EPA New England
FY2015 Brownfields
Grant Guidelines Workshop

October 28, 2014 - Sanford, ME & Providence, RI
October 29, 2014 – Chelmsford, MA & Montpelier, VT
October 30, 2014 - East Hartford, CT
October 31, 2014 - Manchester, NH
Purpose of the Workshop

• Provide an overview of the new Brownfields Grant Guidelines for FY2015
• Review the application process and requirements
• Provide an opportunity for Q&A
General Information

Sanford Mill Ribbon Cutting | Sanford. ME
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
## FY2014 Brownfields ARC Grant Program

<table>
<thead>
<tr>
<th></th>
<th>Nation-Wide</th>
<th>New England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications Received</td>
<td>590</td>
<td>141</td>
</tr>
<tr>
<td>Proposals Funded</td>
<td>264</td>
<td>72</td>
</tr>
<tr>
<td>Assessment</td>
<td>181</td>
<td>32</td>
</tr>
<tr>
<td>Cleanup</td>
<td>72</td>
<td>35</td>
</tr>
<tr>
<td>RLF</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Total Funding</td>
<td>$67 Million</td>
<td>$17.5 Million</td>
</tr>
</tbody>
</table>
EPA Brownfields Funding

• In FY2015, EPA anticipates awarding 255 grants nationally for a total of $59.5 M:

✓ 165 Assessment Grants - $41.4 M
✓ 90 Cleanup Grants - $18.1 M
Proposal Guidelines

- **FY15 AC Proposal Guidelines**
  - Assessment
  - Cleanup

- **FY15 AC Frequently Asked Questions (FAQs)**

- **FY 15 Summary of Changes**

- **FY15 Assessment Guideline Checklist**
Proposal Guidelines

USE THIS YEAR’S GUIDELINES!
Additional Resources

• “Getting Started Preparing Your ARC Proposal Early”

• 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 available services.
Proposal Submission Information

Chepachet Mill | Glocester, RI
Due Date & Mailing Instructions

- **Hard Copy Submissions**
  - Proposals must be **postmarked** by **December 19, 2014**.
  - Mail original to Environmental Management Support, Inc. (Address in Section IV.B.1).

- **Electronic Submissions**
  - Proposals may be submitted electronically through [www.grants.gov](http://www.grants.gov) and must be **received** by **December 19, 2014** by **11:59 pm** Eastern Time.
  
  - See Section IV.B.2 for instructions.
Due Date & Mailing Instructions

• Regional Copy

✓ Send an email (PDF) of the proposal to the EPA Regional Brownfields Contact. For New England:
  Frank Gardner
  5 Post Office Square
  Suite 100, Mail Code OSRR07-2
  Boston, MA  02109-3912
  gardner.frank@epa.gov

✓ Proposals MUST be sent to EMS to be included in the competition.
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!**
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
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 2015 award announcement.
What’s New

General

• No Revolving Loan Fund Grants this year. An expanded RLF Supplemental round is anticipated in early 2015.

• Phase Is must be in accordance with ASTM E1527-13.

• A hard copy of your proposal must be sent to EMS and an electronic copy (PDF) to the Regional Brownfields Contact.

• Other Factors Checklist in Appendix 3 has been modified.
What’s New

Ranking Criteria - General

• Community Need
  ✓ Demographic Data table has been updated. **Use the national data in the chart in your proposal!**

• Community Engagement & Partnerships
  ✓ Communicating Progress language has been revised.
  ✓ Letters of Support are now Letters of Commitment.

• Project Benefits
  ✓ Health and/or Welfare and Environmental Benefits is now divided into two criteria – Health and/or Welfare **and** Environmental
What’s New

Ranking Criteria - General

• Project Benefits (continued)
  ✓ Both guidelines have a criterion for Integrating Equitable Development or Livability Principles
  ✓ Both guidelines have a criterion for Economic & Community Benefits

• Programmatic Capability/Past Performance
  ✓ For states & tribes, 128(a) grants are now under “If you have ever received an EPA brownfields grant…” section.
What’s New

Ranking Criteria - Assessment

• Revised language redefines how “new” and “existing/recent recipient” are defined. See Section V.A. – Page 26-27.

• If you were awarded an Assessment Grant or were part of a Coalition in FY2014, you can apply again this year.

• Project Description

✓ New criterion for “Project Timing”. See Section V.B.2.a.ii. – Page 30.

• Community Engagement & Partnerships

✓ New introductory paragraph language describing how this criterion will be evaluated. See Section V.B.3. – Page 32-33.
What’s New

Ranking Criteria - Assessment

• Community Engagement & Partnerships (continued)

✓ Community Involvement Plan and Communicating Progress are now separate criteria. See Section V.B.3.a.i & ii. – Page 33.

✓ Partnerships with Governments Agencies has been revised. See Section V.B.3.b. – Page 34.
What’s New

Ranking Criteria - Assessment

- Point Distribution

<table>
<thead>
<tr>
<th>Criteria</th>
<th>FY 2014</th>
<th>FY 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Need</td>
<td>45</td>
<td>50</td>
</tr>
<tr>
<td>Project Description</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Project Benefits</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>Programmatic Capability</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>
What’s New

Ranking Criteria - Cleanup

• Community Need
  ✓ Impacts on Targeted Community language is restructured. See Section V.B.1.b. – Page 30.

• Community Engagement & Partnerships
  ✓ New introductory paragraph language describing how this criterion will be evaluated. See Section V.B.3. – Page 34.
  ✓ Partnerships with Government Agencies language is revised. See Section V.B.3.b – Page 35.
What’s New

Ranking Criteria - Cleanup

- **Point Distribution**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>FY 2014</th>
<th>FY 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Need</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Project Description</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Project Benefits</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Programmatic Capability</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>105</strong></td>
</tr>
</tbody>
</table>
QUESTIONS?
Developing a Winning Strategy for Your Grant Proposal

Cotton Mill Square | Nashua, NH
Create an Overall Proposal Strategy

• The best strategy begins by finding the unique human interest story, or theme, that generates individuality to your proposal.

• Uniqueness happens simply by describing reality
  ✓ Real people
  ✓ Real brownfields
  ✓ Real conditions & issues
  ✓ Real partners
  ✓ Real plans
  ✓ Real goals

• Each section of the proposal needs to connect with this story and play out as a unified project.
Questions to ask in developing your proposal

• Where is community and economic planning happening (pre-established momentum)
• Is there a Brownfields project there with potential catalyst sites to build on?
• What’s the neighborhood like? Is this a good target community for the proposal?
• Do the brownfields sites have a unique community and/or industrial history you can describe?
• What are the visual and underlying impacts to the neighborhood, environment and economy?
• Do your plans match the needs of the neighborhood (affordable housing, recreational space, mixed-use redevelopment, manufacturing jobs, etc.)?
• What’s your budgeting strategy to move these sites one step closer to redevelopment?
• What other partners, funding and resources do you need to secure to continue moving these sites to redevelopment?
• What community partners are a good fit to help implement your Brownfields project?
• What results and changes do you hope to achieve from redeveloping these sites?
Link Your Story Together in Each of the Sections and Tie Them to Brownfields

• **Community Need**
  ✓ Here are the brownfields issues in our neighborhood and who we are trying to help with this grant.

• **Project Description & Feasibility of Success**
  ✓ Here is our community-based brownfields plan(s), our 3-year strategy for the money, and how we’re going to get the rest of money to get to redevelopment.

• **Community Engagement & Partnerships**
  ✓ Here is our multifaceted plan for how we and our partners have and will engage the community in this project and involve them in the decisions being made.

• **Project Benefits**
  ✓ Here are the redevelopment goals we are striving for and the community-based results and benefits we hope to achieve from these brownfields sites.

• **Programmatic Capability**
  ✓ Here is our project “team” and our demonstrated ability to successfully manage the grant and produce the measurable results discussed in the proposal.
Keep Your Story Clear and Consistent

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

Further Examples:

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

• Your job is to make a positive impression on the reviewers through clear objectives and engagement in your writing.
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 information on this page (in the first read and looking back later on)?

unassociated through print media, direct municipal communications in core communities, a comprehensive website dedicated to the discussion of Brownfields remediation, and direct mailings through organizations that represent targeted communities. After a thorough public notification process, open forums meetings will be held to ensure a suitable level of involvement in order to gain input on the development of remediation sites. Because of geographic proximity throughout the county, three open forum meetings will be held, following the core communities: the Western Forum will focus on the Shippenburg Borough, Westport 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 Elizabethtown Borough, Camp Hill Borough, Hummelstown Borough, West Thanksgiving Borough, and New Cumberland Borough. These community forums will be held pre- and post- to accept input and feedback throughout the process, and then again for a final review before implementation, for a total of six community meetings.

Task 1: Site Inventory and Characterization
The EA will be conducted in consultation with the Cumberland County Planning Commission and upon receipt of public input, develop an inventory of potential petroleum Brownfields sites in the core communities. The EA will involve qualified environmental consultants to perform Phase I and II assessments. The cost estimates for conducting Phase I assessments is $50,000, which equates to 3 site assessments at $16,667 per site. Phase II assessments, including preparation of Sampling and Analysis Plans, sampling and analysis, data validation and reporting will be conducted according to ATEC standards, and Pennsylvania’s Land Recycling and Environmental Remediation Standards Act (Act 1). 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 site, complexity and individual characteristics of each site. All Phase II assessments will include, at a minimum, the collection of soil and ground water (7-10 percent) samples using direct-push technology (e.g., GeoSpike). 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. Deep-crustal soil samples will be collected from each bore for examination by the environmental consultant. A photochemical dispersion (PDIS) will be used to screen samples for volatile organic compounds (VOCs). The budgeted cost estimate provided includes 2 sites which will require the minimum Phase II work scope at an estimated cost of $16,667 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 groundwater monitoring wells and the collection of at least 3 years of groundwater samples. The groundwater monitoring wells will be constructed by a Pennsylvania licensed well driller experienced in the drilling and construction of monitoring wells. The well bores will be extended approximately 14 to 20 feet into the finest water-bearing zone. The drill cuttings and fluids generated during drilling operations will be field screened for the presence of VOCs using a PDIS. Any drill cuttings or fluids that contain indications of remanent will be contained in 55-gallon drums or placed on plastic covered by the driller, and samples will be collected and laboratory analyzed to enable a decision regarding the final
Break Up Your Proposal into Manageable Parts
Organize Your Response

• Number your pages.
• Address all criteria as they appear in the guidelines (Never Skip Anything!). Find creative answers or explain why it doesn’t apply.
• Break out and number each part of each criterion separately, and bold or underline titles for easy navigation (e.g., 2ai Project Description).
• Use key words from the question in your response (these words alert the reviewer to “here’s the answer”).
• Make sure the most important point appears early in the paragraph and stands out clearly.
• Editing is easier than the writing so don’t worry about page limits until later. Then edit for value, and balance responses relative to criteria points.
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 different people write different sections, insure the proposal reads as coherently as possible. Plus there may be some duplication you can eliminate.
• Choose someone outside of the group for a fresh opinion.
• This workshop is **NO SUBSTITUTE** for reading and closely following the detailed Guidelines!
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 you are applying for.
### Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

<table>
<thead>
<tr>
<th>Other Factor</th>
<th>Page #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community population is 10,000 or less.</td>
<td></td>
</tr>
<tr>
<td>Federally recognized Indian tribe.</td>
<td></td>
</tr>
<tr>
<td>United States territory.</td>
<td></td>
</tr>
<tr>
<td>Applicant will assist a Tribe or territory.</td>
<td></td>
</tr>
<tr>
<td>Targeted brownfield sites are impacted by mine-scarred land.</td>
<td></td>
</tr>
<tr>
<td>Targeted brownfield sites are contaminated with controlled substances.</td>
<td></td>
</tr>
<tr>
<td>Recent natural disaster(s) (2006 or later) occurred within community, causing significant community economic and environmental distress.</td>
<td></td>
</tr>
</tbody>
</table>

**For Assessment Only**

| Project is primarily focusing on Phase II assessments.                     |        |

**For Cleanup Only**

| Community is implementing green remediation plans. |        |
Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicant demonstrates firm leveraging commitments for facilitating brownfield project completion by identifying amounts and contributors of funding in the proposal and have included documentation.</td>
<td></td>
</tr>
<tr>
<td>Community experienced manufacturing plant/power plant closure(s) (2008 or later) tied to the targeted brownfield sites or project area, including communities experiencing auto plant/power plant closures due to bankruptcy or economic disruptions.</td>
<td></td>
</tr>
<tr>
<td>Recent (2008 or later) significant economic disruption (unrelated to a natural disaster or manufacturing/auto plant/power plant closure) has occurred within community, resulting in a significant percentage loss of community jobs and tax base.</td>
<td></td>
</tr>
</tbody>
</table>
Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

| Applicant is one of the 12 recipients, or a core partner/implementation strategy party, of a “manufacturing community” designation provided by the Economic Development Administration (EDA) under the Investing in Manufacturing Communities Partnership (IMCP). To be considered, applicants must clearly demonstrate in the proposal the nexus between their IMCP designation and the Brownfield activities. Additionally, applicants must attach documentation which demonstrate either designation as one of the 12 recipients, or relevant pages from a recipient’s IMCP proposal which lists/describes the core partners and implementation strategy parties. A core partner/implementation strategy party is a local partner organization/jurisdiction that will carry out the proposed strategy, as demonstrated in letters of commitment or memoranda of understanding which documents their contributions, roles, and responsibilities to the partnership. EDA may provide to |
### Other Factors Checklist – Appendix 3

**Attach to the Transmittal Letter**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA</td>
<td>a list of the core partners/implementation strategy parties for each of the 12</td>
</tr>
<tr>
<td></td>
<td>“manufacturing community” designees, which EPA would use to verify this other factor.</td>
</tr>
<tr>
<td>Applicant</td>
<td>serve an area designated as a federal, state, or local</td>
</tr>
<tr>
<td></td>
<td>Empowerment Zone or Renewal Community. To be considered, <strong>applicant must attach documentation</strong> which demonstrates this current designation.</td>
</tr>
<tr>
<td>Applicant</td>
<td>is a recipient or a core partner of HUD-DOT-EPA Partnership for Sustainable Communities (PSC) grant funding or technical assistance that is directly tied to the proposed Brownfields project, and can demonstrate that funding from a PSC grant/technical assistance has or will benefit the project area. Examples of PSC grant or technical assistance include a HUD Regional Planning or Challenge grant, DOT Transportation Investment Generating Economic Recovery (TIGER), or EPA Smart Growth Implementation or Building Blocks Assistance, etc. To be considered, <strong>applicant must attach documentation.</strong></td>
</tr>
<tr>
<td>Applicant</td>
<td>is a HUD Promise Zone community. To be considered, <strong>applicant must attach documentation.</strong></td>
</tr>
<tr>
<td>Applicant</td>
<td>is a recipient of an EPA Brownfields Area-Wide Planning grant.</td>
</tr>
</tbody>
</table>
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.
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/](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/](http://www.dnb.com/)
Developing a Winning Strategy for Your Grant Proposal

QUESTIONS?