

US EPA ARCHIVE DOCUMENT



EPA New England FY2010 Brownfields Grant Guidelines Workshop

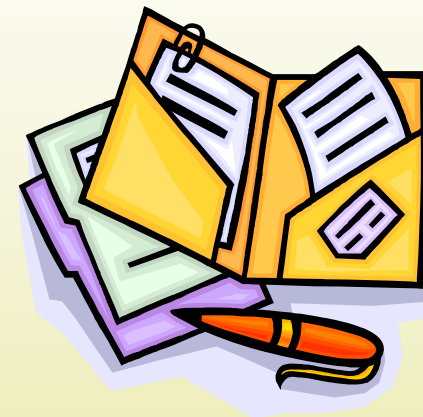


Hartford, CT - September 9, 2009
Worcester, MA - September 10, 2009
Portsmouth, NH - September 17, 2009



Logistics

- Meet the New England Brownfields Team
- Facilities
- Information Packet Contents
 - ✓ Introductory Presentation Slides
 - ✓ Best Write-ups from FY09 Proposals
 - ✓ State Brownfields Program Contacts
 - ✓ EPA New England Brownfields Team Contacts
 - ✓ Sustainable Reuse Resources





Purpose

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- Provide an overview of the Brownfields Grant Guidance for FY2010
- Review the application process and requirements
- Provide an opportunity for Q&A





Agenda

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- General Information
- Brownfields Overview
- Proposal Submission Information
- Developing a Winning Strategy for Your Grant Proposal
- Concurrent Sessions
 - ✓ Assessment & RLF
 - ❖ Threshold & Ranking Criteria
 - ✓ Cleanup
 - ❖ Threshold & Ranking Criteria
- Opportunities to Increase the Sustainability of your Project



Note: Q & A at the end of each session



General Information

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*Goodwin College
East Hartford, CT*



Future Success of Brownfields Program

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- This session is structured to provide our potential applicants with information that will help you to successfully apply for this funding.
- This is in large part dependent on you and starts with a quality application.
- A quality brownfields program includes:
 - ✓ Meaningful community participation.
 - ✓ Regular reporting of accomplishments.
 - ✓ Environmental stewardship and inclusion of sustainable redevelopment practices.
 - ✓ Innovative thinking in revitalization.



Application Process

- Proposals Due
October 16, 2009

- Award Announcement
Spring 2010





What's New with the Guidelines



- Each type of grant has its own guidelines booklet. Be sure to use the right one!
- Cleanup Grant applicants must own the site at the time of application. Submit a copy of the deed as an attachment.
- Only new RLF Grant applicants will be able to apply this year.
 - ✓ If you have an active RLF grant, you cannot apply.
 - ✓ If you had a previous RLF grant that is closed, you can apply.



What's New with the Guidelines



- Programmatic Capability sub-criteria now have individual points.
- In Appendix 1, Section 1.3.2 – Contamination by Petroleum or Petroleum Product has been updated.
- Pay attention to the attachments that you need to submit for both threshold and ranking criteria.
- Each program has a checklist to ensure that you submit all required information.



Assessment Checklist

- Transmittal Letter (**2-page limit**)
- The Narrative Proposal, which includes the responses to applicable threshold and all ranking criteria (**18-page limit**)
- Letter from the state or tribal environmental authority (see section III.C.2)
- Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.C.1)
- Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.B.3)
- Justification for requested waiver of the \$200,000 limit for a site-specific assessment, if applicable (see section I.A.2)
- Property-specific determination request, if applicable (see section III.C.3.d)
- Letters of commitment from assessment coalition members, if applicable (see section III.C.1)
- Petroleum eligibility determination information, if applicable (see section III.C.3.i)



Cleanup Checklist

- | |
|---|
| <input checked="" type="checkbox"/> Transmittal Letter (2-page limit) |
| <input checked="" type="checkbox"/> The Narrative Proposal, which includes the responses to applicable threshold and ranking criteria (18-page limit) |
| <input checked="" type="checkbox"/> Letter from the state or tribal environmental authority (see section III.C.2.) |
| <input checked="" type="checkbox"/> Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.B.3.) |
| <input checked="" type="checkbox"/> Documentation of community notification, including copies of ads (or equivalent) and comments received by you, your organization's responses to those comments, and meeting notes and sign-in sheets (see section III.C.6.) |
| <input checked="" type="checkbox"/> Documentation of nonprofit status, if applicable (see section III.C.1.) |
| <input checked="" type="checkbox"/> Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.C.1.) |
| <input checked="" type="checkbox"/> Justification for cleanup cost-share waiver, if applicable (see section III.C.5.) |
| <input checked="" type="checkbox"/> Property-specific determination request, if applicable (see section III.C.3.d.) |
| <input checked="" type="checkbox"/> Petroleum eligibility determination information, if applicable (see section III.C.3.i.) |



Revolving Loan Fund Checklist

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- Transmittal Letter (**2-page limit**)
- The Narrative Proposal, which includes the responses to applicable threshold and ranking criteria (**18-page limit**)
- Letter from the state or tribal environmental authority (see section III.B.3)
- Documentation of applicant eligibility if other than city, county, state, or tribe (see section III.B.1)
- Legal opinion establishing that the applicant has authority to (1) access and secure sites in the event of an emergency or default of a loan agreement or non-performance under a subgrant; and (2) to make loans and accept payments of fees, interest and principal. (see section III.B.4)
- Letters of Support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see section V.B.3)
- Justification for RLF cost-share waiver, if applicable (see section III.B.5)
- Letters of commitment from coalition members, if applicable (see section III.B.1)



Brownfields Overview

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*Edward J. Early, Jr.
Parking Facility*

Lowell, MA



Brownfields Definition

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



“Hazardous Substances, Pollutants, and Contaminants”

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- Hazardous Substances
- Petroleum Contamination
- Asbestos & Lead Paint
- Controlled Substances
(e.g., Meth labs)
- Mine-Scarred Lands
- Other environmental
contaminants



Demolition of Eastern Fine Paper, Brewer, ME



EPA's Investment in Brownfields Grants

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- *Since 1995*, EPA has awarded 2,200 brownfields grants totally more than \$670 M. This has helped:
 - ✓ Assess more than 14,323 properties.
 - ✓ Leverage more than \$13.3 billion in brownfields cleanup and redevelopment funding from the private and public sectors.
 - ✓ Generate more than 57,000 jobs.





EPA Brownfields Budget

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- Pre-legislation (before January 11, 2002):
 - ✓ The National Brownfields Budget was \$100 Million
- Post-legislation:
 - ✓ Act authorized \$250 Million
 - ❖ Up to \$50 Million for states.
 - ❖ Up to \$50 Million or 25% for petroleum.
- FY2009 – Final budget was:
 - ✓ General appropriation - \$169.4 Million
 - ✓ Recovery Act - \$ 100 Million
- FY2010 – We anticipate level funding of the general appropriation





FY2009 Brownfields ARC Grant Program 18

	Nation-Wide	New England
Proposals Received	697	169
Proposals Funded	389	83
Assessment	253	51
Cleanup	116	27
RLF	20	5
Funding	\$ 111.0 Million	\$ 24.5 Million

Includes General funding & 2009 Recovery Act funding



FY2009 Funding in New England

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- Total FY2009 General Funding - \$ 28.55 Million
 - ✓ Assessment - \$ 8.75 Million
 - ✓ Cleanup - \$ 3.4 Million
 - ✓ RLF - \$ 8.3 Million
 - ✓ Job Training - \$200,000
 - ✓ TBA - \$ 1.2 Million
 - ✓ State Funding - \$ 6.7 Million





FY2009 Recovery Act Funding in New England

20

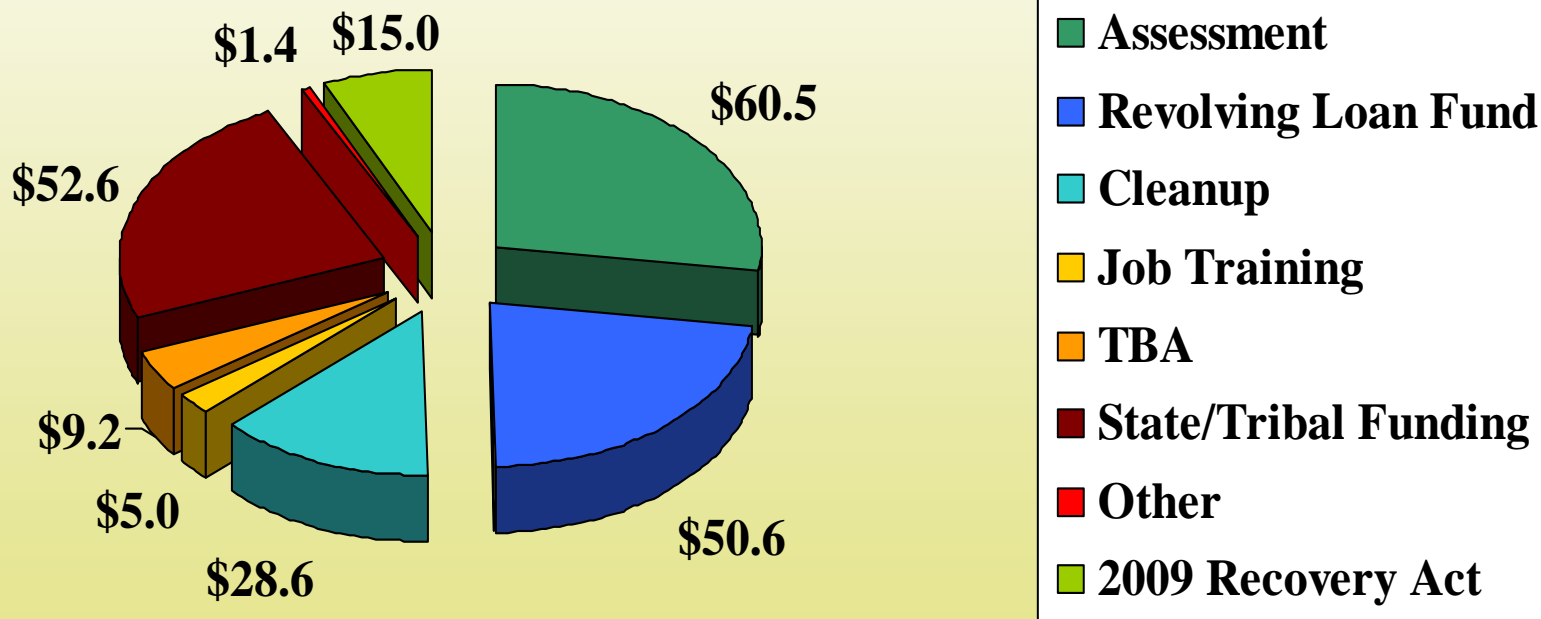
- Total FY2009 Recovery Act Funding - \$ 15 Million
 - ✓ Assessment - \$ 5.6 Million
 - ✓ Cleanup - \$ 1.7 Million
 - ✓ RLF - \$ 6.5 Million
 - ✓ Job Training - \$ 500,000
 - ✓ TBA - \$ 650,000





EPA Brownfields Funding in New England 21

Brownfields Funding in New England (From 1994 - Present (in Millions))





Brownfields Grant Programs

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- Assessment Grant Program
 - ✓ <http://www.epa.gov/region1/brownfields/programs/assessment/asmtindex.htm>
- Cleanup Grant Program
 - ✓ <http://www.epa.gov/region1/brownfields/programs/cleanup/index.htm>
- Revolving Loan Fund Grant Program
 - ✓ <http://www.epa.gov/region1/brownfields/programs/revolving/revindex.htm>



Assessment Grant Program

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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**





Assessment Grant Program

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- **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** for \$200 K Hazardous Substance and \$200 K Petroleum, for a combined total of \$400 K.
- ✓ **We suggest you apply community wide.**
- ✓ Period of performance is **three years**.



Assessment Grant Program

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- **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*.





Assessment Grant Program

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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.





Cleanup Grant Program

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- To conduct cleanup activities at brownfield sites.
- Up to \$200,000 per property.
- May apply for up to 3 properties - Separate proposals for each property.
- Can apply for both hazardous substance and petroleum cleanup funding at the same site - must submit ONE proposal, which cannot exceed \$200,000.
- Non-profits may apply.
- Cost share requirement of 20%.
- Community Notification (Threshold Criteria Only).
- *Must own property at the time of application.*
- Period of Performance is three years.



Revolving Loan Fund Grant Program

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- To make low-interest loans and/or subgrants to conduct **cleanup activities** at brownfields sites.
- Up to **\$1 million** per separate eligible entity.
- Applicants cannot have an existing RLF grant.
- Coalitions may apply – Please discuss your plans with Joe Ferrari (617-918-1105) before applying.
- Hazardous substances and/or petroleum within the same proposal.
- Up to 40% of grant amount may be used for cleanup subgrants (up to \$200,000 per property).
- Cost share requirement of 20%.
- Period of performance is **five years**.



Other EPA Brownfields Programs

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- Brownfields Job Training Grant Program
 - ✓ www.epa.gov/region1/brownfields/programs/jobtrain/jobindex.htm
- Targeted Brownfields Assessment (TBA) Program*
 - ✓ www.epa.gov/region1/brownfields/programs/targeted.htm



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



Brownfields Law & Ranking Criteria

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- Ranking Criteria are set out in the Brownfields Law
- Ten criteria identified in the law for ranking proposals
 1. Extent grant would stimulate availability of other funds
 2. Potential to stimulate economic development
 3. Extent grant would address or facilitate identification and reductions of threats to human health & the environment
 4. Extent grant would facilitate the use or reuse of existing infrastructure
 5. Extent grant would facilitate creation, preservation or addition to a park, greenway, undeveloped property, recreational property or other property used for non-profit purposes



Brownfields Law & Ranking Criteria

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- Ten criteria identified in the law for ranking proposals (cont'd)
 6. Extent grant would meet needs of community that has an inability to draw on other sources of funds
 7. Extent the applicant is eligible for funding from other sources
 8. Extent grant would further the fair distribution of funding between urban & non-urban areas
 9. Extent grant provides for involvement of the local community in process of making decisions for cleanup and future use of a site
 10. Extent grant would address or facilitate the identification and reduction of threats to the health and welfare of children, pregnant women, minority or low-income communities, or other sensitive populations



Proposal Submission Information

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*Sanford Mill Groundbreaking Event
Sanford, ME*



Proposal Guidelines

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- FY2010 Proposal Guidelines
 - ✓ Assessment:
 - ❖ 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
 - ✓ Revolving Loan Fund:
 - ❖ www.epa.gov/oswer/docs/grants/epa-oswer-orcr-09-06.pdf
 - ✓ Frequently Asked Questions:
 - ❖ www.epa.gov/swerosps/bf/proposal_guides/FY10_FAQs_v1.pdf



Due Date & Mailing Instructions

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- **Hard Copy Submissions**

- ✓ Proposals must be **postmarked** by **October 16, 2009**.
- ✓ Mail original to Environmental Management Support, Inc.
(Address in Section IV.B.1)

- **Electronic Submissions**

- ✓ Proposals must be **emailed** to **bfcompetition@epa.gov** and **received** by **October 16, 2009** by **11:59 pm** Eastern Time.
- ✓ Files exceeding 15 MB may experience transmission delays.

- **Regional Copy**

- ✓ Mail a copy of each proposal to Region 1 Brownfields Coordinator Diane Kelley (address in Section VII).



Content & Form of Proposal Submission

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- You must submit separate proposals with separate transmittal letters as appropriate.
- Pages in excess of page limits **will be** removed and not evaluated.
- **Obey page limits!**
 - ✓ **Transmittal Letter – 2 pages**
 - ✓ **Narrative Proposal (Threshold & Ranking) – 18 pages**
 - ✓ Limit number of attachments to required items and key support letters. **No other attachments will be considered!**



Content & Form of Proposal Submission

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- Proposals must be:
 - ✓ Typed
 - ✓ On letter sized paper
 - ✓ Single line spaced
 - ✓ 12 point font minimum

- Proposals must not include:
 - ✓ Binders or spiral binding
 - ✓ **Color printing**
 - ✓ Photos and graphics





Content & Form of Proposal Submission

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- Proposal Content

- ✓ See Section IV.C.1 for specific items required for each grant type
- ✓ Includes:
 - ❖ Transmittal Letter
 - ❖ Narrative Proposal
 - ❖ Program specific attachments
- ✓ We will discuss further in breakout sessions later





Content & Form of Proposal Submission

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- **Transmittal Letter (2 Pages)**
 - ✓ See Section IV.C.2 for specific items required for each grant type
 - ✓ Include each item outlined in the guidelines
- **Narrative Proposal (18 Pages)**
 - ✓ See Section IV.C.3. Includes responses to all Threshold and Ranking Criteria for each grant type
 - ✓ **Threshold Criteria**
 - ❖ See Section III.C for Assessment & Cleanup
 - ❖ See Section III.B for RLF
 - ✓ **Ranking Criteria**
 - ❖ See Section V.B for Assessment, Cleanup & RLF



Proposal Review Information

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- Threshold Criteria are evaluated by the Region. You may be contacted to clarify information in your proposal.
- Ranking Criteria are scored by EPA and other federal reviewers from other regions.
- Regional staff will provide information to the evaluation panels only regarding the Programmatic Capability ranking criteria.
- HQ makes final determinations.
- Spring 2010 award announcement.





General Tips for Proposal Preparation

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- Specify type of funds (hazardous substances and/or petroleum) being requested on Transmittal Letter.
- Address all criteria – if a criterion doesn't apply say so and briefly explain why. Address each part under a criteria separately (e.g., 1.a.i., 1.a.ii., 1.b.i., 1.b.ii.).
- Our experience from last year is that everyone is not responding to all Threshold Criteria.
- Be kind to your reviewers – don't crowd the page and minimize the use of acronyms and technical/cultural jargon.



General Tips for Proposal Preparation

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- Ensure that your budget request in your transmittal letter actually matches your budget table.
- Take a moment or two to check out the Frequently Asked Questions on the website. This is well worth your time and effort in avoiding pitfalls.
- If you are having different people write different sections, go back and attempt to make it read as coherently as possible. Plus there may be some duplication you can eliminate.
- This workshop is *NO SUBSTITUTE* for reading and closely following the detailed Guidelines!



Developing a Winning Strategy for Your Grant Proposal

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*Jesse M. Smith Memorial Library
Burrillville, RI*



Developing a Winning Strategy for Your Grant Proposal

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A Potpourri of Do's and Don'ts
from the Mind of a Reviewer





Getting into the mind of the reviewer

“The Platinum Rule”

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Writer

Reviewer



Understand the basic difference between the proposal and the grant

45



*Main & Pavilion Shopping Center
Hartford, CT*



*Christopher Heights Assisted Living Facility
Marlborough, MA*

The proposal is primarily about working with partnerships and your community to help those in need through Brownfields redevelopment

The grant is about giving contaminated sites an opportunity for new life



Two frequently seen reviewer comments (these mean big points were lost)

46

- Comment 1: “A general stock answer is provided.”
- Comment 2: “Discussion is not related to ‘this grant’.”

- Your writing needs to go below the surface and talk about real issues and what you’re going to do with the funds from this grant.



*UST removal at Riverside Hills,
Providence, RI*



Create an overall proposal strategy that interests the reviewers

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- Your strategy begins by finding the human interest story, or theme, that generates an individuality to your proposal.
 - ✓ Real people
 - ✓ Real places
 - ✓ Real issues
 - ✓ Real goals
- This strategy needs to play out through the entire proposal.





The trick is to link that story together into each of the sections and tie them to Brownfields

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- **Community Need**
 - ✓ Here's the issues in my community and who I'm trying to help with this grant.
- **Project Description and Feasibility of Success**
 - ✓ Here's my step-by-step plan for the grant, what I'm going to spend the money on, and where I'm going to get the rest of money to get to redevelopment.
- **Community Engagement and Partnerships**
 - ✓ Here's my step-by-step plan for how my partners and I will engage the community and involve them in the decisions being made.
- **Project Benefits**
 - ✓ Here's what I'm going to do to help my community.



The more tangible your plans the more you make the reviewer a believer in you

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Can you see the story here

Here's my Target Community

*Here's my plan for the grant and
how I'm going to get financing*



*Here's my community
engagement plan, and what
my partners will be doing*

*Here's what I'm going to do
for this community*



Community Need

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- Think about your community's identity.
 - ✓ Statistics can guide your story
 - ✓ But it's the people who makes the story
- Identify your brownfields sites.
 - ✓ Know where they are and who is next to them
 - ✓ Know how many and how big
 - ✓ Their past is an important part of the story
 - ✓ The vision for their future is the other part of the story
- Bring the story down to what you can realistically do with this grant.



Targeting specific areas and communities demonstrates a reasonable strategy for your project⁵¹

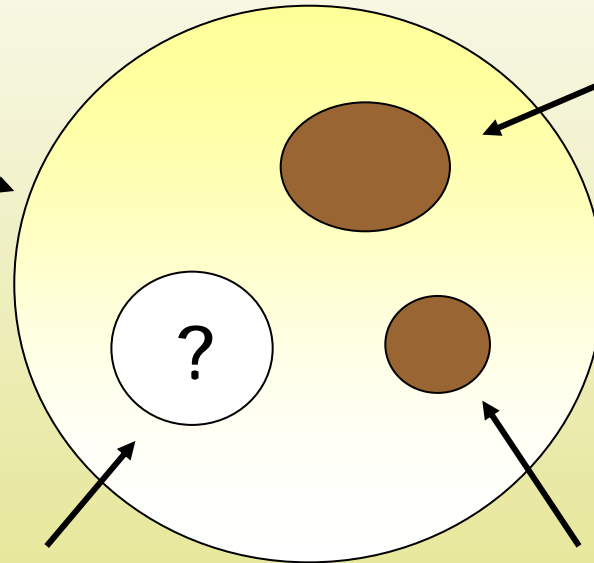
Entire City/Region

Establishes historical character and general statistics

Single Target Area

(Single Site or Community-wide)

Provides focused community statistics with real sites and a real vision for the future



Target Area TBD

Shows opportunity for others to benefit from Grant

Multiple Target Areas

Can accentuate different types of communities, sites and visions to enhance proposal



One last tip on Community Need

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- Community Need is also about what the community needs to improve their lives. Plant those seeds in this section, and use the remainder of the proposal to show your plan and vision to address those needs:
 - ✓ If the community is losing good manufacturing jobs, your plan should be about how you are working to replace them.
 - ✓ If poor families and single mothers need affordable housing, your plan should be about how you are going to provide them.
 - ✓ If the community badly needs greenspace, or smart growth elements to create a more vibrant community, your plan should be about how you are going to create this.



Project Description and Feasibility of Success

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- Project description is based on your realistic plans to spend the grant funding.
- Strategize plans that span the life of the grant.
 - ✓ Plan the beginning, middle and end
- Plan your budget in dollars (and sense).
 - ✓ In terms of time required
 - ✓ In terms of unit costs and how many

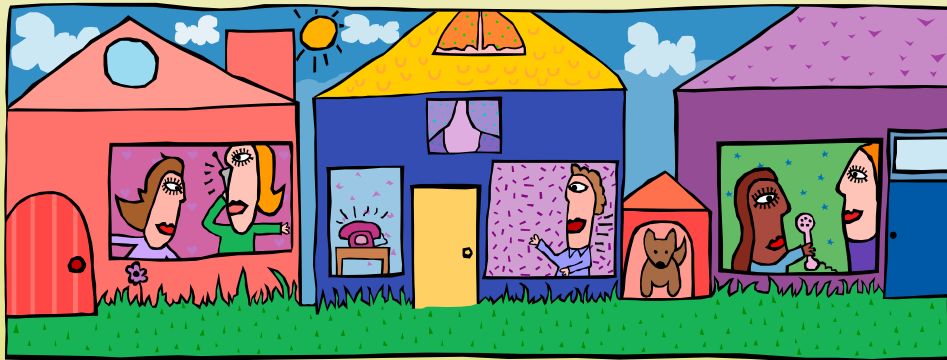




Community Engagement & Partnerships

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- What are the commitments being made in this proposal?
 - ✓ Your commitments to drive the process
 - ✓ Your partner's commitments to assist the process
 - ✓ Everyone's commitments to bring other funding to the table



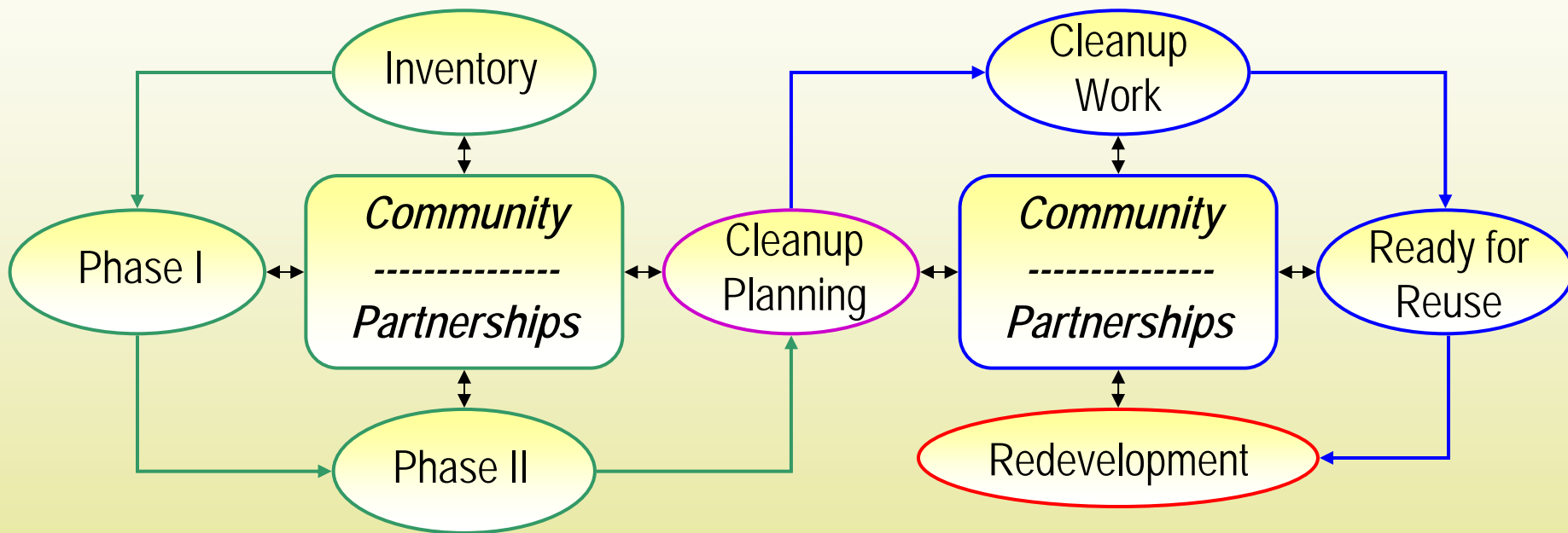


How you will work with your community & partners is a must strategy

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Assessment Grant

Cleanup & RLF Grant



Consultant EPA Health agencies & State environmental agency Municipalities

Banks & Developers Community based organizations Public & Neighbors

“Know exactly how these partners can help leverage funding for your project”



Project Benefits

(Don't let this section be your proposal's downfall)⁵⁶

- Take a leap of faith and create your redevelopment vision.
 - ✓ Take in elements of real places, next to real people, next to real Brownfields, in a real environment.
 - ✓ With that, the real benefits will come to light in a tangible and quantifiable way.
- Remember, it's the story (or theme) conveyed up front, and developed throughout the proposal that established the credibility of your vision.
- Reviewers are looking for you to tie your benefits to the needs you brought up in the beginning.



Project Benefits

“Keeping the ball in your court”

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- Show the reviewer your role in ensuring these benefits will take place.
 - ✓ Detailed “step-by-step” plans in the Project Description and Community Engagement criteria will build confidence.
 - ✓ You may not always be the decision maker, so show policies, practices and procedures that will continue to influence the redevelopment decisions being made.
- Provide examples of benefits resulting from past redevelopment projects to support your assertions.
- Very Important: keep the discussion on the BENEFITS, not the problems (>3:1 good to bad).



Orient your benefits toward the community⁵⁸

- It's not about the assessment and cleanup, it's about eliminating health risks and uncertainty in the community.
- It's not about the 20,000 sq ft building of commercial space, it's the number of jobs generated for the community, and the needed services the building will be providing.
- It's not about properties placed back on the tax role, it's about the improved services the city will be able to provide.
- It's not about the assisted living center, it's about the 30% set aside as affordable care units for the community.
- It's not about the smart growth development, it's about the vibrant community and environmental aspects it provides.
- It's not about the riverfront boardwalk, it's about the community gathering space and engine for continued economic growth.



Changing gears to the little things that can make a big difference (in points)

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Recognize the psychology of the reviewer's situation...

60

- Choosing good grantees is a very important decision for the success of EPA's Brownfields program, and we do take this task very seriously.



*Where are you
in this stack*

- As with any task, reviewers are given a timeframe and deadline in which to get it done (pressure dynamics).
- Your job is to leave a lasting impression on the reviewer through clear objectives and engagement in your writing (basically a good interview).



You never get a second chance at a first impression

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

Task 3 – Site Inventory and Characterization

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

2



Keep the reviewer on your side... Break up your proposal into manageable parts

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

B. Community Need

1. The Municipality of Salinas is a coastal area located in the south of Puerto Rico with a population of 31,113 (Census 2000) divided as follows: 14 years of age or less 2,675; 15 to 54 years old, 21,150; over 55 years of age, 19,576. The population density per square mile is 324 and has a total living area (land area) of 96 square mile. The total amount of families below poverty level is 4,484 representing a 54.9 percent of the families below poverty level. The Census 2000 also, indicates a 63.9 percent of the family with related children less than 5 year of age is below poverty level. A 30.1 percent of the families receiving Supplemental Social Security and/or public assistance are also below poverty level. The 70.9 percent of the family with female householder are below poverty level. The unemployment rate in the Municipality is 64.0 (Census 2000).

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

Also, the municipality of Salinas has one of the highest rates of disabled people in Puerto Rico (per census 2000: ages 5 to 20 – 10.6 percent; ages 21 to 64 – 30.0 percent; ages 65 and over – 60.3 percent), a high rate of school drop outs, a high rate of drugs and alcohol usage, and an elevated adolescent pregnancy rate. As per 2004 mortality rate statistics of the Puerto Rico Department of Health, the Municipality of Salinas has an average mortality rate of 683 deaths. The mortality rates per diseases are as follows: 103.3 for heart disease; 59.5 for diabetes; 84.5 for cancer; 50.1 for cerebral vascular; 47 pulmonary; 47.0 hypertensive; 18.8 influenza; 15.7 liver disease; 209.8 others.

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

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

G. Ongoing Community Involvement

G.1 – Involving the Affected Community

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

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

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



Keep the reviewer focused on your message (Don't give the skim reader a chance to start)

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- Keep your paragraphs brief and focused.
 - ✓ A good topic sentence with key point
 - ✓ Supporting evidence on the topic (take advantage of bullets, tables and creative text)
 - ✓ Conclusion
- Make sure the most important point appears early in the paragraph and stands out clearly.
- Use examples. Put them in separate paragraphs so your accomplishments stand out clearly.



A complete proposal starts with a complete analysis of the questions

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- Identify the number of questions in each sub-criteria.
- Highlight key words to use in your response (these words alert the reviewer to “here’s the answer”).
- Recognize the importance of the word “and” in a sentence (i.e., discuss both or all three; no options here).

- For example:

Describe the **effect** brownfields currently have on your targeted community by providing information on the **number** and **size** of the brownfields / and the **health, welfare, and environmental impacts** of these sites.



Realize that ranking a proposal is a process (proposal in one hand and score sheet in the other)

V.B.1. Community Need (20 points)		
Criteria	Comment	Criteria Score
V.B.1.a. Health, Welfare, and Environment (10 points)		
i) Describe the effect brownfields currently have on your targeted community by providing information on the number and size of the brownfields and the health, welfare, and environmental impacts of these sites. [5 Points]	<i>We constantly compare your response to the content and wording in the questions</i> <i>Answer each sub-criteria separately (it helps the reviewer work through your proposal)</i>	5
ii) Provide information describing the health and welfare of sensitive populations such as minorities, children, and women of child-bearing age in the targeted community. Provide any information or data showing that residents of the targeted community are disproportionately impacted by environmental problems. [5 Points]	<i>Use those Key words from the questions to alert the reviewer and add real life examples from your target community</i>	5



Take your writing into the interesting zone 66

- X Don't simply say Brownfields redevelopment will spur economic growth in your community.
- ✓ Talk about your plans to redevelop the target area into industrial condos to spur small business growth that is best suited to produce the manufacturing jobs needed by the community.

- X Don't simply say you've successfully managed numerous federal grants.
- ✓ Go on to say how you used \$1M in CDBG funds to refurbish a dilapidated riverfront boardwalk, which in turn spurred over \$20M in private investment to renovate businesses along the walkway and created 30 new jobs for the community.





Use the power of past, present and future in your responses to the criteria

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- Past tense – Shows your experience and accomplishments (but doesn't necessarily speak to this grant).
- Present tense – Shows your active involvement toward this grant (but not necessarily experience).
- Future tense – Shows your vision for the community and the potential opportunities you're striving for (avoid raising doubt in the reviewer's mind by making it realist and about your target community).
- Use all three effectively to get all the points.



Good examples of real issues and past work add flavor and instill reviewer confidence

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- Brainstorm examples as a team and see where they best fit
- Focus on what's important:
 - ✓ The partnerships it took to get it done,
 - ✓ The problems you solved along the way, and
 - ✓ Your accomplishments (i.e., the benefits to the community)
- Remove extraneous information and keep the examples on point (don't clutter the accomplishment).

For example: “Our organization worked closely with a nonprofit group, Neighborhoods for Kids, and the city’s parks department to design and build a 1-acre pocket park on the eastern side of the city. We not only helped Neighborhood for Kids obtain a \$50,000 state grant for park renovation, but also participated in a local fund drive that raised over \$25,000 for the purchase and installation of playground equipment. This inner city area was desperate for a greenspace element and this park is now providing an active environment for the children and families in the community.”



Lastly, peer review is an essential tool for successful proposal preparation

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- Work as a team in preparing and reviewing your proposal
 - ✓ Choose someone outside the group for a fresh opinion
- No time for thin skin now
 - ✓ Does the proposal flow; are there any confusing spots; did you drift off at points?
 - ✓ Did you respond to each sub-criteria?
 - ✓ Could bullets and tables be used to improve clarity in spots?
 - ✓ Are key words in the questions being used to point out the answers?
 - ✓ Do the important points stand out clearly?



Questions

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