

US EPA ARCHIVE DOCUMENT



# EPA New England FY2010 Brownfields Grant Guidelines Workshop

## ASSESSMENT GRANT SESSION



# Assessment Grant Program - Overview

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- To inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites.
- Three types:
  - ✓ **Community-Wide**
  - ✓ **Site-Specific** (single site)
  - ✓ **Assessment Coalition**
- Period of performance is **three years**.





# Assessment Grant Program - Overview

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- **Applying Community-Wide**

- ✓ Up to **\$200,000 hazardous substances** (including asbestos, lead paint, other environmental hazards).
  - ✓ Up to **\$200,000 petroleum-only contamination**.
  - ✓ Can apply for both in **ONE community-wide assessment proposal** (\$200K hazardous substances and \$200K petroleum, for a combined total of \$400K).
- 
- You may also apply for a site-specific grant
  - You may NOT also apply as a member of a coalition



# Assessment Grant Program - Overview

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- **Applying Site-Specific**

- ✓ Up to **\$200,000** for petroleum and/or hazardous substances.
- ✓ Up to **\$350,000** with waiver request.
- ✓ No more than 1 application per eligible entity.
- ✓ Site Eligibility & Property Ownership Eligibility are *Threshold requirements*.



- You may also apply for a community-wide grant.
- You may NOT also apply as a member of a coalition.



# Assessment Grant Program - Overview

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- **Assessment Coalitions**

- ✓ Up to **\$1 million** for hazardous substances and/or petroleum (e.g. \$500 K hazardous, \$500 K petroleum).
- ✓ 3 or more separate eligible entities.
- ✓ Must assess a **minimum** of 5 sites.



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



# Threshold vs Ranking Criteria

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- **Threshold Criteria** are pass/fail. You must meet all threshold criteria to be evaluated against the Ranking Criteria.
- **Ranking Criteria** contain questions with specific point values. Proposals will be evaluated based on the extent and quality to which the criteria are addressed.



# Threshold Criteria – Assessment





# Threshold Criteria – Assessment

- Threshold Criteria are in Section III.C on pages 12 – 18 of the Assessment Grant Guidelines.
- The Assessment Grant Guidelines have **two** or, if applying site-specific, **three** Threshold Criteria.
- Respond to all the criteria. While EPA may seek clarification of a response, if you did not respond, it's impossible to seek clarification.





# Threshold Criteria – Assessment

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1. Applicant Eligibility
2. Letter from State or Tribal Environmental Authority
3. Site Eligibility & Property Ownership Eligibility  
(Site-Specific Proposals Only)

You must address each criteria in you proposal

**You must pass all these criteria to be moved on to the national panel!**

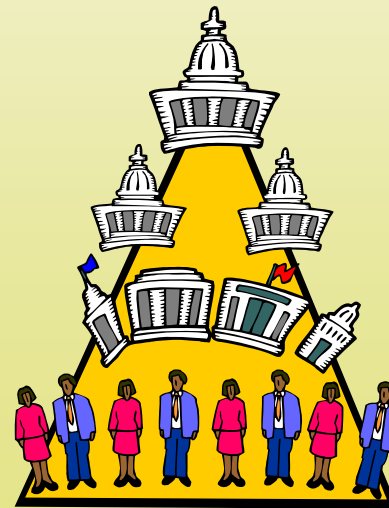


# Threshold Criteria – Assessment

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## 1. 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



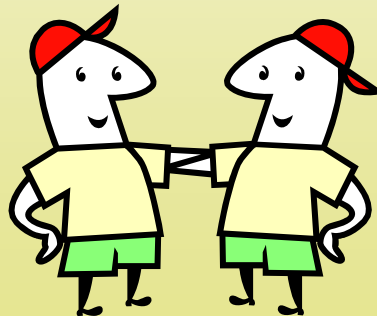


# Threshold Criteria – Assessment

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## 1. Applicant Eligibility

- **Assessment Coalitions**
  - ✓ You must document how all coalition members are eligible entities.
  - ✓ All coalition members must submit a letter to the grant applicant agreeing to be part of the coalition.
  - ✓ **Attach these letters to your proposal.**





# Threshold Criteria – Assessment

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## 1. Applicant Eligibility

- **Assessment Coalitions**
  - ✓ Read the FAQs for more info on assessment coalitions.
  - ✓ **Three or More Coalition Members**
    - All separate legal entities
    - All eligible applicants (no non-profits)
    - Eligibility documents
    - Required proposal attachments
  - ✓ **Coalition Members Letters**
    - Required proposal attachments
    - Agreeing to be part of coalition
- Strongest coalitions include a strong lead candidate and 2-3 partners with defined projects.



# Threshold Criteria – Assessment

## 2. Letter from State/Tribal Environmental Authority

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- Attach a letter from your state or tribal environmental authority acknowledging that you plan to conduct or oversee assessment activities and apply for EPA 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.

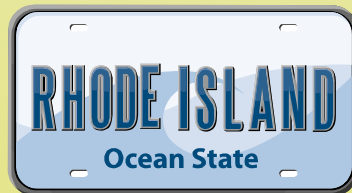
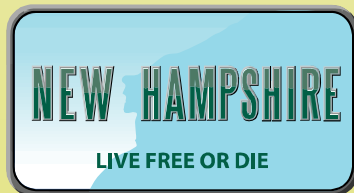




# Threshold Criteria – Assessment

## 2. Letter from State/Tribal Environmental Authority

- General letters of correspondence and documents evidencing state or tribal involvement are **NOT** acceptable.
- The appropriate state contact for requesting your letter can be found in the attachment State Brownfields Program Contacts.





# Threshold Criteria – Assessment

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## 3. Site Eligibility and Property Ownership Eligibility

### Site-Specific Proposals Only

- The Brownfields Team encourages you to apply community-wide unless your site really stands out.
- Strong candidate sites should have broad community impacts and known redevelopment benefits.
- If you think you have that special site, call Alan Peterson (617-918-1022) to ensure that this is really the best strategy for your proposal.





# Threshold Criteria – Assessment

## 3. Site Eligibility and Property Ownership Eligibility

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*Throughout Section 3, respond to all questions asked!  
We can ask for clarification on a weak response,  
but no response will mean Threshold Failure.*

### Site Eligibility

- Applicants must respond to all the questions in each of the items **3.a.-d.**:
  - a. Basic Site Information
  - b. Status and History of Contamination at the Site
  - c. Sites Ineligible for Funding
  - d. Sites Requiring a Property-Specific Determination



# Threshold Criteria – Assessment

## 3. Site Eligibility and Property Ownership Eligibility

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### Property Ownership Eligibility

- If the site is a hazardous substances site (or a site where hazardous substances and petroleum are co-mingled), you must respond to all the questions in each of the items **3.e.-h.:**
  - e. CERCLA §107 Liability
  - f. Enforcement Actions
  - g. Information on Liability and Defenses/Protections Where Applicant Does NOT own the site
  - h. Information on Liability and Defenses/Protections Where Applicant Owns the Site or Will Own the Site During the Performance of the Grant



# Threshold Criteria – Assessment

## 3. Site Eligibility and Property Ownership Eligibility

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### Petroleum Sites Only

- You must provide the information required for a petroleum site eligibility determination to your state so that they can make the eligibility determination. You must give your state sufficient time to make this determination.
- Provide to your state all the information requested in each of the questions in Threshold Criteria **3.i**.
- Also be sure to read Appendix 1 of the Guidelines for additional information regarding petroleum site eligibility.



# Threshold Criteria – Assessment

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## 3. Site Eligibility and Property Ownership Eligibility

- **Site Eligibility**

- ✓ **Hazardous Site:**

- ❖ EPA decides eligibility of site
- ❖ Applicant can not be potentially liable for the contamination

- ✓ **Petroleum Site:**

- ❖ State decides eligibility of site
- ❖ State Petroleum Eligibility Letter
  - Request early
  - Separate from state acknowledgement letter
  - Proposal attachment



# Ranking Criteria – Assessment





# Ranking Criteria – Assessment

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- Ranking Criteria are in Section V.B on pages 25 – 30 of the Assessment Guidelines.
- There are **four** ranking criteria for a total of **100 points**.
- Make sure you answer all of the questions – many have more than one part.





# Ranking Criteria – Assessment

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1. Community Need (20 Points)
2. Project Description & Feasibility of Success (35 Points)
3. Community Engagement & Partnership (20 Points)
4. Project Benefits (25 Points)



Tip: Be sure to read the opening paragraphs for each criteria as they include important information on how to respond.



# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.a. Health, Welfare & Environment (10 Points)

- i. Effects Brownfields Currently Have on your Community
- Number, size & impacts of Brownfields
  - Health & welfare of sensitive populations

### 1.b. Financial Need (10 Points)

- i. Economic Impact of Brownfields on your Community
- Economic impact of Brownfields with supporting statistics
  - Describe factors limiting assessment resources
  - EPA Brownfields grants, and why you need additional funds



# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.a. Health, Welfare & Environment (10 Points)

- Number, size & impacts of Brownfields
  - ✓ Describe the effects of Brownfields on **Targeted** Community, including the **number** and **size** in your targeted area(s) and describe the **health, welfare** and **environmental** impacts on the community(ies).
    - ❖ First create a unique identity for the reviewer (define jurisdiction, and bring out cultural history and causes of decline).
    - ❖ Bring out your targeted community strategy for your project.
    - ❖ Be as specific as possible about **types** of industries, the **number** of sites and **size**.
      - Oil Production, Corner Gas Stations, Heavy Industry, Tanneries
      - Over 15 parcels totaling 10 acres in the heart of this community
    - ❖ Hazardous substances & Petroleum proposals must discuss both types of sites (when requesting both in one proposal).



# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.a. Health, Welfare & Environment (10 Points)

- Number, size & impacts of Brownfields
  - ✓ ...describe the **health, welfare** and **environmental** impacts on the community(ies).
    - ❖ Don't get caught leaving one of these impacts out.
    - ❖ Tie these impacts to the presence of the brownfields.
    - ❖ **Health:** any health department statistics; communities near Brownfields (potential contamination pathways); active industry still a problem.
    - ❖ **Welfare:** social negatives; blight, crime, vandalism, illegal dumping, people moving out, lack of neighborhood upkeep, lack of prosperity.
    - ❖ **Environment:** unsightly waterways; blighted industrial landscape and potential contamination (be specific to types in area) and concern for unknown risk to themselves and their children.
    - ❖ What do you see around your brownfields!



# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.a. Health, Welfare & Environment (10 Points)

- Health & welfare of sensitive populations
  - ✓ Provide information on **health** and **welfare** of **sensitive populations** and **environmental justice issues** in your Targeted Community(ies).
    - ❖ Children, elderly, women of child bearing age, and minorities.
      - Use health & welfare concepts discussed on previous slide
      - Use available statistics
    - ❖ Provide any information or data showing that residents are disproportionately impacted by environmental problems.
      - Include Cancer, Asthma Studies Data
      - Check With Health Departments
    - ❖ Tie the location of the brownfields to your sensitive populations.
    - ❖ **Identify All Information Sources Used**



# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.b. Financial Need (10 Points)

- Economic impact of Brownfields with supporting statistics
  - ✓ Describe economic & social situation of targeted community
  - ✓ Provide demographic data of targeted community
    - ❖ Unemployment, job losses, household income, poverty
    - ❖ Minority, single head of household, rent vs. ownership, crime rate, drop out rate, etc.
    - ❖ Use table format for data if it tells the story better than writing it out. Do not put table in an appendix, no one will read it or score it.
    - ❖ Compare your local data to state and national data
  - ✓ Link the associated key economic issues to brownfields in your target community
  - ✓ Identify all information sources



# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.b. Financial Need (10 Points)

- Describe factors limiting assessment resources
  - ✓ Identify fiscal conditions and/or population size that limit or draw resources away from brownfields redevelopment (tax base, properties in foreclosure, city spending, state and city budget deficits, disasters, geographic issues).
  - ✓ Explain why your town(s) and/or city(ies) are cash poor and why you need this grant.
  - ✓ Select target community carefully.





# Ranking Criteria – Assessment

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## 1. Community Need (20 Points)

### 1.b. Financial Need (10 Points)

- EPA Brownfields grants, and why you need additional funds
  - ✓ **Existing Brownfields Grantees Only**
    - ❖ Describe importance of why additional grant is needed (what are you in the middle of).
    - ❖ Build on the success of past work.
    - ❖ Continued momentum is essential.
    - ❖ Part of a Master Plan for reuse.
  - ✓ If you have not had a grant, say so and describe the steps taken and your desire to establish a Brownfields Program





# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>30</sup>

### 2.a. Project Description (5 Points)

### 2.b. Budget & Leveraging Other Resources (10 Points)

- i. Budget Table & Detailed Task Descriptions (5 Points)
- ii. Leveraging of Additional Resources (5 Points)

### 2.c. Programmatic Capability (20 Points)

- i. Has received EPA Brownfields grant(s)
- ii. Has not received EPA Brownfields grant



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>31</sup>

### 2.a. Project Description (5 Points)

- Give an overview of your grant strategy (Who, Where, Why, When, How).
- Describe your vision & motivation.
- Be succinct – why are you applying for this funding?
- Then summarize the overall project through reuse.
  - ✓ Community Engagement
  - ✓ Site selection process and criteria
  - ✓ Site assessment work
  - ✓ Site reuse and cleanup planning





# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>32</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### i. Budget Table and Task Descriptions (5 Points)

- ✓ Prepare the budget using the table format provided. This is the same format as last year. Please make sure it adds up.  
**This is how you lose points!!!**
- ✓ We recommend that Task 1 be identified as “Cooperative Agreement Oversight” and includes such items as grant management, and your travel and supplies costs.
- ✓ Some common major tasks might include:
  - ❖ Community Engagement
  - ❖ Site Assessment Activities
  - ❖ Site Reuse and Cleanup Planning



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points)

### Sub-criterion 2.b.i. Sample Format for Budget

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

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.  
<sup>2</sup> 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.  
<sup>3</sup> 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

## 2. Project Description & Feasibility of Success (35 Points) <sup>34</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### i. Budget - Table

- ✓ Research Cost Eligibility
  - ❖ **If a reader doubts a task's eligibility, you will lose points.**
  - ❖ Any cost eligibility questions, call EPA or check the FAQs.
  - ❖ There is an administrative cost ban. For details refer to the Appendix and to the FAQs for other ineligible costs.
  - ❖ Indirect costs are not allowed.
  - ❖ Do not include any costs for equipment.
  - ❖ **Maximize** grant funds for assessment work (Contractual). However, don't forget travel and supplies costs.



# 100% Pass-Thru Concerns

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- A 100% pass-thru award occurs when the recipient of an award proposes to subgrant or contract out 100% of the funds under the award to another organization to perform the work.
- In order to alleviate concerns regarding this pass-thru action, we recommend that the applicant fill out the budget by putting some costs into supplies, travel or state fees.
- In essence, **do not** put all your dollars on the “contractual “ line.



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>36</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### i. Budget – Personnel Costs and Strategies

- ✓ Whether you are charging personnel costs to the grant or not, use the preparation of your detailed task descriptions to create reasonable personnel cost estimates.
- ❖ When charging personnel costs, the reviewer is looking for a reasonable association between the amount of activities described and the amount charged in the table.
- ❖ Think in terms of estimated hours and rates in establishing activity costs.
- ❖ Whenever you charge less to the grant than your estimated personnel costs, this becomes in-kind services, which you should point out to the reviewer and take advantage of (provide a simple explanation of how you determined these costs).



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>37</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### i. Budget – Task Descriptions

- ✓ Describe each task in detail, including the basis for the estimated costs. For example:
  - ❖ Travel costs: 2 people to 1 Brownfields conference, estimate \$xx  
Airfare/lodging/per diem for each = \$xx; \$xx set aside for local travel (estimate xx miles at \$0.55/mile).
  - ❖ Supplies: provide a list of supplies reflective of cost in table
  - ❖ Assessment: estimate 6 Phase I at ~ \$3500 = 21,000; likewise for estimated Phase II costs = \$xx total contractual in task.
  - ❖ If personnel and contractual costs in same task, describe activities associated with each cost (your part, their part).



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>38</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### i. Budget – Task Descriptions

✓ Describe each task in detail (continued):

- ❖ In each task description, include the “outputs” that you would expect to see from each activity. Be specific to the numbers you are committing to. Don’t forget to do this. (See also 4.d. Project Benefits where you will describe your plan for tracking and measuring your project “outcomes”.)
- ❖ Outputs 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 the project period. The expected outputs for the grants awarded under these guidelines are the assessment of brownfield sites and may include but are not limited to the number of brownfield sites identified, number of Phase I and Phase II site assessments, reuse planning documents, and the number of community meetings held, brochures produced, public notices posted, website updates, etc.



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>39</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### i. Budget – Hazardous Substance and Petroleum Funding

- ✓ If you are submitting **one** proposal for both hazardous substances and petroleum, *include two budgets and two sets of task descriptions.*





# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>40</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### ii. Leveraging Other Resources (5 Points)

- ✓ Describe any gap funding available to keep hot sites moving beyond this grant:
  - ❖ Assessment,
  - ❖ Cleanup Planning,
  - ❖ Cleanup, **and**
  - ❖ Reuse.
- ✓ Address both smaller gap funding (additional assessment work) and larger gap funding (cleanup and redevelopment).
- ✓ Do not imply your assessment grant funding is enough.
- ✓ Explain each and how much potential funding they could provide.
- ✓ Do not say you have no other funding. You potentially have access to the state's 128a funding as well as the EPA TBA program.



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>41</sup>

### 2.b. Budget & Leveraging Other Resources (10 Points)

#### ii. Leveraging Other Resources (5 Points)

- ✓ **Describe ALL** possible funds being sought
  - ❖ Federal (HUD BEDI, EDA, DOI, TBA, Brownfields Tax Incentive)
  - ❖ State (State TBA, Tax Credits)
  - ❖ Local (TIF, Tax, Bond)
  - ❖ Private (Foundation, Investors, Donations)
- ✓ Describe funding already leveraged (both public and private).
- ✓ Provide examples of past leveraging successes from similar projects, particularly public/private partnerships (explain benefits given back to community).
- ✓ Remember that it takes a village to redevelop Brownfields sites, you cannot depend on one source of funding. You want to make yourself look successful.



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>42</sup>

### 2.c. Programmatic Capability (20 Points)

- If you have ever received an EPA Brownfields grant, respond to subcriterion **2.c.i.**
- If you have never received an EPA Brownfields grant, but have received other federal or non-federal assistance agreements, respond to subcriterion **2.c.ii.**
- If you have never received any type of federal or non-federal assistance agreements, please *indicate this in your proposal* and you will receive a neutral score (10 points) for this factor. **Failure to respond may result in zero points for this sub-criteria!!!**
- **Be careful which one you respond to!**
- **Watch the sub-criteria points!**



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>43</sup>

### 2.c. Programmatic Capability (20 Points)

#### i. Has received EPA Brownfields grant(s)

- Identify all the EPA Brownfields grants you have or have received in the past. (8 Points)
  - ✓ Provide information on no more than five of your most recent EPA Brownfields grants.
  - ✓ Describe how you have successfully managed and performed all phases of work under these grants by providing information on:
    - ❖ Funding expenditures: balance of grant funds not drawn down
    - ❖ Compliance with grant requirements: Terms and Conditions; quarterly reports; ACRES reporting; etc. Check with your Project Officer. If you owe us reports, go home and get them done! Update your quarterly report submissions and do your ACRES data input.
    - ❖ Accomplishments: Describe all your successes with the EPA Brownfields funding.



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>44</sup>

### 2.c. Programmatic Capability (20 Points)

- i. Has received EPA Brownfields grant(s)
  - Describe the management system you have in place. (8 Points)
    - ✓ Describe your project manager and staff expertise, qualifications and experience.
      - ❖ Name names on who will be involved with this grant and point out other expertise you can draw on in your organization.
    - ✓ Explain experience in acquiring needed expertise and resources through competitive procurement.
  - Describe any adverse audit findings and corrective actions. (4 Points)
    - ✓ Also, describe any past grant management issues.
    - ✓ **This is where many applicants lose points. Be sure to respond to this criterion.**



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>45</sup>

### 2.c. Programmatic Capability (20 Points)

- ii. Has not received EPA Brownfields grant (but has received other federal or non-federal assistance agreements)
- Identify all current and/or prior federally or non-federally funded assistance agreements received. (8 Points)
    - ✓ Provide information on no more than five of your most recent assistance agreements.
    - ✓ Address your ability to meet reporting requirements.
  - Describe the management system you have in place to direct activities. (8 Points)
    - ✓ Describe your project manager and staff expertise, qualifications and experience.
      - ❖ Name names on who will be involved with this grant and point out other expertise you can draw on in your organization.
    - ✓ Explain experience in acquiring needed expertise and resources through competitive procurement.



# Ranking Criteria – Assessment

## 2. Project Description & Feasibility of Success (35 Points) <sup>46</sup>

### 2.c. Programmatic Capability (20 Points)

- ii. Has not received EPA Brownfields grant (but has received other federal or non-federal assistance agreements)
- Describe any adverse audit findings and corrective actions.  
(4 Points)
    - ✓ Also, describe any past grant management issues.
    - ✓ This is where many applicants lose points. Be sure to respond to this criterion.





# Ranking Criteria – Assessment

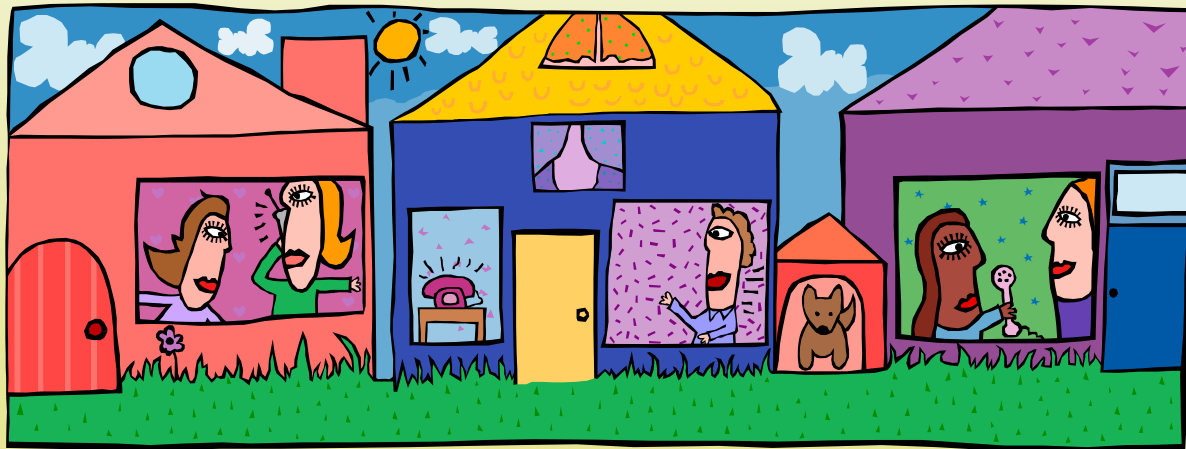
## 3. Community Engagement & Partnerships (20 Points)

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3.a. Community Engagement Plan (5 Points)

3.b. Local, State & Tribal Partnerships (5 Points)

3.c. Community-Based Organizations (10 Points)





# Ranking Criteria – Assessment

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## 3. Community Engagement & Partnerships (20 Points)

### 3.a. Community Engagement Plan (5 Points)

- Describe your plans to involve the affected community in the following areas (match with your overall strategy):
  - ✓ Site selection
  - ✓ Cleanup planning
  - ✓ Site reuse planning
- Consider all the types of partners listed in the question and show the plan/process for searching them out, working with them as part of the grant, and how you will get input from the local citizens and community.
  - ✓ RPCs and COGs need to include their local city/town governments as primary stakeholders and show how they work with them in this process .
- Describe your plans for communicating project progress to the citizens – including any plans for communicating in languages commonly used in the community.
- Be as specific as possible (this is your real plan)



# Ranking Criteria – Assessment

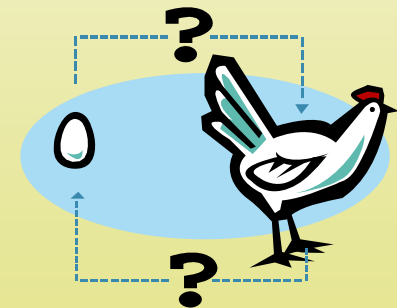
49

## 3. Community Engagement & Partnerships (20 Points)

### 3.a. Community Engagement Plan (5 Points)

#### What comes first: Assessment or Reuse Planning?

- If appropriate, strategize how and when you will address reuse planning.
  - ✓ Communities are highly interested in this
  - ✓ The sooner you have identified the reuse, the sooner you can seek out redevelopment partners
  - ✓ The reuse impacts your site assessment
  - ✓ Cleanup planning is directly tied to the redevelopment plans





# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

50

### 3.a. Community Engagement Plan (5 Points)

- Describe **Aggressive** and **Detailed** plans for using:
  - ✓ Applicant's & partners' websites
  - ✓ Press releases and other uses of the print media
  - ✓ More public meetings
    - ❖ Commit to number, frequency, or milestone
    - ❖ Convenient meeting location in the affected community
    - ❖ If site specific, hold in neighborhood
    - ❖ Schedule meeting for working public
  - ✓ Flyers
  - ✓ Partner with other community group meetings



# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

51

### 3.a. Community Engagement Plan (5 Points)

- Describe plan to encourage involvement.
- Describe plan for providing responses to public.
  - ✓ Web, Email, Mail, Call
- Address all potential language barrier(s). (Even if language issues are minimal you must respond to this sub-criterion and indicate you will address any issues that arise.)
  - ✓ Plans to translate materials (at meetings & literature)
  - ✓ Plans to accommodate cultures (translators)
  - ✓ Relate to demographic data provided in the Community Need section (the reviewer will remember)



# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

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### 3.b. Local, State & Tribal Partnerships (5 Points)

- Describe your partnerships with **both**:
  - ✓ State Environmental Agency **and**
  - ✓ Health Agency
- Also any other **relevant** governmental agencies that you may be partnering with as part of this grant.
- If you are new to Brownfields grants, describe your efforts and plans to establish these partnerships. If not new, show your experience (the reviewer expects this).
- Become knowledgeable about and demonstrate that knowledge regarding your state programs. In New England, the states are your key partners.



# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

53

### 3.b. Local, State & Tribal Partnerships (5 Points)

- For your State Environmental Agencies describe:
  - ✓ The role the agency plays in your grant, and the process for how you will work together during the various phases of assessment work (MA and CT need to describe your privatized programs to unfamiliar reviewers).
  - ✓ Include the state's role and the process for developing cleanup plans for sustainable redevelopment.
  - ✓ Let the reviewer know how your state's voluntary cleanup program operates (their role, certificates of completion, liability protections, etc.).
  - ✓ Indicate definitive plans to enroll site(s) in state voluntary cleanup programs.



# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

54

### 3.b. Local, State & Tribal Partnerships (5 Points)

- For your Health Agencies describe:
  - ✓ The setup of the health agencies in your area (they are different all over the country and the reviewer will need this overview to understand your situation).
  - ✓ Include the services they can provide and the role they will play in your grant during the various phases of assessment work, including:
    - ❖ Information on known health risks in your community
    - ❖ Information on sensitive populations in your community
    - ❖ Situations of identified immediate risks to human health



# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

55

### 3.c. Community-Based Organizations (10 Points)

- Provide a description of, and the role of, key community-based organizations that will be involved in your project.
  - ✓ Local Citizens, Environmental Groups, Civic Groups, & Educational Institutions.
- Describe the makeup of the group, the services they can provide, and when and how you work together during the grant.
- Present them as partners and their assistance in the grant in terms of commitments.





# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

56

### 3.c. Community-Based Organizations (10 Points)

- **Letter** from **EACH** CBO is required
  - ✓ Required proposal attachment is a letter that describes project role and commitments that the CBO will make to your project.
  - ✓ Do **NOT** utilize form letters. This will not work. Each letter should speak from that organization's view of your brownfields work.
  - ✓ Must describe project **role**.
  - ✓ Must describe **commitment**.
  - ✓ The commitments specified in the letters should mirror those presented in the proposal.
  - ✓ How many key CBOs do you need? How many will get you the ten points?





# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

57

### 3.c. Community-Based Organizations (10 Points)

- Here are some examples of what CBOs can do for your project:
  - ✓ Help identify potential sites
  - ✓ Talk to their constituency about specific sites or the role of brownfields redevelopment in the targeted community
  - ✓ Participation as board or committee member
  - ✓ Host public meetings
  - ✓ Helping to post community outreach material on web and/or in newsletters
  - ✓ Provide finance or legal advice
  - ✓ Proposal preparation (no grant funds spent)
  - ✓ Provide technical assistance (QEP, QA)



# Ranking Criteria – Assessment

## 3. Community Engagement & Partnerships (20 Points)

58

### 3.c. Community-Based Organizations (10 Points)

- Here are some examples of CBOs (create a balanced mix):
  - ✓ Chambers of Commerce
  - ✓ Churches
  - ✓ Environmental non-profits (i.e. rail to trail type organizations)
  - ✓ Economic development organizations
  - ✓ Community Development Corporations (CDCs)
  - ✓ Social services providers
  - ✓ Downtown development committees
  - ✓ Revitalization committees
  - ✓ Affordable housing organizations
  - ✓ Land trusts
  - ✓ Neighborhood associations
  - ✓ Regional economic strategy groups
  - ✓ Health organizations
  - ✓ Education institutions



# Ranking Criteria – Assessment

59

## 4. Project Benefits (25 Points)

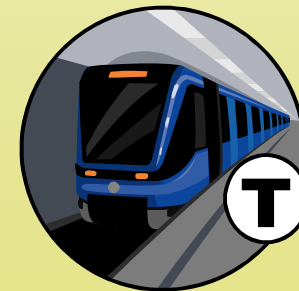
4.a. Welfare and/or Public Health (10 Points)

4.b. Economic Benefits and/or Greenspace (5 Points)

- i. Economic Benefits **and/or**
- ii. Non-Economic Benefits

4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

4.d. Plan for Tracking & Measuring Progress (5 Points)





# Ranking Criteria – Assessment

60

## 4. Project Benefits (25 Points)

### 4.a. Welfare and/or Public Health (10 Points)

- Describe all **environmental, social and/or public health** benefits anticipated from the redevelopment of sites assessed under this grant.
- Cover benefits for all three (“or” means “and” here), and include both direct & indirect benefits from cleanup and site reuse.
- Be as specific as possible in relation to your targeted communities/areas and your overall strategy.
- **Environmental Benefits**
  - ✓ Cleaner sites through removal and stabilization of site contaminants (highlight industry or broad contaminants in your target areas)
  - ✓ Improved air, surface water, groundwater, and soil quality in your target community (highlight local terrain, greenspace and rivers to add sense of reality)



# Ranking Criteria – Assessment

61

## 4. Project Benefits (25 Points)

### 4.a. Welfare and/or Public Health (10 Points)

- **Social Benefits**

- ✓ Blight reductions
- ✓ Quality of life
- ✓ People moving back
- ✓ Crime reduction
- ✓ Greater care of property appearances



- **Health Benefits**

- ✓ Elimination of health threats from direct contact, inhalation, and indoor vapor intrusion of site contaminants
- ✓ Asthma Reduction Due to Improved Air Quality (Diesel Emissions)
- ✓ Lower Blood Lead Level
- ✓ Drinking Supply Protection or Restoration



# Ranking Criteria – Assessment

62

## 4. Project Benefits (25 Points)

### 4.a. Welfare and/or Public Health (10 Points)

- Plan general community & sensitive population **protection** from project contaminants during your assessments. Here are some ideas:
  - ✓ Include the sensitive populations discussed in community need,... plan for their protection.
  - ✓ Discuss the efforts your consultant will make to protect the public.
    - Operating under health and safety plan.
    - Erecting signs during project phases (with call in numbers for questions or concerns).
    - Dust control on and off site.
    - Flag persons protecting children and the public around heavy equipment operation.
    - Install temporary fencing during site activities, if appropriate.
  - ✓ Discuss notices to the public and house-to-house notifications to neighbors adjacent to the site.



# Ranking Criteria – Assessment

63

## 4. Project Benefits (25 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

- Notice the “and/or” language here. This language gives economic and greenspace benefits equal billing. However, economic, greenspace, and non-profit benefits should all be addressed when appropriate, particularly for community-wide proposals.
- Keep your target redevelopment areas and partnering CBOs in mind in the development of this section.
- Even if specific reuse plans may not be evident, describe the potential benefits based on the vision of your overall strategy and what your community needs. After all, creating redevelopment in your community is the reason you are applying for this grant.



# Ranking Criteria – Assessment

64

## 4. Project Benefits (25 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

#### i. Economic Benefits

- ✓ Describe all economic benefits from the assessment, cleanup and redevelopment of sites in your targeted community.
- ✓ Provide quantitative estimates where feasible.
  - ❖ Number and types of jobs
  - ❖ Taxes (Property, Sales, Income)
  - ❖ Property values
  - ❖ Stimulate area-wide economic development





# Ranking Criteria – Assessment

65

## 4. Project Benefits (25 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

#### ii. Non-Economic Benefits

- ✓ Describe All **Non-Economic** Benefits potentially created by this grant.
- ✓ Non-Profit & Charitable Reuse
  - ❖ Affordable housing
  - ❖ Community Center
  - ❖ Governmental (City Hall, Library, Police)
- ✓ Greenspace Reuse
  - ❖ Wetlands, greenspace & open space
  - ❖ Recreational & pocket parks
  - ❖ Greenspace components in commercial and industrial redevelopment
  - ❖ Rails to trails
  - ❖ Preservation of open space on urban edge



# Ranking Criteria – Assessment

66

## 4. Project Benefits (25 Points)

### 4.c. Environmental Benefits from Infrastructure

#### Reuse/Sustainable Reuse (5 Points)

- Describe any anticipated **environmental benefits**, associated with the sustainable redevelopment of sites assessed under this grant.
- Remember that infrastructure reuse comes from the *Brownfields law*. It is not just idle language we dreamed up!
- Discuss all possible **Infrastructure Reuse** and how this will play into site selection. What is existing infrastructure?
  - ✓ Water
  - ✓ Sewer
  - ✓ Electricity
  - ✓ Roads & Waterways
  - ✓ Side Walks & Pathways
  - ✓ Storm Water Systems
  - ✓ Public Transit
  - ✓ Buildings



# Ranking Criteria – Assessment

67

## 4. Project Benefits (25 Points)

### 4.c. Environmental Benefits from Infrastructure

#### Reuse/Sustainable Reuse (5 Points)

- Describe all **Sustainable** Reuse possibilities that you will work on incorporating into the assessment, cleanup and redevelopment of your sites. Such as:
  - ✓ Green Building (LEED Certification, EnergyStar Certification, etc.)
  - ✓ Smart Growth Principles
  - ✓ Energy and Resource Efficiency
  - ✓ Historical Building/Material Preservation and/or Renovation
  - ✓ Innovative Storm Water Controls
    - ❖ Pervious Pavement
    - ❖ Gray Water Reuse
    - ❖ Onsite retention and/or treatment (bioswales, raingardens, etc.)
  - ✓ Ecological Revitalization



# Ranking Criteria – Assessment

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## 4. Project Benefits (25 Points)

### 4.c. Environmental Benefits from Infrastructure

#### Reuse/Sustainable Reuse (5 Points)

- Describe all **Sustainable** Reuse (cont'd)
  - ✓ Sustainable and Low-Impact Landscaping
  - ✓ Maintenance and/or Promotion of Community Character and Livability
  - ✓ Use of Local Materials and Resources
  - ✓ Green Cleanups
    - ❖ Biodiesel or Alternate Fuel Equipment
    - ❖ Construction & Demolition Recycling
    - ❖ Debris Sorting
    - ❖ Conservation of Resources



# Ranking Criteria – Assessment

69

## 4. Project Benefits (25 Points)

### 4.c. Environmental Benefits from Infrastructure

#### Reuse/Sustainable Reuse (5 Points)

- Describe existing or future sustainability measures in your community which may apply to your project. Such as:
  - ✓ Multiuse Zoning
  - ✓ Transit Oriented Development
  - ✓ Development of a Community Vision or Plan
  - ✓ Consider Ordinance Development
- Review Sections 4 a, b, and c and make sure you are relaying the benefits of your actions (not repeating the problems or just describing the activity).



# Ranking Criteria – Assessment

70

## 4. Project Benefits (25 Points)

### 4.d. Plan for Tracking & Measuring Progress (5 Points)

- Describe your plan for tracking and measuring your progress to achieve the expected project outcomes.
- Outcomes refers to the result, effect, or consequence that will occur from carrying out the activities under the grant. Outcomes may be environmental, behavioral, health-related, or programmatic; must be quantitative; and may not necessarily be achievable during the project period. Expected outcomes of brownfields grants include the number of jobs leveraged and other funding leveraged through the economic reuse of sites; the number of acres made ready for reuse or acres of greenspace created for communities; and whether the project will minimize exposure to hazardous substances.



# Ranking Criteria – Assessment

## 4. Project Benefits (25 Points)

71

### 4.d. Plan for Tracking & Measuring Progress (5 Points)

- **Quarterly Reports**: Describe how you will use your quarterly reporting to track the progress of your project, milestones reached and all the outputs generated (list your outputs).
- **ACRES database**: Describe how you will use the ACRES database to track your property data and the outcomes generated from your grant, including: # of sites assessed, and # of acres assessed. Also, if you are, or intend to be, a long term grantee, describe how you will be able to track additional outcomes such as acres ready for reuse, jobs created, and all private and public money leveraged on the sites you assessed.
- **Other tracking mechanisms**: Describe any other local tracking mechanisms you will use (local reporting, websites, GIS databases, etc.)



# Resources

72



*Christopher Heights  
Assisted Living Facility*

*Marlborough, MA*



# Web-Based Resources

73

- **FY10 ARC Proposal Guidelines:**
  - ✓ Assessment – [www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-04.pdf](http://www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-04.pdf)
  - ✓ Cleanup – [www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-05.pdf](http://www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-05.pdf)
  - ✓ Revolving Loan Fund – [www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-06.pdf](http://www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-06.pdf)
- **FY10 ARC Frequently Asked Questions (FAQ):**  
[www.epa.gov/swerosps/bf/proposal\\_guides/FY10\\_FAQs\\_v1.pdf](http://www.epa.gov/swerosps/bf/proposal_guides/FY10_FAQs_v1.pdf)
- **Fact sheet on Brownfield Assessment Coalitions:**  
[www.epa.gov/swerosps/bf/proposal\\_guides/acfs\\_062408.pdf](http://www.epa.gov/swerosps/bf/proposal_guides/acfs_062408.pdf)
- **EPA Land Revitalization Projects and Construction and Demolition (C&D) Recycling:**  
[www.epa.gov/epaoswer/non-hw/debris-new/pubs/brochure.pdf](http://www.epa.gov/epaoswer/non-hw/debris-new/pubs/brochure.pdf)
- **Region 1 Information:** [www.epa.gov/region1/brownfields](http://www.epa.gov/region1/brownfields)
- **Headquarters Information:** [www.epa.gov/brownfields](http://www.epa.gov/brownfields)
- **SmartE-Online Sustainable Management Approaches and Revitalization Tools:** [www.smarte.org](http://www.smarte.org)



# Questions?

