



The U.S. Environmental Protection Agency Brownfields Assessment and Cleanup Grant Guidelines

A Detailed Review of Developing your Proposal Package

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Presentation Outline

- Overview of Types of Grants
- Proposal Guidelines Tips
 - Changes to the Guidelines
- Overview of Threshold Criteria
- Overview of Ranking Criteria
 - Community Need
 - Program/Project Description
 - Community Engagement & Partnership
 - Project Benefits
 - Programmatic Capability & Past Performance
- Contacts



The purpose of this presentation is to assist applicants with understanding the EPA Brownfields Assessment and Cleanup grant guidelines and preparing a grant proposal package.

This information is provided prior to the FY 15 grant request for proposal, so the FY15 guidelines will prevail over anything presented here today.

Estimated Brownfields Assessment & Cleanup grant FY15 Timeline



- September 2014: Request for Proposals Announced
- November 2014: Proposals Due*
- May 2015: Selections Announced
- May – Jun. 2015: Work plans and grant paperwork prepared
- July- September 2015: EPA processes grant award
- October 1, 2015: Project Period Starts
- September 30, 2018: Project Period Ends

*The proposal due date will be announced in the RFP.
These dates are subject to change.

Key Ideas



- Project Development: Prepare proposal as if you are selling it to someone (the reviewers)
- Catalyst/Leveraging: Why is your project a catalyst for land revitalization; who are the partners that are going to help make it happen
- Meaningful Community Engagement: Get the stakeholders involved upfront; do more than typical community newspaper ads and public meetings
- What is the Big Picture: Think beyond the Assessment and Cleanup to Redevelopment

Types of Grants



Assessment	Revolving Loan Fund	Cleanup
Applicant Eligibility (Government)	Applicant Eligibility (Government)	Applicant Eligibility (Government/Non profit)
\$400,000 Community wide \$200,000 or up to \$350,000 for Site-Specific Up \$750,000 Coalition	Up to \$1M And an additional \$1M for each member of the Coalition	\$200,000 per site Up to 3 sites for total of \$600,000
3 years	5 years	3 years
	20% Cost Share	20% Cost Share
Site and Property Ownership Eligibility (site-specific only)		Site and Property Ownership Eligibility – Applicants must own site by Jan 15, 2014
inventory, characterize, assess, and conduct community involvement	Provide loans and subgrants for cleanup, community involvement & reuse planning	Cleanup, reuse planning and community involvement
Those who received an assessment grant in 2014 are <u>NOT</u> eligible to apply this year for assessment funds	New Revolving Loan Funds are not going to be awarded in FY15. Likely will start awarding every other year.	

Changes to Guidelines



FY 15	
Proposal Submission	The proposal package must go to grants.gov. Copies can still be sent to EPA Region/HQ office.
Point Distribution	<p>Points distributed on a sub-criteria level will be modified in FY15 Most of the sub-criteria will change to 5 points in FY15. Example: A. (15 pts) 1. (5 pts) 2. (5 pts) 3. (5 pts)</p> <p>Project Description and Feasibility of Success to be weighted with less points Decreased the neutral score for those applicants who have never received any grant funding.</p>
Ranking Criteria Language	Reworked again slightly to provide greater clarity to the applicant and to the reviewers.
Special Consideration	Promise Zones and maybe a few others added to Appendix 3's "Other Factors" Checklist

Proposal Guidelines



- 15 page limit (Narrative) – Pages beyond the 15 page limit for the narrative (not including attachments) will be deleted and not reviewed.
- 1” margins; 12 pt font; no binders
- Limit attachments to required/relevant documents and letters (ie. state letter, community support letters).
 - No Maps Like in the Old Days

Proposal Guidelines



- Applications must be submitted to Grants.gov
 - Submit electronically at www.grants.gov
 - Registration in Grants.gov can take up to 2 weeks to be fully registered in the system.
 - Send a copy to EPA Region 4 Brownfields Program.

Proposal Preparation TIPS



- Read entire Guidelines – separate guidelines for Assessment and for Cleanup
- Find useful information in the Frequently Asked Questions (FAQs) online
- Address ALL of the information requested in the criteria
 - if it doesn't apply to your community (which is not common) state that and explain why
 - Even if it says “or” treat the criteria as if it says “and”
- It is not sufficient to simply respond to a criterion. The quality of the response is extremely important.
 - Use the Proposal Check Lists at the end of the Ranking Criteria section

Proposal Preparation TIPS



- Paint the big picture from assessment to redevelopment possibilities
- Write as though the reviewer knows absolutely nothing about your community.

TABEZ: A Grant Writing Tool



www.tabez.org

- Free tool to make it easy to prepare proposals
- Extremely user friendly
- Access anytime at your own own pace
- Provides Brownfield education: definitions, regulatory citations and helpful federal/state web links
- Access Successful Proposals!!
- Tips & support for every criteria
- Funded by EPA under TAB grant
- Password protected
- Export proposals to Word or PDF

Grant Applications Home

Home > Grant Applications Home

Application Name:	Owner:	Last Contributor:	Date:
Example1-Assessment	S W	S W	08/27/2010 EDIT DELETE
Example2-Cleanup	S W	S W	08/26/2010 EDIT DELETE
Example3-Cleanup-pet	S W	S W	08/24/2009 EDIT DELETE

START A NEW GRANT APPLICATION

HOW DO I START A GRANT APPLICATION?

SAMPLE GRANT APPLICATIONS

Go to www.tabez.org and click on Online Tools and “TAB EZ”. Register and you are on your way.

Technical Assistance to Brownfields (TAB) Contacts



Kansas State University (KSU) (Online Tabez tool)

Serves EPA Regions 5, 6, 7 and 8, but provides national support via online tools

www.epa.gov/brownfields/pubs/kansas-state-fact-sheet-03-21-13.pdf

Blase Leven

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www.engg.ksu.edu/CHSR/outreach/tab/

Center for Creative Land Recycling (CCLR)

Serves EPA Regions 4, 9 and 10

www.epa.gov/brownfields/pubs/cclr-fact-sheet3-21-13.pdf

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Threshold Criteria Overview



Failing threshold means
you will no longer be in the race!!

Threshold Criteria



Assessment	Cleanup
Applicant Eligibility (Government)	Applicant Eligibility (Government/Non profit)
Letter from the State or Tribal Environmental Authority	Letter from the State or Tribal Environmental Authority
	Establish Cleanup Authority and Oversight Structure
No Cost Share	20% Cost Share
Site Eligibility and Property Ownership Eligibility (site-specific only)	Site Eligibility and Property Ownership Eligibility – Applicants must own site by January 2015*
Community involvement	Community Notification
	Draft ABCA
Letters from coalition members in which they agree to be a part of the coalition	

*See Guidelines for specific Date

Letter from State or Tribal Environmental Authority



- CURRENT letter **acknowledging your specific proposal** and applicant plans to apply for grant to conduct/oversee assessment and/or cleanup activities
- State & Tribal Authorities do not need to provide letter for themselves



Do **not** substitute a letter from local or county oversight agencies.



Do not substitute an enforcement letter from the state regarding a specific site action.



Do **not** use last year's letter.



Sites NOT Eligible

- Proposed or listed on the National Priorities List (Superfund)
- Facilities subject to orders under CERCLA
- Facilities that are subject to the jurisdiction, custody or control of the US government (except land held in trust for Indian Tribes)
- Site cannot be subject to RCRA Corrective Action

Applicant must not be responsible for the contamination at a site!!

Site Eligibility

(Site-Specific Assessment & Cleanup Only)



Hazardous Substance Sites

- Sites contaminated with hazardous substances, contaminants, pollutants, controlled substances, and mine scarred land wastes.
- EPA will determine if site is eligible based on answers to criteria

Co-mingled Sites

- Sites with both types of contamination are considered Hazardous Substance sites

Petroleum Sites

- EPA or State will determine if site is eligible (except for Tribes – EPA will determine)
- Petroleum Eligibility Letter

Attach to application



Determination can be done before turning in your application.

Site Eligibility - Hazardous

(Site-Specific Assessment & Cleanup Only)



1. Property Ownership?

2. Property Acquisition?

- Did purchase include due diligence / all appropriate inquiry/Phase I ESA?
- Tax foreclosure, abandonment, or other government proceeding

3. Contamination History?

- If Applicant is responsible for contamination, in most cases the site is not eligible

4. Continuing Obligations: What happened on the property after acquisition?

- Did owner insure no further contamination has taken place since they received title?

Site Eligibility - Petroleum

(Site-Specific Assessment & Cleanup)



- Must be low risk
 - Is the site relatively low risk? (Ask the State or EPA if the State does not respond or if you are a tribe.)
- Current and previous owner must not be responsible for contamination
 - Who are the current and previous owners?
 - Did the current or previous owner cause contamination?
- If current or previous owner is responsible...
 - Are they financially viable?

Community Involvement Assessment Grant



Applicant must:

- identify how it intends to inform and involve the community and other stakeholders
 - During the entire life of the project planning and grant implementation
- tie this to their narrative ranking sub-criteria “Plan for Involving Targeted Community & Other Stakeholders; and Communicating Project Progress”*

*Note that actual sub-criteria wording may differ slightly in FY15 Guidelines

Community Notification Cleanup Grant



- Place a community notification ad in local newspaper
 - Or provide an “equivalent means” of customary public notification
 - Done shortly before the proposal submission
 - See Guidelines for required time of notification
 - Indicates that you will accept comments on your draft cleanup proposal and draft Analysis of Brownfield Cleanup Alternatives (ABCA) at least 2 weeks prior to submission
 - Provide where the public can access the proposal is located (e.g. town hall library, website, etc.)
 - Provide date and time of a public meeting that must be held prior to the proposal submittal
- One notification is acceptable for multiple cleanup grants if applying for more than one

Cleanup Authority & Oversight Structure (Cleanup grants only)



- Describe oversight plan
- Indicate if plan to enroll in state or tribal voluntary program and if not, discuss your technical expertise
- Provide Adjacent Property Access Plan
 - Plan to obtain access to adjacent properties, if needed

Cost Share for Cleanup Grants



- 20% Match Required
- Match can be contribution of money, labor, materials, or services from a non-federal source
 - Only for an eligible & allowable expense
 - HUD CDBG funds can be used as match
- Hardship Waivers can be requested

Do not exceed
20% match

Ranking Criteria



- Proposal must have passed Threshold Criteria to be considered for review & be “ranked”
- 5 Ranking Criteria Sections
 - Community Need
 - Program/Project Description
 - Community Engagement & Partnership
 - Project Benefits
 - Programmatic Capability/Past Performance
- Each criterion is made up of sub-criteria
 - Answer each individually
 - Sub-criteria may be different per grant type and point totals vary

Proposed FY15 Ranking Criteria Assessment Point Distribution



Criteria	Assessment
Community Need	40
Targeted Community and Brownfields	20
Description of Geographic Area	5
Demographic Information	5
Description of Brownfields	5
Cumulative Enviro Issues	5
Impacts on Target Community	10
Financial Need	10
Economic Conditions	5
Economic Effects of Brownfields	5
Project Description and Feasibility of Success	40
Project Description	20
Project Description	10
Project Timing	5
Site Selection	5
Task Description and Budget	15
Task Description	10
Budget Table	5
Ability to Leverage	5
Community Engagement & Partnerships	35
Community Involvement Plan	15
Plan for Involving the Community	10
Plan for Communicating Progress	5
Partnerships with Govt Agencies	10
Local/State/Tribal Environmental Authority	5
Other Relevant Governmental Partnerships	5
Partnerships with Community Organizations	10
Description and Commitment of Orgs.	5
Commitment Letters	5
Project Benefits	25
Health and/or Welfare and Environment	10
Health and/or Welfare Benefits	5
Environmental Benefits	5
Environmental Benefits from Infrastructure/Sustainable Reuse	8
Planning, Policies or Other Tools	5
Integrating Equitable Dev. Or Livability Principles	3
Economic and Community Benefits	7
Economic or Other Benefits	5
Job Creation Potential	2
Programmatic Capability	40
Programmatic Capability	28
Audit Finding	2
Past Performance	10
Compliance with requirements	5
Accomplishments	5
Total Score	180

Note: This is draft only!
Final point distribution
may change before the
FY15 Guidelines are
issued.

Proposed FY15 Ranking Criteria Cleanup Point Distribution



1	Criteria	Points
2	Community Need	15
3	Targeted Community and Brownfields	5
4	Impact on Targeted Community	5
5	Financial Need	5
6	<i>Economic Conditions</i>	3
7	<i>Economic Effects of Brownfields</i>	2
8	Project Description and Feasibility of Success	30
9	Project Description	15
10	<i>Existing Conditions</i>	5
11	<i>Proposed Cleanup Plan</i>	10
12	Task Description and Budget Table	10
13	Ability to Leverage	5
14	Community Engagement & Partnerships	15
15	Community Involvement Plan	5
16	Identify Agencies/Roles	5
17	Plans to Develop Partnerships w/ COs	5
18	Project Benefits	20
19	Health and/or Welfare and Environment	10
20	<i>Health and/or Welfare Benefits</i>	5
21	<i>Environmental Benefits</i>	5
22	Environmental Benefits	5
23	<i>Planning, Policies or Other Tools</i>	2
24	<i>Integrating Equitable Dev. Or Livability Principles</i>	3
25	Economic and Community Benefits	5
26	<i>Economic or Other Benefits</i>	3
27	<i>Job Creation Potential</i>	2
28	Programmatic Capability	20
29	Programmatic Capability	12
30	Audit Finding	2
31	Past Performance	6
32	<i>Compliance with requirements</i>	3
33	<i>Accomplishments</i>	3
34	Total Score	100

Note: This is draft only!
Final point distribution may
change before the FY15
Guidelines are issued.

Community Need



a. Targeted Community and Brownfields

Clearly describe the TARGETED community.

- Provide information on your city, town, or geographic area to provide context of brownfield challenges and the demographics of the targeted community.
- Use the sample table format to provide demographic information.
- Describe the brownfield property(ies) to be assessed or cleaned up and its (their) proximity to and effect on your targeted community.
- Provide summary of other various cumulative environmental issues, i.e., power plants, incinerators, etc.
- Higher weighting in Assessment than Cleanup



b. Impacts on Targeted Community

- Describe health, welfare or environmental challenges in your community:
 - Typical contamination
 - Sensitive populations (e.g. children, seniors, women of child-bearing age, etc.)
 - Environmental impact data (e.g. cancer, asthma rates)
- Discuss the disproportionate impacts the brownfields have on public health and/or welfare and environment of your targeted community.
- Link the impacts to the environmental conditions (brownfields and other contributors) as best as you can



Financial Need

- Tell us why you need this funding and are unable to obtain other funding sources
- Describe how local economic conditions may have been made worse due to significant economic disruption
- Elaborate on the demographic table and discuss the key economic effects (e.g. reduced tax base etc.)



Describe **YOUR** organization's need. Most applicants fail to adequately address this criteria.

Community Need Useful Tips



- The response to this first criteria sets the stage for the rest of the proposal.
- The reviewer should understand the social and economic situation of your target community AND understand the financial constraints of the applicant.
- Create a clear vision for how the funds will fill a gap
- Identify your target community, explain needs of this community and the impacts of the brownfield sites on this community.
- Assessment Coalitions only: Provide information on all coalition partners and how each contributes to the target area.

Community Need Useful Tips



- Explain and interpret the statistics for the reviewer
- Connect the dots.
- Connect impacts to contaminants at the sites and to the nearby community members that might be addressed with brownfield resources.
- Cite data sources. Identify information sources used (e.g. 2010 census data, local reports, etc.)

Project Description and Feasibility of Success (Assessment)



Project Description

- Describe the **Project**
 - How it aligns with your overall redevelopment plans
 - Break down into easily identifiable parts," e.g. "We are going to focus on three aspects of land revitalization in our project: open space, commercial revitalization, and affordable housing."
- The rest of the application support the parts: e.g. who are the partners, how was/will community outreach be conducted, what are the expected benefits
- Describe the **Project Management Approach**
 - Demonstrate that you have the capability and strategy in place to complete all project activities within the three year grant period
- Describe the process for **Site Selection**
 - How you are prioritizing and selecting sites to assess and how you will be obtaining access to those sites
 - Site-specific Proposals: describe the existing conditions of the property including anticipated levels of contamination etc.

Project Description and Feasibility of Success (Cleanup)



Project Description must include:

- Existing condition of the property
- Reuse planning
- Proposed or projected use of the property
- How revitalization aligns with the overall targeted community
- Proposed cleanup plan and cleanup methods that are being considered
- Consistency with the draft ABCA attachment is necessary

Task Description and Budget Table Assessment Example



Budget Categories	Project Tasks				
(programmatic costs only)	Program Management	Community Outreach	Assessments	Quality Assurance	Total
Personnel	20,000	10,000			30,000
Fringe Benefits					
Travel ¹	5,000				5,000
Equipment ²					
Supplies					
Contractual ³		25,000	130,000	10,000	165,000
Other (specify) _____					
Total					200,000

¹ Travel to brownfields-related training conferences is an acceptable use of these grant funds.

² EPA defines equipment as items that cost \$5,000 or more with a useful life of more than one year. Items costing less than \$5,000 are considered supplies. Generally, equipment is not required for assessment grants.

³ Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.

Task 1: Program Management

Personnel: Community Planner 1 \$50/hour X 400 hours = \$20,000

Travel: Attend 1 Regional conference: \$1000 + National Brownfield

Conf: \$4,000 total: \$5,000

Task Description and Budget Table

Cleanup Example



Budget Categories	Project Tasks				
	Program Management	State Oversight	Cleanup		Total
(programmatic costs only)					
Personnel	20,000				20,000
Fringe Benefits					
Travel ¹					
Equipment ²					
Supplies					
Contractual ³		10,000	130,000		140,000
Other (specify) _____					
Total					160,000
Cost Share⁴	30,000	10,000			40,000

¹ Travel to brownfields-related training conferences is an acceptable use of these grant funds.
² EPA defines equipment as items that cost \$5,000 or more with a useful life of more than one year. Items costing less than \$5,000 are considered supplies.
³ Applicants must comply with the procurement procedures contained in 40 CFR 31.36, or for non-profits, with 40 CFR 30.40 through 30.48.
⁴ Applicants must include the cost share in the budget even if applying for a cost share waiver. If the applicant is successful and the cost share waiver is approved, it will be removed in preaward negotiations.

Cost Share

***Do not exceed more than the 20% for cost share!**

Project Description and Feasibility of Success (cont.)



Ability to Leverage

- Describe other sources of funding or resources that you **have or may be seeking**
- If you don't have sources of leveraged funding, provide a recent example where you or your project partners have successfully leveraged resources.
- Attach copies of documentation for any firm leveraged resources identified.

For Cleanup Applicants:

- Discuss the sources of funding associated with the potential revitalization of the site.

PDFS Important TIPS



- Paint clear visual picture showing your project has end goals (i.e. revitalization plans, even for assessment grants)
- Project Description should add to the main points from the previous Community Need section
- Include in your discussion:
 - how the proposed work aligns community revitalization efforts
 - step-by-step plan for the grant and how the funds will be spent
 - where the remaining funds will come from in order to get to redevelopment
 - how accomplishments will be tracked

More PDFS Important TIPS



- Quantify in-kind support for the work, even if it is not required
- Identify ties to community (comprehensive) plan
- Document competence at leveraging resources and demonstrate any secured leveraged funding.
- If proposing health monitoring make sure state or local health department roles are outlined in the task description and supported in a letter

Community Engagement & Partnerships



- Describe plan for involving affected community
 - Site Selection Criteria
 - Cleanup Planning process
 - Site Reuse Planning
- Describe the project progress reporting plan
 - How will you keep community engaged, how will they be able to provide comments? Translation services?
 - Why is this the best way?

Community Engagement & Partnerships



Partnerships

- Describe efforts/plans to develop partnerships with **both** local environmental and health agencies
 - Plan and past efforts toward partnerships
 - Demonstrate knowledge of State programs
 - Indicate plans to enroll in State or Tribal voluntary response programs
- Describe efforts/plans to develop wide variety of partnerships with Community Organizations



Better to have actual partnerships than a plan for partnerships.

Community Engagement & Partnerships



- Provide specific examples of how meaningful input has been solicited
- Provide commitment letter from every community partner
 - Letter must provide a description of the organization's role in the project
 - **Be specific!**
- The letter should be consistent with what is contained in this criteria's narrative
- Partners can be grade schools, colleges, workforce development organizations, churches, labor groups, environmental or cultural interest groups, and neighborhood groups
 - NOT political members or other local municipal departments



Community Engagement & Partnership TIPS



- Be descriptive in how the target population will be engaged and discuss how language or cultural issues will be identified and resolved
- Tell us about tried and true methods that you have developed by providing examples
- Think creatively for hard to reach communities
- Health monitoring, if proposed, should be discussed in the community engagement activities
- It helps if you can demonstrate that you have already engaged the target community in this effort
- Any decisions that have already been made should describe how community input was solicited

Project Benefits



Describe:

- Health, welfare and environmental benefits anticipated from this grant
- Communicate how these benefits will address challenges mentioned in the Community Need section
- How your community is using planning, policies, ordinances or other tools and provide examples
- Provide one example of efforts you have taken in your planning to integrate equitable development or livability principles

Project Benefits Example Table



Carry the theme through the proposal with the same Target Areas that you identified in the Community and Financial Need Sections and discuss the benefits expected from targeting your resources in these areas.

<u>Target Area</u>	<u>Redevelopment Benefits</u>
Salvage Yard/ Factory	Waste/junk materials will be removed and recycled as applicable. Hazardous building materials (e.g. asbestos and lead-based paint) will be identified and abated, and buildings will be demolished. Underground storage tanks will be removed. Soil and groundwater contamination will be identified and cleanup begun to address potential vapor intrusion, inhalation, and direct contact concerns for area Hispanic residents. The sites will be redeveloped with low income housing and trails that connect to the Pretty Postcard Trail. Potentially contaminated storm water will be eliminated, protecting nearby Crummy Creek.
Former Township Dump	Waste materials will be removed and impacted soil will be identified and removed or capped to prevent future direct contact or particulate inhalation exposures. The site will be redeveloped with a community center and trails that connect to the Scenic Park and Historically Significant Trail. Potentially contaminated storm water will be eliminated, protecting the Smelly River.
Downtown Dry Cleaners	The full extent of the chlorinated solvent contaminated groundwater will be determined. If needed, groundwater cleanup will begin, and additional vapor extraction or barrier systems will be installed in area buildings, protecting residents and visitor from inhalation exposures. Downtown buildings then can safely be converted to mixed-use commercial / residential use.
Downtown Gas Stations	Underground storage tanks will be removed. Impacted soil will be identified and removed, and potentially impacted groundwater will be remediated to prevent future inhalation and vapor intrusion concerns. The sites will be redeveloped with mixed use development.

Project Benefits TIPS



- Tie your community vision to the needs identified in the proposed project
- Be as specific as possible when describing economic or non-economic benefits
- Describe any planned efforts to promote local hiring and procurement – find out if there are Brownfields job training grantees in your area



Programmatic Capability & Past Performance



Programmatic Capability

- Demonstrate ability to manage the grant & project activities within the three years
- Demonstrate sufficient resources and capability to complete the project in a timely manner
 - Staff roles, expertise, and qualifications

Audit Findings

- Describe any adverse audit findings:
 - Applicant must state that there is no adverse audit in proposal

Programmatic Capability & Past Performance



Past Performance and Accomplishments

- Prior Brownfields Grantee describe:
 - Past grant(s) management & performance
 - Funding expenditure
 - Compliance
 - Accomplishments
 - Corrective action for past grant management issue

Programmatic Capability & Past Performance



Past Performance

- If **Not** A Prior Brownfields Grantee, describe Current and/or Recent Grant History
 - Management & Performance
 - Federal, State, and Foundation Assistance
 - Similar in Scope
 - No More Than Five
 - Purpose and funding amount
 - Accomplishments, Outputs and Outcomes
 - Compliance
 - Corrective Action for Past Grant Management Issue

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