1 – Useful Tips (continued)
 - ✓ If the proposal is for petroleum funding, mention petroleum as the contaminant of concern!
 - ✓ Close with your plans to: 1) keep the community informed on the status of any potential threats identified; 2) respond quickly to inform individuals and state organizations on potential real threats; and 3) continue to inform the community on progress toward remediating contamination and reducing threats to human health and the environment.
 - ✓ Be careful about the disconnect between risk and your sites. Risks related to a site may not translate to general risks to the whole targeted community.



Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Question 2 – Useful Tips
 - ✓ Discuss the process for working with **BOTH** your state environmental agency and local health department during the various phases of the assessment grant. Use positive verbs, e.g. “they are involved in our project.”
 - ✓ Make sure to utilize resources at the state and local departments of health to gather data (show familiarity with these resources in answering the question).
 - ✓ If possible, provide a good example of successful involvement with one of the agencies on a past project.



Ranking Criteria - Assessment

H – Reduction of Threats (26 Points)

- Question 2 – Useful Tips (continued)
 - ✓ For extent, show an increasing trend of involvement with state organizations as grant proceeds from inventory, Phase I, Phase II, and finally Cleanup planning.
 - ✓ Close with potential cleanup planning and activation of the state voluntary cleanup program.
 - ✓ Discuss your State's VCP program (show you know how the program works).



Ranking Criteria - Assessment

I – Leveraging (10 Points)

- Preplanning Tips
 - ✓ Gather information on all the types of internal, public and private funding your organization has obtained or leveraged.
 - ✓ Learn the story behind obtaining the funding and any creativity that was used in the process.
 - ✓ Key in on problems solved, partnerships used, and factors for success.
 - ✓ Remember, if you did it before, you have the experience to “pursue” it again.



Ranking Criteria - Assessment I – Leveraging (10 Points)

- Question 1 – Useful Tips
 - ✓ Identify all possible sources of local funding. Be sure to utilize staff time and other in-kind services, particularly if that's all you have.
 - ✓ Be sure that in-kind services are mentioned under your budget & this question.
 - ✓ This question assumes you will need more funding (than just the grant) to complete the assessment work. Your answer needs to proactively address this anticipated reality.
 - ✓ Use an example to demonstrate your ability to leverage short term funds quickly (tie to this grant).



Ranking Criteria - Assessment I – Leveraging (10 Points)

- Question 2 – Useful Tips
 - ✓ Describe all the funding sources **you are pursuing** as well as those that have been committed.
 - ✓ Describe possible state or regional resources. Think about economic redevelopment resources as well as environment cleanup resources. **If you cannot think of any, call your state brownfields coordinator and talk to them.**
 - ✓ Use positive verbs: “we are working”, “we will commit”.



Ranking Criteria - Assessment

I – Leveraging (10 Points)

- Question 2 – Useful Tips (continued)
 - ✓ Use an example to demonstrate your ability to leverage public, and eventually private, funds to complete a project (tie to this grant). Show the experience in your organization.
 - ✓ This question assumes you will need more funding to complete a viable redevelopment project. Describe your approach for leveraging future cleanup and redevelopment funds to bring the project across the finish line.



Ranking Criteria - Assessment

J – Programmatic Capability (20 Points)

- The format of these questions is very different from last year so don't just copy and paste. You will lose points!
- Question 1 – Useful Tips
 - ✓ Identify key staff who will manage the brownfields work.
 - ✓ Discuss the type and amount of expertise they bring to the grant.
 - ✓ Describe your procurement process to acquire consultants to help you.
 - ✓ If you've had an EPA Brownfields grant, highlight your significant accomplishments and monies leveraged. Don't assume that EPA knows what you have done. Be explicit.



Ranking Criteria - Assessment

J – Programmatic Capability (20 Points)

- Question 2 – Useful Tips
 - ✓ Discuss types and amounts of federal funds you have managed.
 - ✓ Frequently DOT funds flow through the state but mention them anyway particularly if that's all you have.
 - ✓ Absolutely respond to “adverse audit findings” and “high risk terms and conditions”. Don't assume that if you say nothing reviewers will know that it means you have no adverse audit findings.



Ranking Criteria - Assessment

J – Programmatic Capability (20 Points)

- Question 3 – Useful Tips

- ✓ First of all, if you are a recipient of our funds, or other EPA or federal assistance agreements be sure to identify the grants and then answer this question by discussing your compliance with reporting measures.
- ✓ The question then says, “In addition....” so be sure to provide information on your past performance in reporting on whether you were achieving results under these agreements.
- ✓ Discuss how this information demonstrates your progress.
- ✓ If you have not managed federal funds of any sort, answer “NA”. **DO NOT LEAVE BLANK.**



Ranking Criteria - Assessment

J – Programmatic Capability (20 Points)

- Question 4 – Useful Tips
 - ✓ This is a brand new question. It refers back to language in Section I.C. Measuring Environmental Results on page 12.
 - ✓ Outputs and Outcomes are the terms EPA will be using to measure the environmental results of the Brownfields grants.
 - ✓ The cumulative results are linked to EPA's strategic Plan, and are presented to Congress as a measure of the results of the Brownfields program.



Ranking Criteria - Assessment

J – Programmatic Capability (20 Points)

- Question 4 – Useful Tips (continued)
 - ✓ **Outputs:** refer to measurable quantitative or qualitative activities, efforts, deliverables or work products that you propose to undertake during the project period. The expected output for these grants is either assessment or cleanup of brownfields sites.
 - ✓ **Outcomes:** refer to the result, effect or consequence that will occur from carrying out the activities of the project. Expected outcomes will include the number of jobs leveraged and other funding leveraged through the economic reuse of properties along with the acres of greenspace created for communities. Outcomes may not necessarily be achievable during the project period.



Ranking Criteria - Assessment

J – Programmatic Capability (20 Points)

- Question 4 – Useful Tips (continued)
 - ✓ So, therefore, you need to describe your plans for tracking and measuring progress of the **outputs** generated during the grant (number of properties assessed or acres cleaned up for reuse, and the associated deliverables such as Phase I/II reports), and the **outcomes** (number of jobs leveraged, other funding leveraged, acres of greenspace created for communities).
 - ✓ These methods could include compliance with your work plan, preparation of the quarterly reports and the property profile forms, and other methods of communicating to both the public and to EPA.

What To Do Now?

- Draft your proposal!
- Contact us with eligibility questions if applying site specifically! **Contact State if applying for site specific petroleum!**
- Contact partners for assistance in preparing and/or reviewing your proposal!
- Get State acknowledgement letter!





Resources

Information in Folder

State Program Contacts

EPA Region 1 Brownfields Team Contacts

Sustainable Reuse Web Sites & Contacts

Information On-line

www.epa.gov/region1/brownfields

Send us an email from the website and be put on our
“What’s New” notification list.



Questions & Answers





Good Luck!





Cleanup Grant Program Threshold & Ranking Criteria

Jim Byrne

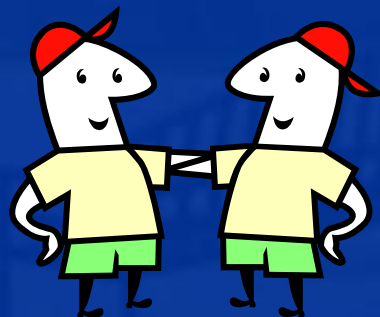
617-918-1389

byrne.james@epa.gov



Threshold Criteria Cleanup vs Revolving Loan Fund

- Two Criteria for Cleanup & RLF are the same:
 - ✓ Letter from the State or Tribal Environmental Authority
 - ✓ Cost Share
- RLF applicants need to follow along now. Only the RLF specific criteria will be covered later.





Threshold Criteria - Cleanup

- A – Applicant Eligibility
- B – Letter from the State or Tribal Environmental Authority
- C – Site Eligibility and Property Ownership Eligibility
- D – Cleanup Authority and Oversight Structure
- E – Cost Share
- **You must pass these criteria to be moved on to the national panel!**



Threshold Criteria - Cleanup

A – Applicant Eligibility

- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes
- Non-Profit Organizations





Threshold Criteria - Cleanup

B – Letter from State/Tribal Enviro Authority

- Provide a letter from the state or tribal environmental authority acknowledging that the applicant plans to conduct or oversee assessment and/or cleanup activities and apply for grant funds.
- If applying for multiple types of grants, you need to receive only one letter acknowledging the relevant grant activities. **However** you **must** provide the letter as an attachment to **each** proposal.
- General letters of correspondence and documents evidencing state involvement are **NOT** acceptable.



Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

1. Basic Site Information

- a) Name commonly used to identify site.
- b) Address of site or closest cross streets.
- c) Name of current owner (You if you now own it).
- d) Date you plan to own it (If you are not the current owner) or date you acquired the site (If you are the current owner).

2. Status & History of Contamination at the Site

- a) Hazardous Substances or Petroleum
- b) Describe operational history & current uses of site (From Phase I).
- c) Describe environmental concerns (From Phase I or Phase II).
- d) Discuss how the site became contaminated and extent of contamination (From Phase II).



Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

3. Sites Ineligible for Funding

- a) Property on, or proposed for listing on the National Priorities List.
- b) Property subject to unilateral administrative orders, court orders, administrative orders on consent, or judicial consent decrees issued to or entered into by parties under CERCLA.
- c) Property subject to the jurisdiction, custody, or control of the US government (Land in trust by the US Government for a Tribe is eligible).





Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

4. Sites Requiring a Property-Specific Determination
 - ✓ See Appendix 3, Section 3.4
 1. Facility subject to planned or ongoing CERCLA removal actions.
 2. Facility subject to a unilateral order, court order, or permit issued by the federal or authorized state government under Solid Waste Disposal Act, the Federal Water Pollution Control Act, the Toxic Substances Control Act, or the Safe Drinking Water Act.
 3. Facility subject to corrective action under RCRA sections 3004(u) or 3008(h).
 4. Facility with closure notification filed under RCRA.
 5. Facility subject to remediation under TSCA.
 6. Facility that received funding from the LUST trust fund.
 - ✓ If you meet this criteria, you need to attach the information requested in Appendix 4, Section 4.1.



Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

5. Environmental Assessment Required for Cleanup Applications

- ✓ Must have ASTM or equivalent Phase I completed.
- ✓ Must have ASTM or equivalent Phase II underway or completed.
- a) Discuss work completed to date including:
 - ☞ Date Phase I completed.
 - ☞ Status and/or completion date of Phase II.





Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

Property Ownership Eligibility – CERCLA 107

- For Hazardous Substances Sites
 - ✓ Answer questions 6 – 8.
- For Petroleum Sites
 - ✓ Answer questions 6 & 9.
- 6. The Brownfields Law prohibits EPA from providing grant funds to an entity that is considered potentially liable under CERCLA Section 107. Affirm that you are not a PRP at the site.
- 7. Identify any ongoing or anticipated enforcement actions from federal, state or local entities.

Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

Property Ownership Eligibility – CERCLA 107 (continued)

8. Provide detailed information on liability protections
 - a) Information on property acquisition.
 - b) Timing of Hazardous Substance Disposal
 - c) Pre-Purchase Inquiry
 - d) Post-Acquisition Uses
 - e) Continuing Obligations





Threshold Criteria - Cleanup

C – Site and Property Ownership Eligibility

Property Ownership Eligibility – CERCLA 107 (continued)

9. Petroleum Sites

- ➡ Applicants with petroleum sites must provide the answers to the petroleum threshold questions to the state contacts in sufficient time for the state to make an eligibility determination.
- ➡ The state will determine whether the site is of low risk, whether there is a viable responsible party and if there is a corrective action order under RCRA.
- ➡ See contact list for the name of the person in the state to call about your petroleum site.





Threshold Criteria - Cleanup

D – Cleanup Authority & Oversight Structure

- Question 1 – Useful Tips
 - ✓ Describe how you will oversee the cleanup at the site. Indicate you will enroll in a state or tribal voluntary response program.
 - ✓ In Region 1 – All sites undergoing cleanup **MUST** enter applicable state response program.
 - ✓ For sites in MA & CT – Don't assume readers understand how a "privatized" program works - provide a brief description.

Threshold Criteria - Cleanup

D – Cleanup Authority & Oversight Structure

- Question 2 - Useful Tips
 - ✓ Be sure to answer “ability to gain access to adjacent properties” question.
 - ✓ Provide your plan to obtain access to adjacent or neighboring properties, if necessary.





Threshold Criteria - Cleanup

E – Cost Share

- Grant recipients are required to provide a 20% cost share. This cost share is calculated as 20% of the total federal funds awarded. The cost share may be in the form of a contribution of money, labor, material, or services from a non-federal source.
 - ✓ If contribution is labor, material, or other services, it must be incurred for an eligible and allowable expense under the grant.
 - ✓ Applicants may petition for a hardship waiver.
 - ✓ See Appendix 2 for discussion of prohibited costs.



Threshold Criteria - Cleanup

E – Cost Share

- Useful Tips
 - ✓ Clearly identify the source of funds. If the source is questionable, provide alternate sources.
 - ✓ HUD funds can be used as a match.
 - ✓ May apply for a waiver – **BUT** only granted in limited circumstances.
 - ✓ Cost share requirement can only be met with eligible activities under the grant.





Ranking Criteria

Cleanup vs Revolving Loan Fund

- Most Criteria for Cleanup & RLF are the same:
 - ✓ Community Need
 - ✓ Sustainable Reuse
 - ✓ Greenspace/Non-Profit
 - ✓ Pre-Award Community Notification
 - ✓ Ongoing Community Involvement
 - ✓ Programmatic Capability
- RLF applicants need to follow along now. Only the RLF specific criteria will be covered later.



Ranking Criteria - Cleanup

127 Points

- A – Budget (10 Points)
- B – Community Need (15 Points)
- C – Sustainable Reuse of Brownfields (12 Points)
- D – Creation and/or Preservation of Greenspace/Open Space or Non-Profit Purpose (5 Points)
- E – Pre-Award Community Notification (12 Points)
- F – Ongoing Community Involvement (16 Points)
- G – Reduction of Threats to Human Health and the Environment (27 Points)
- H – Leveraging of Additional Resources (10 Points)
- I – Programmatic Capability (20 Points)



Ranking Criteria - Cleanup

A – Budget (10 Points)

- Useful Tips
 - ✓ Include a short introduction right before the budget chart outlining how you intend to spend the funding.
 - ✓ After the budget chart, explain each of your tasks clearly and completely. Utilize clear and precise task descriptions. Don't use acronyms like "ESA" - spell it all out.
 - ✓ When you describe the tasks, be sure to include a description of the cost share activities.
 - ✓ Never use the word "administrative" to describe a task. Use "program development" or something similar.
 - ✓ **Make sure your budget adds up.**



Ranking Criteria - Cleanup

A – Budget (10 Points)

- Useful Tips
 - ✓ Include travel funds to attend annual Brownfields conferences.
 - ✓ Local governments may utilize up to 10% of the grant for the following tasks:
 - ☞ Monitoring the health of populations;
 - ☞ Monitoring and enforcement of any institutional controls;
 - ☞ Other related program development and implementation activities.
 - ☞ Note: These must be part of a separate task in your budget



Ranking Criteria - Cleanup

A – Budget (10 Points)

- Useful Tips
 - ✓ For each property, determine whether you need hazardous substances funding or petroleum funding or both for the cleanup activities. If both, submit two separate budgets.
 - ✓ Only show EPA cleanup funds in budget table. **Don't show entire project cost.**
 - ✓ You must show the 20% cost share in the budget at the bottom of the chart(s). **Follow the sample budget format in the guidelines.**
 - ✓ Don't show more than 20% for the cost share.



Ranking Criteria - Cleanup

A – Budget (10 Points)

Sample Cleanup Budget

Budget Categories	Project Tasks				
	Cooperative Agreement Oversight	Community Involvement	Site-Specific Activities	Cleanup Related Activities	Total
(programmatic costs only)					
Personnel	\$4,000	\$2,000	\$2,000		\$8,000
Fringe Benefits	\$1,000	\$500	\$500		\$2,000
Travel ¹	\$2,000				\$2,000
Equipment ²					
Supplies	\$500	\$500			\$1,000
Contractual ³	\$5,000	\$5,000	\$6,000	\$171,000	\$187,000
Other (specify) _____					
Total	\$12,500	\$8,000	\$8,500	\$171,000	\$200,000
Cost Share	\$2,500	\$1,600	\$1,700	\$34,200	\$40,000

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.

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.



Ranking Criteria - Cleanup

B – Community Need (15 Points)

- Question 1 – Useful Tips

- ✓ This is the section where you need to work to gain the sympathy of the reviewer due to the difficult conditions (environmental, social, economic, etc.) in your community.
- ✓ This criteria asks for demographics. Put them in. Be sure to identify the source for your information
- ✓ Use all the statistics you have.
- ✓ Be careful about any disconnect between your statistics and the area of your project. If your statistics were for the entire community, and your project is in your most well-to-do area, the reviewers will pick up on this discrepancy very quickly.



Ranking Criteria - Cleanup

B – Community Need (15 Points)

- Question 2 – Useful Tips
 - ✓ What are “benefits”? They can be economic as well as environmental or social. Examples are improvements to standard of living, reconnecting a disconnected neighborhood, or solving a lingering problem such as a lack of recreational facilities. Explore the wide range of possible benefits your community will receive from this effort.





Ranking Criteria - Cleanup

B – Community Need (15 Points)

- Question 3 – Useful Tips
 - ✓ This question looks for the impact of brownfields on your community by looking at size, number and location of sites. If you don't know, call your state brownfields coordinator and get their list of spill sites for your town/area. Start there.
 - ✓ Spend time describing the negative impacts that contaminated properties have on your neighborhood(s). Think health, social and societal impacts.
 - ✓ What are the visual impacts of Brownfields to the land and water, and how do they effect the community (lack of facilities, respect for the land and water).
 - ✓ Avoid a response that indicates that you just don't know. **This is where applicants are losing points.**



Ranking Criteria - Cleanup

C - Sustainable Reuse (12 Points)

- Useful Tips
 - ✓ This criteria has been revised from last year's guidelines, so if you are reapplying, be aware that this section will need to be redone.
 - ✓ Try to make the connection between your master plans, development plans and other planning tools that you may have in place and each of the three goals – each one is worth 4 points.
 - ✓ Respond to each of the sub-criteria. Discuss how you have been working to support these goals and how you will apply this experience to Brownfields.
 - ✓ Bring it back to what "this" grant will do to support these goals.



Ranking Criteria - Cleanup

C - Sustainable Reuse (12 Points)

- Useful Tips
 - ✓ Explain any and all programs within your community that demonstrate your commitment to sustainable reuse.
 - ✓ See handout sheet on valuable web sites.
 - ✓ Attend optional Sustainable Reuse session at end of morning.





Ranking Criteria - Cleanup

D – Greenspace/Non-Profit (5 Points)

- Useful Tips
 - ✓ By default, if you're redeveloping brownfields, you're likely preserving greenspace. However, a patch of green in a parking lot or a lawn will not get you points.
 - ✓ If you are preserving greenspace be specific. Tell us about your planning documents and/or regulations.
 - ✓ Make sure you work with your parks and recreation departments regarding agreements for long term care and management.
 - ✓ Non-profit uses are important here, too (YMCA, schools, faith-based uses, etc.).



Ranking Criteria - Cleanup

E – Pre-Award Community Notification (12 Points)

- Preplanning Tips
 - ✓ Design the plan so it can be completed within 30 days.
 - ✓ Design a multimedia approach to notification and place an emphasis on your involvement.
 - ✓ Design a community notification plan in enough detail so that it can be implemented immediately upon award announcement.
 - ✓ Identify any special needs (multiple languages, interpreters, etc.) to include in notification process.
 - ✓ Think grass-roots involvement to solicit meaningful comments. Know your trusted community contacts.



Ranking Criteria - Cleanup

E – Pre-Award Community Notification (12 Points)

- Question 1 – Useful Tips
 - ✓ Explain how community will be notified (newspaper, public meetings, website, local cable, etc.).
 - ✓ How will you communicate your plans to the public and where can they see a copy of the proposal.
 - ✓ We suggest an announcement in your local paper and holding a public meeting. Have your winning proposal available for review and comment.
 - ✓ Public meeting may be adjunct to a regularly scheduled meeting.



Ranking Criteria - Cleanup

E – Pre-Award Community Notification (12 Points)

- Question 1 – Useful Tips (continued)
 - ✓ Put the proposal on your web site and/or a public repository for public review. Provide a central contact person and phone number in case the public has any questions.
 - ✓ Be very specific about how you are going to provide notification to the public about your winning proposal. Do not depend on EPA's "Big Check" event to cover this notification.





Ranking Criteria - Cleanup

E – Pre-Award Community Notification (12 Points)

- Question 2 – Useful Tips
 - ✓ Make sure you understand your target community in order to engage them effectively.
 - ✓ Discuss how your notification plan is the best way to reach the entire community.
 - ✓ Ensure that your outreach is focused on your site as well as the entire community.
 - ✓ Include special provisions to reach rural areas, different languages, customs, etc.



Ranking Criteria - Cleanup

E – Pre-Award Community Notification (12 Points)

- Question 3 – Useful Tips

- ✓ Identify the length of the comment period necessary to reach your entire community. Minimum of two weeks. If shorter, you need to explain why. **Be careful not to lose points here with a weak explanation about how you can only do it for three days.**
- ✓ Explain how you will continue to engage the community to encourage comments.

- Question 4 – Useful Tips

- ✓ What is your process to collect comments?
- ✓ How are you going to respond to comments? Comments can be written or verbal. We suggest that you put the comments and your written responses to the comments on your web page and/or in your public information repository.
- ✓ Tell the people attending the public meeting where & when the comments and responses will be available.



Ranking Criteria - Cleanup

F – Ongoing Community Involvement (16 Points)

- Useful Tips

- ✓ Community notification vs. community engagement: Discuss not only how you will inform the community, but also how you will involve them in the decision-making process.
- ✓ Partnerships may be formal or informal. Include as many as possible. Be sure to include your State Brownfields Program as one of your partners under Question 2.
- ✓ Specific plans for communicating progress include use of fact sheets, meetings, newspapers, websites, local access channels, radio, etc. (Question 3).



Ranking Criteria - Cleanup

F – Ongoing Community Involvement (16 Points)

- Useful Tips (continued)
 - ✓ Do not underestimate the importance of providing a list of community-based organizations (Question 4). Take the time to list the contact person, phone number and description of the organization. **Don't lose points here!**
 - ✓ Think about faith based groups, environmental groups, civic organizations, business groups, non-profit economic development corporations, etc.

Ranking Criteria - Cleanup

F – Ongoing Community Involvement (16 Points)

- Useful Tips (continued)
 - ✓ Make sure that your community partners have been given a chance to review the draft proposal and have input on your written proposal.
 - ✓ **EPA will check all references.**
 - ✓ Begin designing and implementing a strategy to meet this criteria **NOW.**





Ranking Criteria - Cleanup

G – Reduction of Threats (27 Points)

- Question 1 – Useful Tips
 - ✓ Make the connection that cleanup funds will be used to remove and/or reduce the threats that the site poses to human health and the environment.
 - ✓ Provide a synopsis of what type of business or industry caused the contamination on your site, and relate that to chemicals used and pathways to threaten human health and the environment.
 - ✓ To the extent possible, describe what your end use will be and how you anticipate it will factor into your cleanup activities, monitoring, engineering controls or institutional controls.



Ranking Criteria - Cleanup

G – Reduction of Threats (27 Points)

- Question 2 – Useful Tips
 - ✓ Discuss the process for working with **BOTH** your state environmental agency and local health department during the various phases of the grant. Use positive verbs, e.g. “they are involved in our project.”
 - ✓ Discuss your State’s VCP program (show you know how the program works).
 - ✓ Make sure to utilize resources at the state and local departments of health to gather data (show familiarity with these resources in answering the question).
 - ✓ If possible, provide a good example of successful involvement with one of the agencies on a past project.



Ranking Criteria - Cleanup

G – Reduction of Threats (27 Points)

- Question 3 – Useful Tips
 - ✓ Describe how your cleanup plan will address these risks - be specific.
 - ☞ I.e. soil will be excavated in a controlled fashion which will eliminate the threat)
 - ☞ Provide volumes or areas if known
 - ✓ Identify the cleanup costs and make sure you have a plan to complete the cleanup.
 - ✓ Ask your environmental contractor for help here.



Ranking Criteria - Cleanup

H – Leveraging (10 Points)

- Preplanning Tips
 - ✓ Gather information on all the types of internal, public and private funding your organization has obtained or leveraged.
 - ✓ Learn the story behind obtaining the funding and any creativity that was used in the process.
 - ✓ Key in on problems solved, partnerships used, and factors for success.
 - ✓ Remember, if you did it before, you have the experience to “pursue” it again.



Ranking Criteria - Cleanup

H – Leveraging (10 Points)

- Question 1 – Useful Tips
 - ✓ Identify all possible sources of local funding. Be sure to utilize staff time and other in-kind services, particularly if that's all you have.
 - ✓ Be sure that in-kind services are mentioned under your budget & this question.
 - ✓ This question assumes you will need more funding (than just the grant) to complete the cleanup work. Your answer needs to proactively address this anticipated reality.
 - ✓ Use an example to demonstrate your ability to leverage short term funds quickly (tie to this grant).



Ranking Criteria - Cleanup

H – Leveraging (10 Points)

- Question 2 – Useful Tips
 - ✓ Describe all the funding sources **you are pursuing** as well as those that have been committed.
 - ✓ Describe possible state or regional resources. Think about economic redevelopment resources as well as environment cleanup resources. **If you cannot think of any, call your state brownfields coordinator and talk to them.**
 - ✓ Use positive verbs: “we are working”, “we will commit”.



Ranking Criteria - Cleanup

H – Leveraging (10 Points)

- Question 2 – Useful Tips (continued)
 - ✓ Use an example to demonstrate your ability to leverage public, and eventually private, funds to complete a project (tie to this grant). Show the experience in your organization.
 - ✓ This question assumes you will need more funding to complete a viable redevelopment project. Describe your approach for leveraging future cleanup and redevelopment funds to bring the project across the finish line.



Ranking Criteria - Cleanup

I – Programmatic Capability (20 Points)

- The format of these questions is very different from last year so don't just copy and paste. You will lose points!
- Question 1 – Useful Tips
 - ✓ Identify key staff who will manage the brownfields work.
 - ✓ Discuss the type and amount of expertise they bring to the grant.
 - ✓ Describe your procurement process to acquire consultants to help you.
 - ✓ If you've had an EPA Brownfields grant, highlight your significant accomplishments and monies leveraged. Don't assume that EPA knows what you have done. Be explicit.



Ranking Criteria - Cleanup

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- Question 2 – Useful Tips
 - ✓ Discuss types and amounts of federal funds you have managed.
 - ✓ Frequently DOT funds flow through the state but mention them anyway particularly if that's all you have.
 - ✓ Absolutely respond to “adverse audit findings” and “high risk terms and conditions”. Don't assume that if you say nothing reviewers will know that it means you have no adverse audit findings.



Ranking Criteria - Cleanup

I – Programmatic Capability (20 Points)

- Question 3 – Useful Tips

- ✓ First of all, if you are a recipient of our funds, or other EPA or federal assistance agreements be sure to identify the grants and then answer this question by discussing your compliance with reporting measures.
- ✓ The question then says, “In addition....” so be sure to provide information on your past performance in reporting on whether you were achieving results under these agreements.
- ✓ Discuss how this information demonstrates your progress.
- ✓ If you have not managed federal funds of any sort, answer “NA”. **DO NOT LEAVE BLANK.**



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- Question 4 – Useful Tips
 - ✓ This is a brand new question. It refers back to language in Section I.C. Measuring Environmental Results on page 12.
 - ✓ Outputs and Outcomes are the terms EPA will be using to measure the environmental results of the Brownfields grants.
 - ✓ The cumulative results are linked to EPA's strategic Plan, and are presented to Congress as a measure of the results of the Brownfields program.



Ranking Criteria - Cleanup

I – Programmatic Capability (20 Points)

- Question 4 – Useful Tips (continued)
 - ✓ **Outputs:** refer to measurable quantitative or qualitative activities, efforts, deliverables or work products that you propose to undertake during the project period. The expected output for these grants is cleanup of brownfields sites.
 - ✓ **Outcomes:** refer to the result, effect or consequence that will occur from carrying out the activities of the project. Expected outcomes will include the number of jobs leveraged and other funding leveraged through the economic reuse of properties along with the acres of greenspace created for communities. Outcomes may not necessarily be achievable during the project period.



Ranking Criteria - Cleanup

I – Programmatic Capability (20 Points)

- Question 4 – Useful Tips (continued)
 - ✓ So, therefore, you need to describe your plans for tracking and measuring progress of the **outputs** generated during the grant (acres cleaned up for reuse and the associated deliverables), and the **outcomes** (number of jobs leveraged, other funding leveraged, acres of greenspace created for communities).
 - ✓ These methods could include compliance with your work plan, preparation of the quarterly reports and the property profile forms, and other methods of communicating to both the public and to EPA.

What To Do Now?

- Draft your proposal!
- Contact us with eligibility questions!
- Contact partners for assistance in preparing and/or reviewing your proposal!
- **Contact State if applying for petroleum!**
- Get State acknowledgement letter!





Resources

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EPA Region 1 Brownfields Team Contacts

Sustainable Reuse Web Sites & Contacts

Information On-line

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Send us an email from the website and be put on our
“What’s New” notification list.



Questions & Answers





Good Luck!





Revolving Loan Fund Grant Program Threshold & Ranking Criteria

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Threshold Criteria – RLF

- A – Applicant Eligibility
- B – Description of Jurisdiction
- C – Letter from the State or Tribal Environmental Authority
- D – Cleanup Authority & Oversight Structure
- E – Cost Share
- F – Legal Authority to Manage a Revolving Loan Fund
- **You must pass these criteria to be moved on to the national panel!**



Threshold Criteria - RLF

Basic Tips

- Coalition Partners
 - ✓ Make sure letters from partners specifically state that they are a **coalition partner**.
 - ✓ Don't go looking for lots of coalition partners – RLF competition is tough – getting more than \$1 M is difficult.
- RLF Competition
 - ✓ National panel of RLF experts from other parts of the country will review your proposal.
 - ✓ Tell your story with examples of what you have done in the past and what you can accomplish with this funding. **Highlight your experience managing loan funds.**



Threshold Criteria - RLF

A – Applicant Eligibility

- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes





Threshold Criteria - RLF

B – Description of Jurisdiction

- RLF grants are community-wide and/or jurisdiction wide.
- This does not preclude you from targeting specific communities or areas within your jurisdiction.
- You must provide a description of the boundaries of your jurisdiction such as:
 - ✓ The city limits of The City of Greenville.
 - ✓ All cities and towns in The State of Maine.
 - ✓ All cities and towns in The Northeast Regional Planning Commission.



Threshold Criteria - RLF

D – Cleanup Authority & Oversight Structure

- Question 1 – Useful Tips
 - ✓ Describe how you will oversee the cleanup at your sites. Indicate you will require loan/subgrant recipients to enroll in the appropriate state or tribal voluntary response program.
 - ✓ In Region 1 – All sites undergoing cleanup **MUST** enter applicable state response program.
 - ✓ For sites in MA & CT – Don't assume readers understand how a "privatized" program works - provide a brief description.

Threshold Criteria - RLF

D – Cleanup Authority & Oversight Structure

- Question 2 - Useful Tips
 - ✓ Provide legal opinion stating you have the ability to gain access & control of sites in your program. Specifically cite the authority that gives you this capability. **Provide the opinion as an attachment.**
 - ✓ Provide your plan to obtain access to adjacent or neighboring properties, if necessary.





Threshold Criteria - RLF

F – Legal Authority to Manage a RLF

- Provide an opinion from your legal counsel that demonstrates your legal authority to perform the actions necessary to manage a revolving loan fund. **Provide the opinion as an attachment.**
- Legal authority must include the ability to hold funds, make loans, enter into legally binding loan agreements, and collect repayments.
- This authority may be based on statute, regulation, or other authority. Specifically cite the authority that gives you this capability.



Ranking Criteria - RLF

- Most Criteria for Cleanup & RLF are the same:
 - ✓ Community Need
 - ✓ Sustainable Reuse
 - ✓ Greenspace/Non-Profit
 - ✓ Pre-Award Community Notification
 - ✓ Ongoing Community Involvement
 - ✓ Leveraging of Additional Resources
- Only the RLF specific criteria will be covered now.



Ranking Criteria - RLF

152 Points

- A – Budget (10 Points)
- B – Community Need (15 Points)
- C – Business Plan for RLF Program (24 Points)
- D – Sustainable Reuse of Brownfields (12 Points)
- E – Creation and/or Preservation of Greenspace/Open Space or Non-Profit Purpose (5 Points)
- F – Pre-Award Community Notification (12 Points)
- G – Ongoing Community Involvement (16 Points)
- H – Reduction of Threats to Human Health and the Environment (26 Points)
- I – Leveraging of Additional Resources (12 Points)
- J – Programmatic Capability/Management Structure (20 Points)



Ranking Criteria - RLF

A – Budget (10 Points)

- Useful Tips
 - ✓ The RLF funding can be utilized for both loans and subgrants. Loans must constitute at least 60% of your budget. Applicants must submit two separate budgets showing loan pool budget tasks and subgrant pool budget tasks.
 - ✓ If you are applying for both hazardous substances and petroleum RLF funding, this would require **FOUR** budgets.
 - ✓ Don't put all the "programmatic" costs under the loan budget. Show it under the subgrant budget as well.



Ranking Criteria - RLF

A – Budget (10 Points)

- Useful Tips (continued)
 - ✓ After the budget chart, explain each of your tasks clearly and completely. Utilize clear and precise task descriptions. Don't use acronyms like "ESA" - spell it all out.
 - ✓ You must show the 20% cost share in the budget at the bottom of the chart(s). You can either show it as a lump sum in one task or spread the cost share over the range of tasks that you have identified. **Follow the sample budget format in the guidelines.**
 - ✓ When you describe the tasks, be sure to include a description of the cost share activities.
 - ✓ **Make sure your budgets add up!**



Ranking Criteria - RLF

A – Budget (10 Points)

- Useful Tips (continued)
 - ✓ Include travel funds to attend annual Brownfields conferences and training.
 - ✓ Local Governments may utilize up to 10% of the grant for the following tasks:
 - ☞ Monitoring the health of populations;
 - ☞ Monitoring and enforcement of any institutional controls;
 - ☞ Other related program development and implementation activities.
 - ☞ Note: These must be part of a separate task in your budget.



Ranking Criteria - RLF

A – Budget (10 Points)

Sample RLF Budget

Budget Categories	Project Tasks for Loans (at least 60 percent of amount requested)				
	Cooperative Agreement Oversight	Community Involvement	Make Loans	Oversee Site Cleanup	Total
(programmatic costs only)					
Personnel	\$10,000	\$5,000	\$10,000	\$5,000	\$30,000
Fringe Benefits	\$1,000	\$500	\$1,000	\$500	\$3,000
Travel ¹	\$2,000				\$2,000
Equipment ²					
Supplies	\$2,000	\$2,500			\$4,500
Contractual ³		\$4,000	\$4,000	\$7,500	\$15,500
Loans			\$545,000		\$545,000
Other (specify) _____					
Subtotal:	\$15,000	\$12,000	\$560,000	\$13,000	\$600,000
Cost Share	\$3,000	\$2,400	\$112,000	\$2,600	\$120,000



Ranking Criteria - RLF

A – Budget (10 Points)

Budget Categories	Project Tasks for Subgrants (no more than 40 percent of amount requested)				
(programmatic costs only)	Cooperative Agreement Oversight	Community Involvement	Make Subgrants	Oversee Site Cleanup	Total
Personnel	\$5,000	\$2,500	\$5,000	\$2,500	\$15,000
Fringe Benefits	\$500	\$250	\$500	\$250	\$1,500
Travel ¹	\$1,000				\$1,000
Equipment ²					
Supplies	\$1,000	\$1,250			\$2,250
Contractual ³		\$2,000	\$1,500	\$3,750	\$7,250
Subgrants			\$373,000		\$373,000
Other (specify) _____					
Subtotal:	\$7,500	\$6,000	\$380,000	\$6,500	\$400,000
Cost Share	\$1,500	\$1,200	\$76,000	\$1,300	\$80,000
Total	\$22,500	\$18,000	\$940,000	\$19,500	\$1,000,000
Total Cost Share	\$4,500	\$3,600	\$188,000	\$3,900	\$200,000



Ranking Criteria - RLF

C – Business Plan (24 Points)

- Question 1 – Useful Tips
 - ✓ Explain how your RLF program will be organized.
 - ✓ Provide examples of potential projects, loan structures, rates, repayment term options, etc.
 - ✓ Include a 5 - 10 year loan/subgrant timeline.
 - ✓ Describe other programs and incentives you have to complement your RLF program such as TIF, EZ/EC benefits, tax credits, etc.
 - ✓ Show how your RLF program will provide long-term availability of loan/subgrant funds. Explain how it will revolve.

Ranking Criteria - RLF

C – Business Plan (24 Points)

- Question 1 – Useful Tips (continued)
 - ✓ If you plan to offer subgrants, tying them to a loan helps to preserve the loan pool.
 - ✓ Demonstrate that you will be ready to open your doors for business within a few months of receiving the grant.





Ranking Criteria - RLF

C – Business Plan (24 Points)

- Question 2 – Useful Tips
 - ✓ Describe your target market and discuss any marketing you have already accomplished.
 - ✓ Discuss properties or areas you are targeting or intend to target.
 - ✓ Identify the range of potential customers (e.g., muni, non-profit, for-profit) and discuss their different needs. How will you market your program to these groups differently?
 - ✓ Explain sources of your information - Brownfield inventories, state lists, redevelopment areas, etc.



Ranking Criteria - RLF

C – Business Plan (24 Points)

- Question 3 – Useful Tips
 - ✓ In describing your site selection process and borrower/subgrant recipient selection process, remember that reviewers are looking for community input into this process.
 - ✓ Proposals need to identify what specific site selection criteria your community will be utilizing (developer interest, community need, location, etc.).
 - ✓ Discuss your plan to offer subgrants and explain how you will incorporate the four considerations into your site selection process.



Ranking Criteria - RLF

C – Business Plan (24 Points)

- Question 4 – Useful Tips

- ✓ Describe the personnel who will work on your program.
 - ☞ If using your own staff – describe their qualifications and/or attach resumes.
 - ☞ If using other departments and/or agencies – describe their qualifications, your relationship with them, and who will do what.
- ✓ Describe your organization and how it will fulfill the financial, legal and record keeping requirements.
- ✓ For Coalitions – Describe the experience and capabilities of each member and how they will work together to develop a successful program.

Ranking Criteria - RLF

C – Business Plan (24 Points)

- Question 4 – Useful Tips (continued)
 - ✓ Explain how you will ensure safe cleanups and prudent lending practices.
 - ✓ Describe any outside help (other organizations or contractors) you will use to manage your RLF program.
 - ✓ Discuss how you will provide a dedicated RLF manager for successful management of your program. Make sure you include their qualifications.





Ranking Criteria - RLF

H – Reduction of Threats (26 Points)

- Question 1 – Useful Tips
 - ✓ Identify the types of businesses and industry (past and present) in your targeted community/area.
 - ✓ Identify the chemicals or pollutants that may have been released into the environment by these industries (cleaning solvents, PCBs, lead, asbestos, petroleum products, etc.).
 - ✓ Identify where those industries are located relative to the community (i.e., adjacent to, downgradient of).



Ranking Criteria - RLF

H – Reduction of Threats (26 Points)

- Question 1 – Useful Tips (continued)
 - ✓ Identify how the public may come in contact with these chemicals and pollutants (i.e., through inhalation, ingestion, or direct contact).
 - ✓ How do those industries (past and present) involve the current community (i.e., does that impact how you will need to work with them)?





Ranking Criteria - RLF

H – Reduction of Threats (26 Points)

- Question 1 – Useful Tips (continued)
 - ✓ Give an example of a site or potential site (old mill, gas station, manufacturing facility, etc.) in your area by:
 - ☞ Including common threats posed by this site (dry cleaning solvents, PCBs, metals, coal ash, pesticides, etc.).
 - ☞ Explaining who (vandals, homeless, youth, etc.) and how (dermal contact, inhalation, ingestion, etc.) people may come into contact with these contaminants.
 - ☞ Discussing the effects of these contaminants on human health (cancer, asthma, skin damage, etc.) and the environment (contaminated drinking water, loss of habitat, fish kills, etc.).

Ranking Criteria - RLF

H – Reduction of Threats (26 Points)

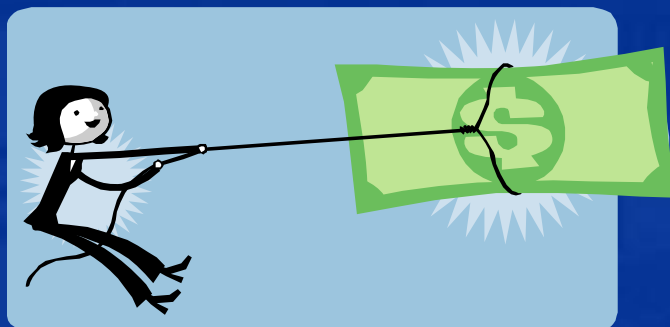
- Question 1 – Useful Tips (continued)
 - ✓ Describe any known project end uses and how they factor into cleanup activities, monitoring or institutional controls.
- Question 2 – Useful Tips are the same as Cleanup.



Ranking Criteria - RLF

I – Leveraging (10 Points)

- Question 1 – Useful Tips
 - ✓ Same as Cleanup.
 - ✓ For Coalitions – Make sure you include the funding commitments and resources of all members.
- Question 2 - Useful Tips are the same as Cleanup.





Ranking Criteria - RLF

J – Programmatic Capability (20 Points)

- The format of these questions is very different from last year so don't just copy and paste. You will lose points!
- Useful Tips
 - ✓ Same as Cleanup.
 - ✓ Question 1 - Build on your answer in Question 4 of Business Plan to demonstrate your ability to manage this grant. Discuss how you will procure any outside help for fund manager and environmental services.

What To Do Now?

- Draft your proposal!
- Contact us with eligibility questions!
- Contact partners for assistance in preparing and/or reviewing your proposal!
- **Contact State if applying for petroleum!**
- Get State acknowledgement letter!
- Get legal opinions!





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Questions & Answers





Good Luck!





Acronyms

AAI	All Appropriate Inquiry
B&W	Black & White
CERCLA	Comprehensive Environmental Response, Compensation and Liability Act
ESA	Environmental Site Assessment
EZ/EC	Empowerment Zone/Enterprise Community
FWPCA	Federal Water Pollution Control Act

FY	Fiscal Year
HQ	Headquarters
HUD	Department of Housing and Urban Development
LUST	Leaking Underground Storage Tank
NPDES	National Pollutant Discharge Elimination System
NPL	National Priorities List
OPA	Oil Pollution Act
OMB	Office of Management & Budget



Acronyms

OSC	On Scene Coordinator
PCB	Polychlorinated Biphenyls
PRP	Potentially Responsible Party
RCRA	Resource Conservation and Recovery Act
RLF	Revolving Loan Fund
SWDA	Solid Waste Disposal Act
TBA	Targeted Brownfields Assessment

TIF	Tax Increment Financing
TSCA	Toxic Substances Control Act
USEPA	United States Environmental Protection Agency
UST	Underground Storage Tank
VCP	Voluntary Cleanup Program
VOC	Volatile Organic Compound