

US EPA ARCHIVE DOCUMENT



EPA New England FY2012 Brownfields Grant Guidelines Workshop

Boston, MA - October 11, 2011

East Hartford, CT & Montpelier, VT - October 12, 2011

Augusta, ME & Providence, RI - October 13, 2011

Manchester, NH - October 14, 2011



Purpose

- Provide an overview of the Brownfields Grant Guidance for FY2012
- Review the application process and requirements
- Provide an opportunity for Q&A





General Information



EPA
DATE: June 9, 2011
City of Somerville
\$ 600,000
Six Hundred Thousand Dollars
0-100
P. C. H.
U.S. EPA Regional Administrator

**Kiley Barrel Cleanup Grant Award
Somerville, MA**



Future Success of Brownfields Program

- 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
November 28, 2011

- Award Announcement
Spring 2012





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, Pollutants, and Contaminants”

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





EPA's Investment in Brownfields Grants

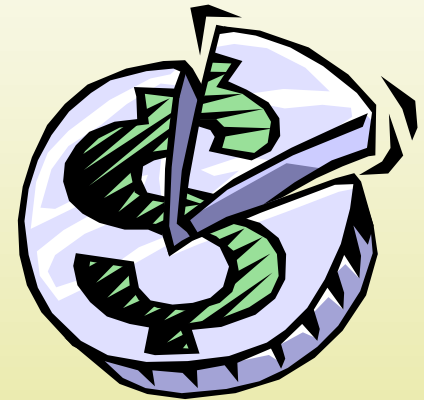
- *Since 1995*, EPA has awarded 2,926 brownfields grants totaling more than \$861.5 million.
- This has helped to:
 - ✓ Assess more than 18,000 properties
 - ✓ Leverage more than \$17.7 billion in brownfields cleanup and redevelopment funding from the private and public sectors
 - ✓ Create more than 73,000 jobs
 - ✓ Generate over 25,000 acres ready for reuse





EPA Brownfields Funding

- In FY2012, EPA anticipates awarding 210 grants nationally for a total of \$65M:
 - ✓ 112 Assessment Grants - \$39M
 - ✓ 90 Cleanup Grants - \$18M
 - ✓ 8 RLF Grants - \$8M





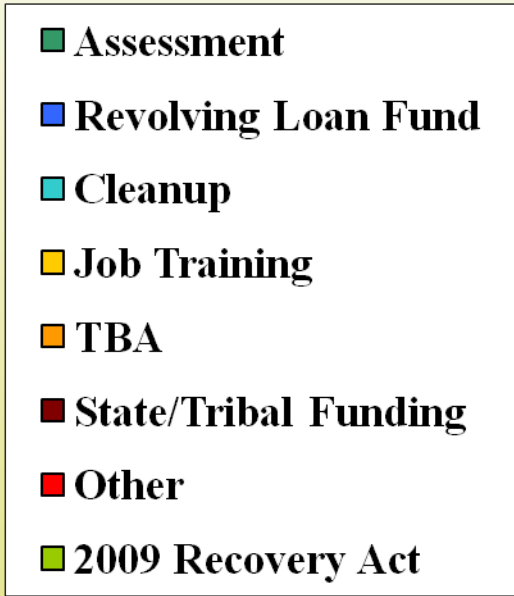
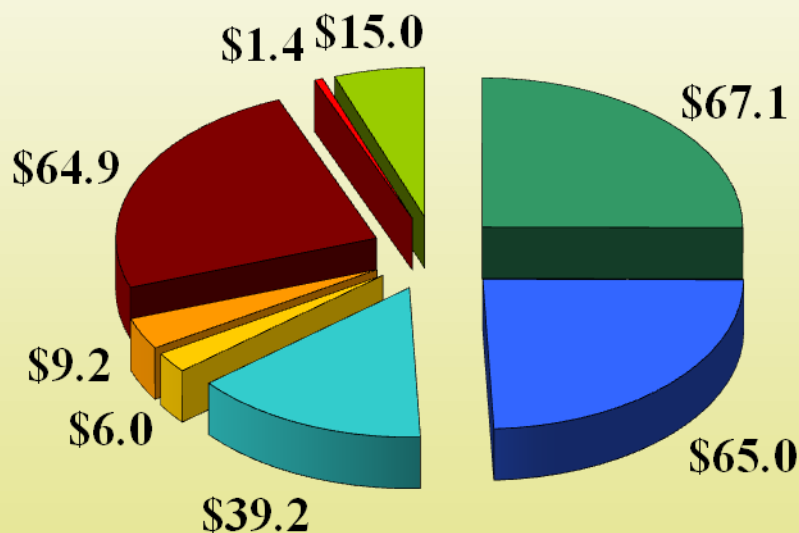
FY2011 Brownfields ARC Grant Program

	Nation-Wide	New England
Proposals Received	675	113
Proposals Funded	170	32
Assessment	70	6
Cleanup	87	23
RLF	13	3
Funding	\$65.5 Million	\$9.8 Million



EPA Brownfields Funding in New England

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





Information on the Brownfields Grant Programs

- Assessment Grant Program
 - ✓ www.epa.gov/region1/brownfields/programs/assessment/index.html
- Cleanup Grant Program
 - ✓ www.epa.gov/region1/brownfields/programs/cleanup/index.html
- Revolving Loan Fund Grant Program
 - ✓ www.epa.gov/region1/brownfields/programs/revolving/index.html



Assessment Grant Program

- 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

- **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 \$200K Hazardous Substance and \$200K Petroleum, for a combined total of \$400K.
- ✓ See table on **page 6** of the guidelines for grant option summary.
- ✓ **We suggest you apply community-wide.**
- ✓ Period of performance is **three years**.



Assessment Grant Program

- **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

- **Assessment Coalitions**
 - ✓ Up to **\$1 million** for hazardous substances and/or petroleum (e.g. \$500K hazardous, \$500K 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

- To conduct cleanup activities at brownfield sites.
- ***MUST OWN PROPERTY AT THE TIME OF APPLICATION.***
- 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 property - must submit ONE proposal, which cannot exceed \$200,000.
- Non-profits may apply.
- Cost share requirement of 20%.
- Community Notification (Threshold Criteria Only).
- Period of Performance is three years.





Revolving Loan Fund Grant Program

- 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 50% 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**.





Brownfields Law & Ranking Criteria

- 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

- 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



Windham Regional Commission Grant Awards
Brattleboro, VT



Proposal Guidelines

- **Assessment:**

- ✓ <http://www.epa.gov/oswer/docs/grants/epa-oswer-oblr-11-05.pdf>

- **Cleanup:**

- ✓ <http://www.epa.gov/oswer/docs/grants/epa-oswer-oblr-11-07.pdf>

- **Revolving Loan Fund:**

- ✓ <http://www.epa.gov/oswer/docs/grants/epa-oswer-oblr-11-06.pdf>

- **Frequently Asked Questions:**

- ✓ http://www.epa.gov/swerosps/bf/proposal_guides/fy12_faqs.pdf



Due Date & Mailing Instructions

- **Hard Copy Submissions**

- ✓ Proposals must be postmarked by November 28, 2011.
- ✓ Mail original to Environmental Management Support, Inc.
(Address in Section IV.B.1)

- **Electronic Submissions**

- ✓ Proposals may be submitted electronically through www.grants.gov and must be received by November 28, 2011 by 11:59 pm Eastern Time.

- **Regional Copy**

- ✓ Mail a copy of each proposal to Region 1 Brownfields Coordinator Diane Kelley, US EPA, 5 Post Office Square, Suite 100, Mail Code OSRR07-2, Boston, MA 02109.



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)
 - ✓ Single line spaced
 - ✓ 12 point font
 - ✓ 1 inch margins



- 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 2012 award announcement.





General Tips for Proposal Preparation

- 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 criterion separately (e.g., 1.a.i., 1.a.ii., 1.b.i., 1.b.ii.).
- Our experience 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

- 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!



What's New for 2012



- General
 - ✓ 15 page limit for Narrative Proposal (Answers to Ranking Criteria).
 - ✓ Answers to Threshold Criteria are now an attachment.
 - ✓ Applicants are required to attach documentation regarding leveraged funding that is committed to the project.
 - ✓ Must complete a Special Considerations checklist found in Appendix 3.



What's New for 2012



- Proposal Ranking & Selection
 - ✓ **For assessment & cleanup only** - Select highest ranking proposals using two lists:
 - One list of new applicants that have never received a Brownfields grant - 50% of funding will be reserved for these applicants
 - A second list of “existing and former” brownfields grantees - 50% of funding will be reserved for these applicants
 - ✓ May also select additional proposals from a second tier list of very good proposals based on “Other Factors” as discussed in Section V.C



What's New for 2012



- Ranking Criteria Changes Impacting All Grant Types
 - ✓ Community Need
 - New opening paragraph emphasis on Environmental Justice concerns.
 - Sub-criterion have been revised and now includes a Demographic Information table.
 - You must provide information on the “cumulative environmental impacts” and how these issues have also contributed to a disproportionate impact on the community.
 - You must also describe how major economic disruptions (e.g., plant closures) have caused economic distress in your targeted community.



What's New for 2012



- Ranking Criteria Changes Impacting All Grant Types
 - ✓ Project Description & Feasibility of Success
 - Now includes Plan for Tracking & Measuring Progress (which was moved from Project Benefits)
 - Applicants must demonstrate how they will leverage funds beyond the grant resources, and describe the **amount** and **type** of resources leveraged
 - ❖ You must attach documentation of committed leveraged resources to your proposal



What's New for 2012



- Ranking Criteria Changes Impacting All Grant Types
 - ✓ Programmatic Capability & Past Performance
 - New sub-criterion language for Adverse Audits.
 - In discussing your past brownfields grants, you must identify whether the desired outcomes of the projects were met.
 - ✓ Community Engagement & Partnerships
 - Revised language concerning your efforts and plans to develop partnerships.
 - EPA may conduct reference checks with the partner organizations identified to confirm their involvement and support in your project.



What's New for 2012



- Ranking Criteria Changes Impacting All Grant Types
 - ✓ Project Benefits
 - Must describe how your proposed project will integrate equitable development principles.
 - Outcomes need to be identified in your responses to the three sub-criteria in this section.



What's New for 2012



- Assessment-Only Changes
 - ✓ Ranking Criteria are now worth **200 points**
 - ✓ Ranking Criteria for Community Need
 - Assessment Coalitions – Strengthened language regarding how you are serving your coalition partners and communities that would otherwise not have access to Brownfields resources.



What's New for 2012



- Assessment-Only Changes
 - ✓ Ranking Criteria for Project Description & Feasibility of Success
 - Area-Wide Planning language has been removed but is still an eligible activity.
 - Communities with existing community plans will be reviewed more favorably.
 - Describe how your project fits in with the targeted community's plans.



What's New for 2012



- Assessment-Only Changes
 - ✓ Ranking Criteria for Community Engagement & Partnerships
 - Assessment Coalitions – New language about tailoring your community engagement specifically to the needs of your target communities.
 - ✓ Ranking Criteria for Project Benefits
 - Demonstrate how your site assessments will lead to cleanups and redevelopment to support your proposed project.



What's New for 2012



- Cleanup-Only Changes
 - ✓ Threshold Criterion for Community Notification now requires a draft Analysis of Brownfields Cleanup Alternatives (ABCA) as an attachment. **Read FAQ #71** for information to include in your draft ABCA.
 - ✓ Ranking Criteria for Project Description & Feasibility of Success
 - Must provide more specific information about your cleanup plans including the conditions of the existing property, the proposed/projected redevelopment, any previous activities to prepare the site for cleanup, and any institutional controls or engineering controls, if applicable.



What's New for 2012



- Revolving Loan Fund-Only Changes
 - ✓ Ranking Criteria for Program Description & Feasibility of Success
 - You are required to describe how you will use “reasonable and prudent lending practices” to ensure redevelopment of sites.
 - You must explain **how** you have determined there is a target market and **who** that target market is.
 - You must describe your entire team and specifically describe how project/program manager, Qualified Environmental Professional and financial manager will work together.



Developing a Winning Strategy for Your Grant Proposal



 **EPA**

DATE June 10, 2011

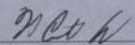
PAY TO THE ORDER OF City of Marlborough

\$ 200,000

Two Hundred Thousand Dollars

0/100

MEMO Cleanup


H. Curtis Spalding
U.S. EPA Regional Administrator

**25 East Main Street Cleanup Grant Award
Marlborough, MA**



Understand the Basic Difference Between the Proposal and the Grant



*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 properties an opportunity for new life



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.





Use All Available Data

- 2010 Census Data (<http://www.census.gov/>)
 - ✓ The 2010 census data are available now.
 - ✓ Two data sets available on the New American Factfinder website (<http://factfinder2.census.gov/>):
 1. Decennial Census Data (100% Data)
 - Age
 - Race
 - Sex
 - Household relationship
 - Owner/renter
 - Vacancy Characteristics
 2. American Community Survey Data (Formerly Long Form)
 - Income
 - Citizenship
 - Language
 - Other demographics
 - Employment data
 - Housing information
 - Education



Use All Available Data

The screenshot shows the American FactFinder website in a Windows Internet Explorer browser. The browser address bar displays <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>. The website header includes the U.S. Census Bureau logo and the text "AMERICAN FactFinder". Navigation tabs include "MAIN", "SEARCH", "WHAT WE PROVIDE", and "USING FACTFINDER". A language selector shows "English" and "Español".

On the left side, there is a "Your selections" section with a sub-header "Your Selections' is empty". Below this are several expandable menu items: "Topics", "Geographies (states, counties, places,...)", "Population Groups (race, ancestry,...)", and "Industry Codes (NAICS,...)". These items are circled in red.

The main content area features a search box with the placeholder text "Enter a search term(s) and click 'GO'". Below the search box are input fields for "topic or table name" and "geography (optional)", along with a "GO" button. This search area is also circled in red. Below the search box, there are radio buttons for "Topics", "population groups", and "Industries".

On the right side, there are several informational widgets: "U.S. Population Clock" showing "19:26 UTC (EST+5) Oct 03, 2011" and a population count of "312,351,027"; "Reference Maps" with a dropdown menu set to "United States" and a "GO" button; "Address Search" with a street address input field; and "Did you know?" with a scrollable list of interesting facts.

At the bottom of the page, there is a "News and Notes" section with several news items dated from September 22, 2011, to September 27, 2011. The browser's taskbar at the very bottom shows several open applications, including "Joe Ferrari - Inbox...", "DRAFT FY12 RLF.pptx", "FINAL FY12 Assess...", "DRAFT FY12 Genera...", "PowerPoint Slide Sh...", "2012 Outreach", and "American FactFin...". The system clock shows "3:27 PM".

Primary Search topics

Video Tutorials Available

Quick Start Searches on a topic or geographic location



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

- **Community Need**
 - ✓ Here's the brownfields issues in my 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's what I'm going to do to help my community.



Keep Your Story Clear and Consistent

Community Need is the basis for your **Project Description**, **Community Engagement**, and **Project Benefits**

The **Project Description** addresses how this project will help address **Community Need**, support **Community Engagement**, and produce **Project Benefits**

Community Engagement ensures that you are fully informed of **Community Need**, keeps in line with your **Project Description**, and helps ensure awareness and relevance of **Project Benefits**

Project Benefits are directly related to **Community Need**, make sense in relationship to your **Project Description**, and are informed by **Community Engagement**

For Example:

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



Keep Your Story Clear and Consistent

Further Examples:

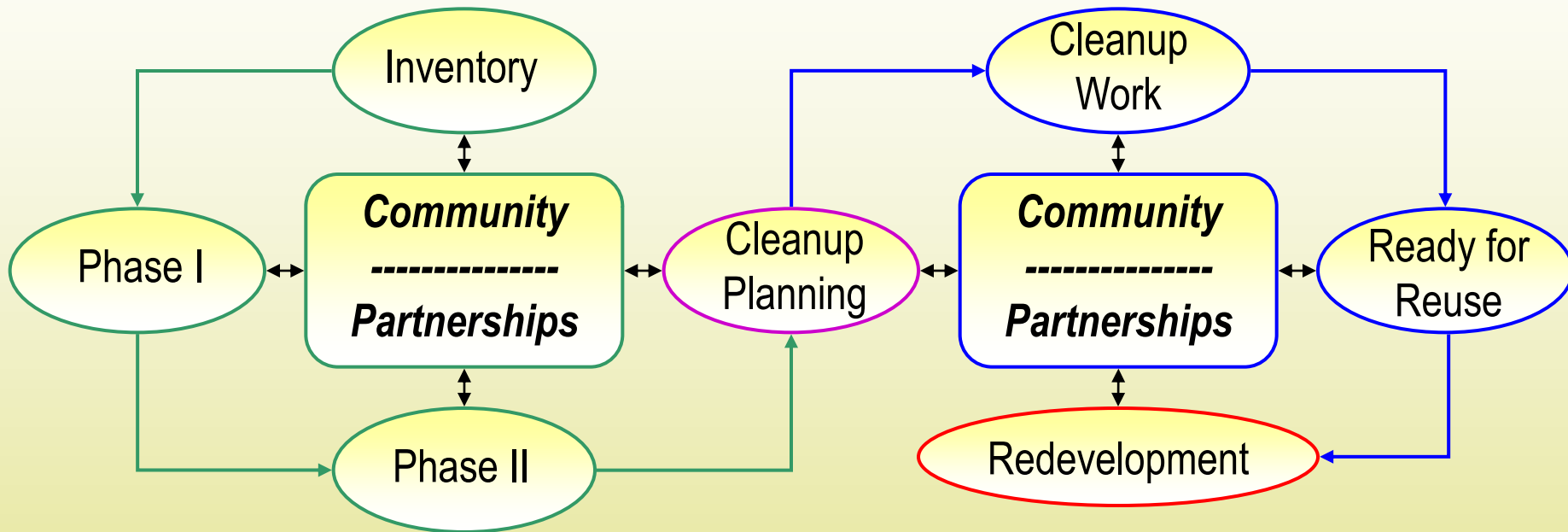
Community Need	Project Description	Community Engagement	Project Benefits
<p>High Poverty Rate and Unemployment since the closure of a large mill complex.</p> <p>Rural community with no local grocery stores.</p>	<p>Provide loans to cleanup sites for commercial development with a special interest in a grocery store.</p> <p>Sites are targeted near existing bus lines and the mill complex to maximize job accessibility.</p>	<p>Partnered with the regional economic development council and a local job training organization.</p> <p>Actively engaging with residents and the current owners of the mill complex properties.</p>	<p>Enables the opening of a local grocery store.</p> <p>Helps to revitalize the targeted mill complex area.</p> <p>Increased, viable commercial properties will help spur job growth.</p>
Community Need	Project Description	Community Engagement	Project Benefits
<p>Diverse, multilingual population in a densely populated, blighted community.</p> <p>High asthma and school drop-out rates.</p>	<p>Will cleanup 3 parcels for community gardens, a farmer's market, and afterschool programs.</p> <p>Sites are near local schools, residential neighborhoods, and over a mile from the closest public park.</p>	<p>Partnered with the PTA, a local university for outreach on safe urban gardening, and a farmer's market association.</p> <p>Actively engaging the local residents and students in their primary languages.</p>	<p>Provides much needed healthful greenspace and afterschool support facilities.</p> <p>Removes blight and helps to engage residents and students together in a positive environment.</p>



Understand the Grant Tasks to Plan Out Your Project and Community Engagement

Assessment Grant

Cleanup & RLF Grant



Consultant **EPA** **Health agencies & State environmental agency** **Municipalities**

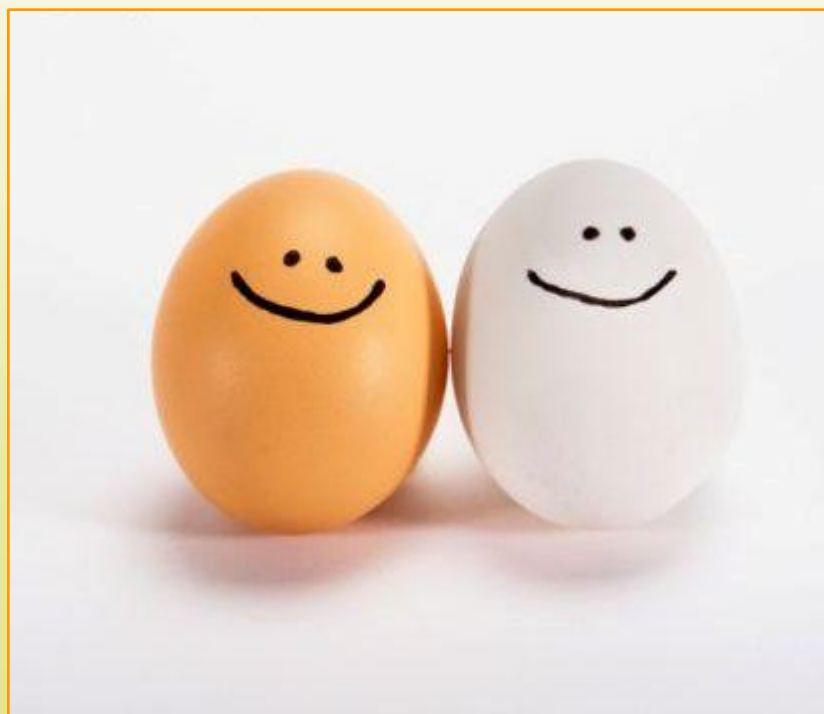
Banks & Developers **Community based organizations** **Public & Neighbors**

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



Structuring Your Proposal

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





Format is Important

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

- 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?



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 34 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, Barrida 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 1858. 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



Organize Your Response

- Utilize multiple paragraphs and don't crowd the page.
- Make sure the most important point appears early in the paragraph and stands out clearly.
- Use examples to help support your discussion or make your point.
 - ✓ Put them in separate paragraphs so your accomplishments stand out clearly.





Create Interest and Individuality

- 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.





Provide a Complete Response

- 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 environmental, social and/or public health benefits anticipated from the revitalization of the site cleaned up under this grant. Describe how nearby, sensitive, and disadvantaged populations in your targeted community will be protected from contaminants during cleanup work conducted on the brownfield site under this grant. Describe the efforts you have taken to integrate equitable development principles into the reuse of the site and not displace residents historically affected by brownfields.



The Value of Peer Review

- 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-criterion?
 - ✓ 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

