


US EPA ARCHIVE DOCUMENT




EPA New England FY2014 Brownfields Grant Guidelines Workshop

Providence, RI– November 15, 2013
East Hartford, CT – November 18, 2013
Worcester, MA– November 21, 2013
Manchester, NH – November 21, 2013
Sanford, ME – November 22, 2013
Montpelier, VT – November 22, 2013



Purpose of the Workshop

- Provide an overview of the new Brownfields Grant Guidelines for FY2014
- Review the application process and requirements
- Provide an opportunity for Q&A



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General Information



Brownfields Definition

“... 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

Petroleum Contamination

Asbestos & Lead Paint

Controlled Substances (e.g., Meth labs)

Mine-Scarred Lands

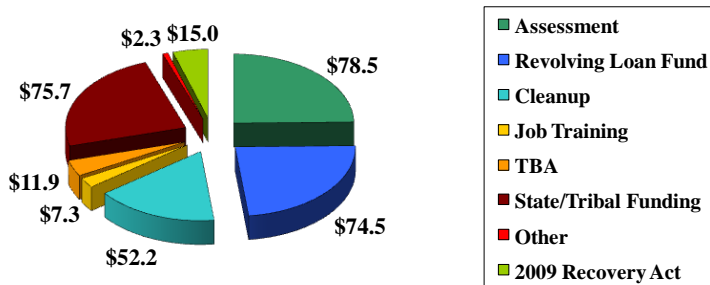
Other environmental contaminants





EPA Brownfields Funding in New England

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



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FY2013 Brownfields ARC Grant Program

	Nation-Wide	New England
Applications Received	657	153
Proposals Funded	240	54
Assessment	145	27
Cleanup	82	25
RLF	13	2
Total Funding	\$62.5 Million	\$12 Million

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EPA Brownfields Funding

- In FY2014, EPA anticipates awarding 269 grants nationally for a total of \$63.2 M:
 - ✓ 189 Assessment Grants - \$40 M
 - ✓ 61 Cleanup Grants - \$14 M
 - ✓ 10 RLF Grants - \$10 M



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Proposal Submission Information





Proposal Guidelines

The final Assessment, Revolving Loan Fund, and Cleanup Guidelines will be posted to the National EPA Brownfields Website:

<http://www.epa.gov/swerosps/bf/applicat.htm>

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Additional Resources

- Assessment Guidelines Checklist:
<http://www.epa.gov/swerosps/bf/applicat.htm>
- Frequently Asked Questions:
<http://www.epa.gov/swerosps/bf/applicat.htm>
- National ARC Webinar delivered by HQ on **Dec. 5th**.
- “Getting Started Preparing Your ARC Proposal Early”:
<http://www.epa.gov/swerosps/bf/pdfs/getting-started-preparing-your-arc-proposal-early.pdf>
- Technical Assistance to Brownfields (TAB)
 - ✓ New Jersey Institute of Technology (NJIT) at tab@njit.edu or 973-642-4165
 - ✓ Assistance from TAB is limited. Contact them to discuss services that are available.

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Due Date & Mailing Instructions

- **Hard Copy Submissions**

- ✓ Proposals must be **postmarked** by **January 21, 2014**.
- ✓ Mail original to Environmental Management Support, Inc.
(Address in Section IV.B.1)

OR



- **Electronic Submissions**

- ✓ Proposals may be submitted electronically through www.grants.gov and must be **received** by **January 21, 2014** by **11:59 pm** Eastern Time.
- ✓ See Section IV.B.2 for instructions.

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Due Date & Mailing Instructions

- **Regional Copy**

- ✓ It is no longer required to send a hard copy of the proposal to the regional office.
- ✓ Proposals **MUST** be sent to EMS to be included in the competition.
- ✓ If you are compelled to still send a copy to the regional office, email it to: r1brownfields@epa.gov.
- ✓ Include in the subject line: Community's name - Proposal type – (Name of Site) - Part X/Z if sending multiple parts. For example: *Town of Charles - Cleanup Proposal - Rubber Dump Site – Part 1 of 2*

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Content & Form of Proposal Submission

- 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 (Ranking Criteria) – 15 pages**
 - ✓ Limit number of attachments to Threshold Criteria, required items and key support letters. See checklist in Guidelines.
No other attachments will be considered!

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Content & Form of Proposal Submission

- Proposals must be:
 - ✓ Typed
 - ✓ On letter sized paper (8 ½ x 11)
- Proposals should be:
 - ✓ 12 point font
 - ✓ 1 inch margins (readability is paramount!)
- Proposals must not include:
 - ✓ Binders or spiral binding
 - ✓ **Color printing**
 - ✓ Photos and graphics



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Proposal Review Information

- Threshold Criteria are evaluated by the Region. You may be contacted to clarify information in your proposal.
- Ranking Criteria are scored by EPA staff.
- Regional staff will provide information to the national evaluation panels regarding the responses to the Programmatic Capability ranking criteria.
- HQ makes final determinations.
- Spring 2014 award announcement.



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What's New

	FY 14
Proposal Submission	One copy to EMS
Threshold	Community involvement will be both a threshold and ranking criteria. Applicants <u>MUST</u> include community involvement activities.
Ranking Criteria	<ol style="list-style-type: none"> 1. Community Need 2. Project Description and Feasibility of Success 3. Community Engagement and partnerships 4. Project Benefits 5. Programmatic Capability and Past Performance
Point Distribution (Attached)	Points distributed on a small level. Example: A. (10 pts) <ol style="list-style-type: none"> 1. (5 pts) <ol style="list-style-type: none"> a. (3 pts) b. (2 pts) 2. (5 pts) <ol style="list-style-type: none"> a. (3 pts) b. (2 pts)
Ranking Criteria Language	Reworked to provide greater clarity to the applicant.
Statute	Made clearer what is being asked in the ranking criteria is consistent with our statute.
Special Consideration	Appendix 3 now called "Other Factors" Checklist, documentation should be included in the 15 page narrative. The checklist has been replaced with a chart format.
Job Training Reference	List of Job Training awardees



What's New

- If you received an assessment grant in FY13, you may not apply for additional assessment funds.
- If you were a coalition member of an assessment grant that was awarded in FY13, you may not apply for additional assessment funds.
- **USE THIS YEAR'S GUIDELINES!**

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Application Process

QUESTIONS?



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Developing a Winning Strategy for Your Grant Proposal



Cleanup Grant Award
Chicopee, MA

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Create an Overall Proposal Strategy

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



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Create an Overall Proposal Strategy

- Questions to ask in preparing your proposal:
 - ✓ What is my overall project?
 - ✓ Where is my project located? Is this a good targeted community for the proposal?
 - ✓ What are examples of brownfields sites in the target area?
 - ✓ How do these sites impact people, the environment, and the economy?
 - ✓ What improvements does the community need: affordable housing, recreational space, mixed-use redevelopment, etc.?
 - ✓ How will I use this funding to address these sites?
 - ✓ What other funding or resources do I need to secure in order to bring sites to redevelopment?
 - ✓ What partners do I need to successfully implement my program?
 - ✓ What outcomes do I hope to achieve from redeveloping sites?

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Link Your Story Together in Each of the Sections and Tie Them to Brownfields

- Community Need **Keep Your Story Clear and Consistent!**
 - ✓ Here are the brownfields issues in my targeted community and who I'm trying to help with this grant.
- Project Description & 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 & Partnerships
 - ✓ Here's my step-by-step plan for how my partners and I will engage the community in this project and involve them in the decisions being made.
- Project Benefits
 - ✓ Here are the anticipated outcomes and my targeted community will benefit from redeveloping the brownfields sites.

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Keep Your Story Clear and Consistent

For Example:

Community Need	Project Description	Community Engagement	Project Benefits
High Elderly Population	Will help assess sites for elderly housing and services.	Partnered with elderly support organizations, senior citizen groups, and downtown businesses.	Enables more elderly housing and services in the community.
Blighted Downtown	Sites are targeted near downtown area to address blight and maximize accessibility for senior citizens.	Actively engaging the senior community and chamber of commerce.	Removes blight and helps to revitalize the targeted downtown area. Walkability and nearby greenspace are key benefits for seniors.

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Keep Your Story Clear and Consistent

Further Examples:

Community Need	Project Description	Community Engagement	Project Benefits
Diverse, multilingual population in a densely populated, blighted community.	Will cleanup 3 parcels for community gardens, a farmer's market, and afterschool programs.	Partnered with the PTA, a local university for outreach on safe urban gardening, and a farmer's market association.	Provides much needed healthful greenspace and afterschool support facilities.
High asthma and school drop-out rates.	Sites are near local schools, residential neighborhoods, and over a mile from the closest public park.	Actively engaging the local residents and students in their primary languages.	Removes blight and helps to engage residents and students together in a positive environment.

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Structuring Your Proposal

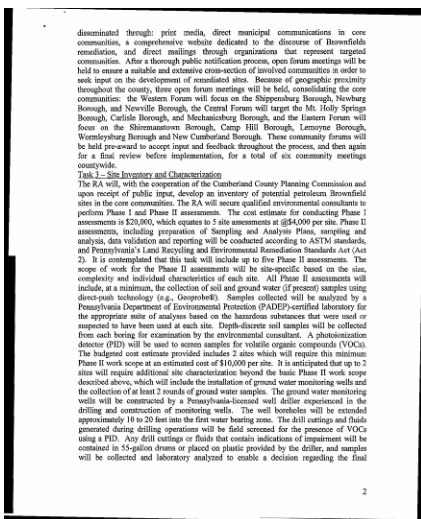
Your job is to make a positive impression on the reviewers through clear objectives and engagement in your writing.



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Format is Important



- You never get a second chance at a first impression.
- Don't let your message get lost in the small print.
- Can you easily locate important data on this page?

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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.

R. Community Need

1. The Municipality of Salinas is a coastal area located in the south of Puerto Rico with a population of 11,111 (Census 2000) divided as follows: 19 years of age or less 2,675; 15 to 24 years old, 21,150; over 25 years of age, 18,576. The population density per square mile is 324 and has a total living area (land area) of 96 square miles. 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 years 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 78.9 percent of the family with female householders are below poverty level. The unemployment rate in the Municipality is 64.0 (Census 2000).

Because of its substantial living conditions, 6 of its wards, specifically Pueritas Vázquez, Barriada López, San Felipe, Maque, Borinquén, Villa Colón, Playa, 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 establishment of houses, electricity, community centers, sewage systems, sidewalks and street asphalt and lighting, 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 - 10.8 percent; ages 21 to 64 - 30.8 percent; ages 65 and over - 46.2 percent); a high rate of school drop outs; a high rate of drug 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 disease are as follows: 185.3 for heart disease; 59.3 for diabetes; 84.2 for cancer; 20.1 for cerebral vascular; 47 polio; 47.9 hypertension; 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 1896. 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

Outreach Task	Purpose	Frequency
Brownfield Working Group	To guide program functions, including siting 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.
Fact Sheets	Educate and disseminate information. Project update included as well as important items.	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 River towns.	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. Formality 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

Base Plan Development Corporation
Community-Wide, Hazardous substance Assessment Grant Proposal

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Organize Your Response

- Number your pages.
- Address all criteria as they appear in the guidelines. If a criterion doesn't apply say so and briefly explain why (don't skip it!).
- Address each part under a criterion separately (e.g., 1.a.i., 1.a.ii., 1.b.i., 1.b.ii.).
- Make sure the most important point appears early in the paragraph and stands out clearly.
- Highlight key words to use in your response (these words alert the reviewer to "here's the answer").
- Utilize multiple paragraphs and don't crowd the page.

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Other Items to Consider

- Minimize the use of acronyms and technical/cultural jargon.
- Use positive verbs: “we are working”, “we will commit”.
- Ensure that your budget request in your transmittal letter actually matches your budget table.
- 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.
- Choose someone outside of the group for a fresh opinion.
- **Remember**: no one from New England will be reading your proposal.
- This workshop is **NO SUBSTITUTE** for reading and closely following the detailed Guidelines!

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Organize Your Attachments

- Organize your attachments by including a separate cover page for appendices. For example:

Appendix A – Threshold Criteria

Appendix B – Leveraging Commitment(s)

Appendix C – Community Based Organization Letters

- Determine which attachments are required for the type of funding for which you are applying.

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Other Factors Checklist (attach with Transmittal Letter)

Appendix 3
Other Factors Checklist
(see Checklist at the end of the Guidelines for complete list)

Name of Applicant: _____

Please identify (with an x) if any of the below items apply to your community or your project as described in your proposal. To be considered for an Other Factor, you **must include the page number where each applicable factor is discussed** in your proposal. If this information is not clearly discussed in your narrative proposal or in any other attachment, it will not be considered during the selection process.

- Community population is 10,000 or less.
- Project is primarily focusing on Phase II assessments. (Assessment only)
- Community demonstrates firm leveraging commitments for facilitating brownfield project completion by identifying amounts and contributors of funding in the proposal and have included documentation.
- Community is implementing green remediation plans. (Cleanup/RLF-Only)

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Other Factors Checklist Partnerships for Sustainable Communities (PSC)

- You do not have to be the direct grantee to indicate on the special considerations checklist that you are part of a PSC project.
- You may check this box if you are a partner or a beneficiary of a PSC grant.
- Documentation of this may be a section of a workplan indicating your partnership, a preferred sustainability status letter from HUD, or a letter from a PSC grantee affirming benefits to your targeted community.
- If you have questions whether or not you can check this box, contact Jessica Dominguez at dominguez.jessica@epa.gov.

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SAM & DUNS (Section VI.G)

- All applicants must be registered in the System for Award Management (SAM)
 - ✓ SAM information is located at <https://www.sam.gov/portal/public/SAM/>
 - ✓ Make sure you are active in SAM before submitting your proposal
 - ✓ You must maintain an active registration during the application, award and grant time frames
- All applicants must have a Data Universal Numbering System (DUNS) number
 - ✓ DUNS information is located at <http://www.dnb.com/>

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Developing a Winning Strategy for Your Grant Proposal

QUESTIONS?



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