

EPA New England FY2016 Brownfields Grant Guidelines Workshop

October 27, 2015 – Manchester, NH

October 28, 2015 – East Hartford, CT

October 29, 2015 – Montpelier, VT

November 4, 2015 – Providence, RI

November 5, 2015 – Sanford, ME & Chelmsford, MA

Purpose of the Workshop

- Provide an overview of the new Brownfields Grant Guidelines for FY2016.
- Review the application process and requirements.
- Provide an opportunity for Q&A.
- Should any information provided in the following slides or by the presenters differ from the Guidelines, the language written in the Guidelines shall prevail.



General Information



New England Youth Theatre | Brattleboro, VT



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



FY2015 Brownfields AC Grant Awards

	Nation-Wide	New England
Proposals Received	519	105
Proposals Funded	175	38
Assessment	111	19
Cleanup	64	19
Total Funding	\$54.4 Million	\$10.3 Million



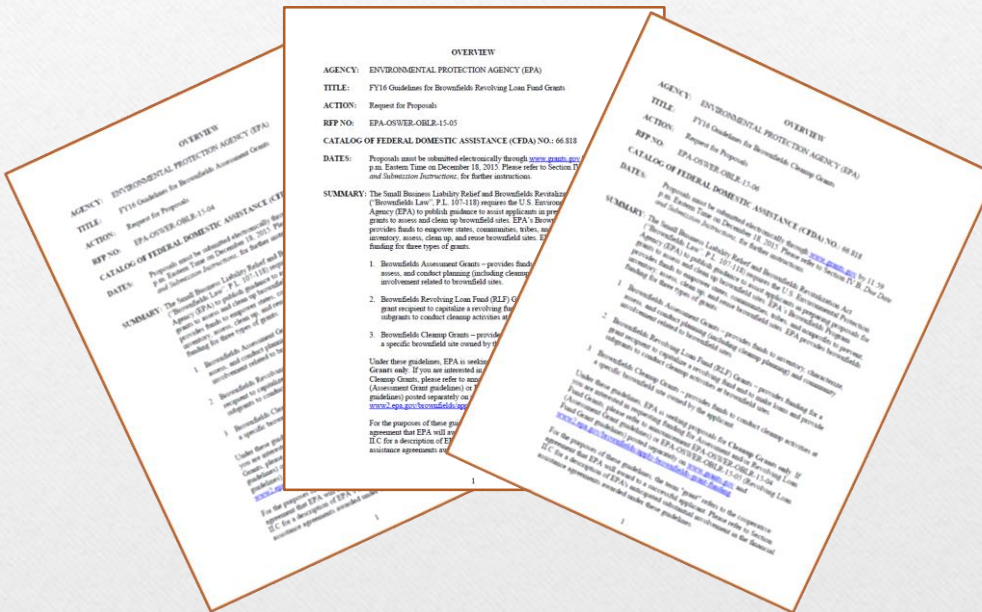
EPA Brownfields Funding

- In FY2016, EPA anticipates awarding 223 grants nationally for a total of \$ 54.5 M:
 - ✓ 151 Assessment Grants - \$ 34.1 M
 - ✓ 12 Revolving Loan Fund Grants - \$ 8.5
 - ✓ 60 Cleanup Grants - \$ 11.9 M



Proposal Guidelines

USE THIS YEAR'S GUIDELINES!



Proposal Guidelines

- [FY2016 ARC Proposal Guidelines Page](#)
 - ✓ [Assessment](#)
 - ✓ [Revolving Loan Fund](#)
 - ✓ [Cleanup](#)
- [FY2016 ARC Frequently Asked Questions \(FAQs\)](#)
- [FY2016 Summary of Changes](#)
- [FY2016 Assessment Guideline Checklist](#)
- [FY2016 Cleanup Guideline Checklist](#)
- [Grants.gov Tip Sheet for Applicants](#)



Additional Resources

- [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.
- [Kansas State University Technical Assistance to Brownfields Program \(KSU TAB\) Webinar](#)
 - ✓ November 5, 2015 at 2:00 pm EST
 - ✓ Phone number: 1-866-299-3188/ access code: 202-566-1817
- [National Outreach Session Webinar](#)
 - ✓ November 10, 2015 at 2:00 pm EST
 - ✓ Phone number: 1-866-299-3188/ access code: 202-566-1817



Proposal Submission Information



Washington County Courthouse Addition | Machias, ME



Due Date & Submission Instructions

- Electronic Submissions **ONLY**
 - ✓ Proposals **must** be submitted electronically through www.grants.gov and must be **received** by **December 18, 2015** by **11:59 pm** Eastern Time.
 - ✓ Registration process for www.grants.gov can take up to 2 weeks or more. **Register ASAP.**
 - ✓ See Guidelines **Appendix 2** for instructions and exceptions.



Due Date & Submission Instructions

- Proposals **MUST** be submitted via www.grants.gov to be included in the competition.
- Regional Courtesy Copy (optional)
 - ✓ Send an **email (PDF)** of the proposal to the EPA Regional Brownfields Contact. For New England:

Frank Gardner
R1Brownfields@epa.gov
 - ✓ Regional copy is **not** the official proposal submission.



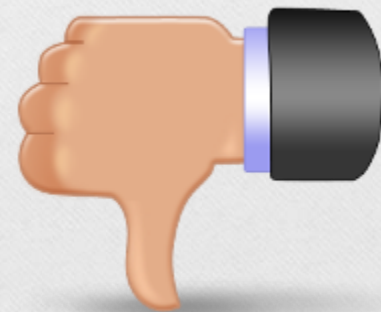
Content & Form of Proposal Submission

- 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:
 - ✓ In English
 - ✓ Typed on letter sized paper (8 1/2 x 11)
- Proposals **should** be:
 - ✓ 12 point font
 - ✓ 1 inch margins (readability is paramount!)
- Proposals **should not** include:
 - ✓ 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 2016 award announcement.



What's New

General

- Revolving Loan Fund Grants are back this year.
- Your proposal **must** be submitted via www.grants.gov
- Other Factors Checklist in Appendix 3 has been modified.
- All 40 CFR Parts 30 and 31 and 2 CFR Part 225 references are updated with the new 2 CFR Part 200 references.
- Petroleum – Changed appropriated funding to “may expend up to 25 percent” on petroleum sites.



What's New

General Ranking Criteria

- Community Need
 - ✓ Demographic Data table has been updated. **Use the national data in the chart in your proposal!**
 - ✓ Description of Brownfields has been re-organized with language that more clearly presents the information requested from applicants.
 - ✓ Cumulative Environmental Issues & Impacts on Targeted Community now allow for use of any supporting information available not just existing data & studies.



What's New

General Ranking Criteria

- Project/Program Description
 - ✓ Need to discuss plan for measuring and tracking progress.
 - ✓ Activities not supported by the grant should not be included in the Budget Table.
- Community Engagement & Partnerships
 - ✓ Letters of commitment must be addressed to the applicant and be included with the applicant's proposal package and not be sent directly to EPA.



What's New

General Ranking Criteria

- Project Benefits
 - ✓ Language for discussing the use or reuse of existing infrastructure has been updated.
- Programmatic Capability/Past Performance
 - ✓ Clarification that receiving a Targeted Brownfields Assessment (TBA) does not make you a recipient of an EPA Brownfields grant.
 - ✓ Clarification that both outputs and outcomes are accomplishments.
 - ✓ Added term “grant deliverables” to cover technical reporting.



What's New

Assessment

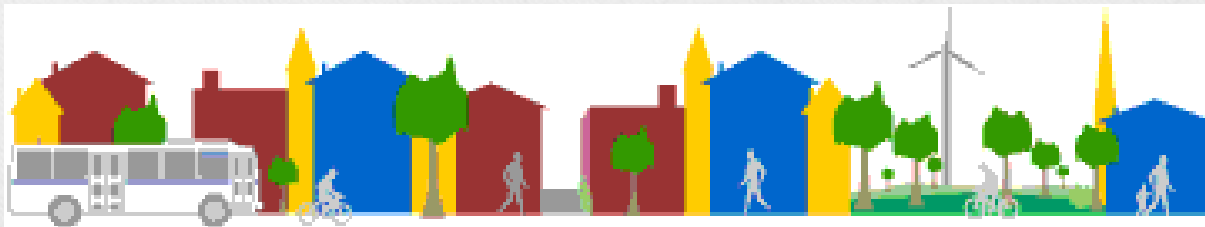
- Regional Priorities are now included in the proposal guidelines. For Region 1, the priorities are:
 - ✓ Assistance to Communities That Have Limited In-House Capacity to Manage Brownfields Projects
 - ✓ Coordinated Public Funding for Brownfields
- Description of “new applicants” & “existing and recent recipients” has been revised
- Selection Process
 - ✓ EPA expects to select at least 2 proposals per region
 - ✓ EPA will select at least 50% “new recipients”
- Petroleum site eligibility language has been clarified



What's New

Assessment Ranking Criteria

- Community Need
 - ✓ Description of Brownfields is now 10 points and Cumulative Environmental Issues is now 5 points
- Project Description
 - ✓ Revised Site Selection language for Coalition Applicants



What's New

Revolving Loan Fund

- RLF grants are available this year
- RLF Coalition language has been updated/clarified
- Cost share waiver language has been updated
- Description of “new applicants” & “existing and recent recipients” has been revised



What's New

Revolving Loan Fund Ranking Criteria

- Community Need
 - ✓ Introductory paragraph has been updated
- Program Description
 - ✓ Introductory paragraph has been revised to emphasize more funding going to loan pool & leveraging of private resources
 - ✓ Program Description has new factors to address
 - ✓ Task Descriptions & Budget Table language revised to emphasize using funds for loans



What's New

Revolving Loan Fund Ranking Criteria

- Community Engagement & Partnerships
 - ✓ Introductory paragraph has been updated
 - ✓ Partnerships with Government Agencies language has been updated to emphasize appropriate partnerships
 - ✓ Partnerships with Community Organizations has been updated to reflect level of engagement expected
- Program Benefits
 - ✓ Several criteria have been updated to be more consistent with Assessment & Cleanup criteria



What's New

Cleanup


- Petroleum site eligibility language has been clarified
- Cost share waiver language has been updated



Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

For Assessment Only

- Regional Priorities 
 - ✓ Region 1 priorities are identified in Section I.E on **page 10** of the guidelines.
 1. Assistance to communities that have limited in-house capacity to manage Brownfields Projects or
 2. Coordinated public funding for projects
 - ✓ Think of this as a regional version of a special consideration. No points are assigned.



Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

Other Factor	Page #
<i>None of the Other Factors are applicable.</i>	
Community population is 10,000 or less.	
Applicant is, or will assist, a federally recognized Indian tribe or United States territory.	
Targeted brownfield sites are impacted by mine-scarred land.	
Applicant demonstrates firm leveraging commitments for facilitating brownfield project completion by identifying amounts and contributors of funding in the proposal and have included documentation.	
Recent (2008 or later) significant economic disruption has occurred within community, resulting in a significant percentage loss of community jobs and tax base.	

For Assessment Only

Project is primarily focusing on Phase II assessments.	
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Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

<p>Applicant is one of the 24 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 24 recipients, or relevant pages from a recipient’s IMCP proposal which lists/describes the core partners and implementation strategy parties.</p>	
<p>Applicant 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, applicant must attach documentation.</p>	
<p>Applicant is a recipient of an EPA Brownfields Area-Wide Planning grant.</p>	



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.



Other Factors Checklist

What to Do

- Make sure you put the page number(s) next to the factors you are addressing in your proposal. **Be kind to your reviewer!**
- If none of these factors are applicable to you, make sure you check off the first box.



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/>



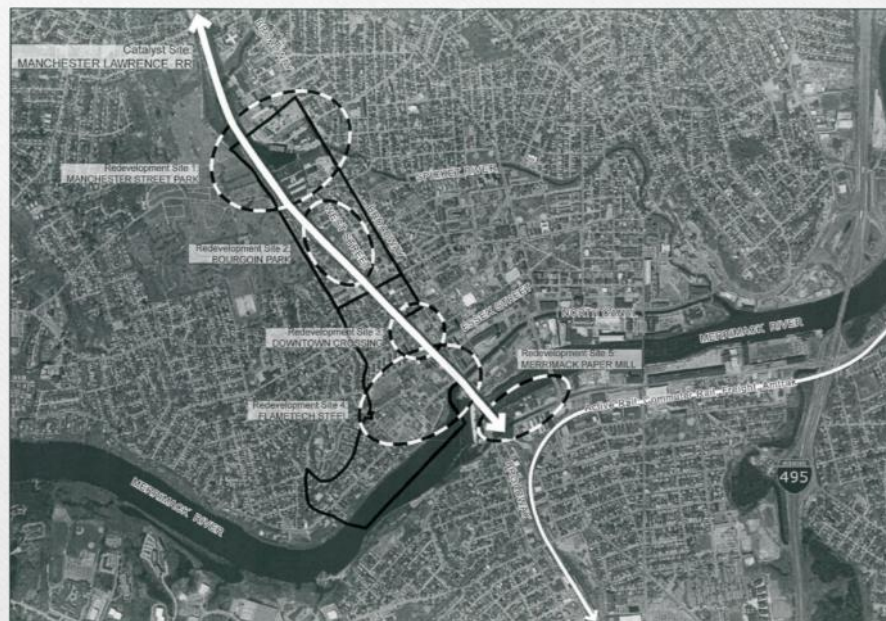
Proposal Submission Information

QUESTIONS?



Developing a Winning Strategy for Your Grant Proposal

- How does this funding fit into your redevelopment plans to help a target community in need?



Rail Corridor | Lawrence, MA



Community-Derived Redevelopment Plans should be the Foundation of Your Proposal

- ❖ The best strategy begins by narrowing your plans to a focused area, or theme, to generate individuality and show how this funding can make an impact.
- Individuality happens simply by describing reality
 - ✓ Real Plans
 - ✓ Real Neighborhoods
 - ✓ Real Brownfields
 - ✓ Real Conditions & Issues
 - ✓ Real Partners
 - ✓ 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

“Building Your Project Description”

- Where is community and economic planning happening? (Pre-established momentum within local government and the community is a good foundation to start with.)
- What are the Brownfields projects there, and potential catalyst sites to incorporate into those plans and help drive further redevelopment?
- What does the nearby neighborhood “in need” look like and how do you describe it?
- What are the visual and underlying impacts to the neighborhood, the environment and the economy?
- What are your redevelopment plans and how to they match the needs of the neighborhood (affordable housing, recreational space, mixed-use redevelopment, manufacturing jobs, etc.)?



Questions to Ask in Developing Your Proposal “Building the Resources and Team to Implement the Plan”

- What is your funding strategy to move the site(s) to cleanup and/or redevelopment?
- What other public partners and funding resources will you need to secure to continue moving the site(s) to redevelopment and accomplish your plans?
- What stakeholders and community partners are a good fit to help implement your Brownfields project?
- What results and changes will you achieve from redeveloping these sites according to your plans?



Link Your Redevelopment Plan Together in Each of the Sections and Tie that to Brownfields and the Community

- **Community Need**

- ✓ Here is neighborhood we're trying to help, and here are the surrounding brownfields and the health, welfare and economic issues impacting that neighborhood.

- **Project Description & Feasibility of Success**

- ✓ Here is how our Brownfields project fits into our community-based master plan(s), our 3-year strategy for the funding, 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 will engage the community in this project and involve them in the cleanup and redevelopment decisions being made.

- **Project Benefits**

- ✓ When we achieve our cleanup and redevelopment goals, these are benefits we will 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

“What facets of your Master Plan can you highlight”

Project Description

- Assess sites for elderly housing
- Target near downtown
- Address blight
- Maximize accessibility for senior citizens.

Community Need

- High elderly population
- Blighted downtown

Community Engagement

- Engage senior community and downtown businesses.
- Partner with Elderly support organizations, senior citizen groups, and chamber of commerce

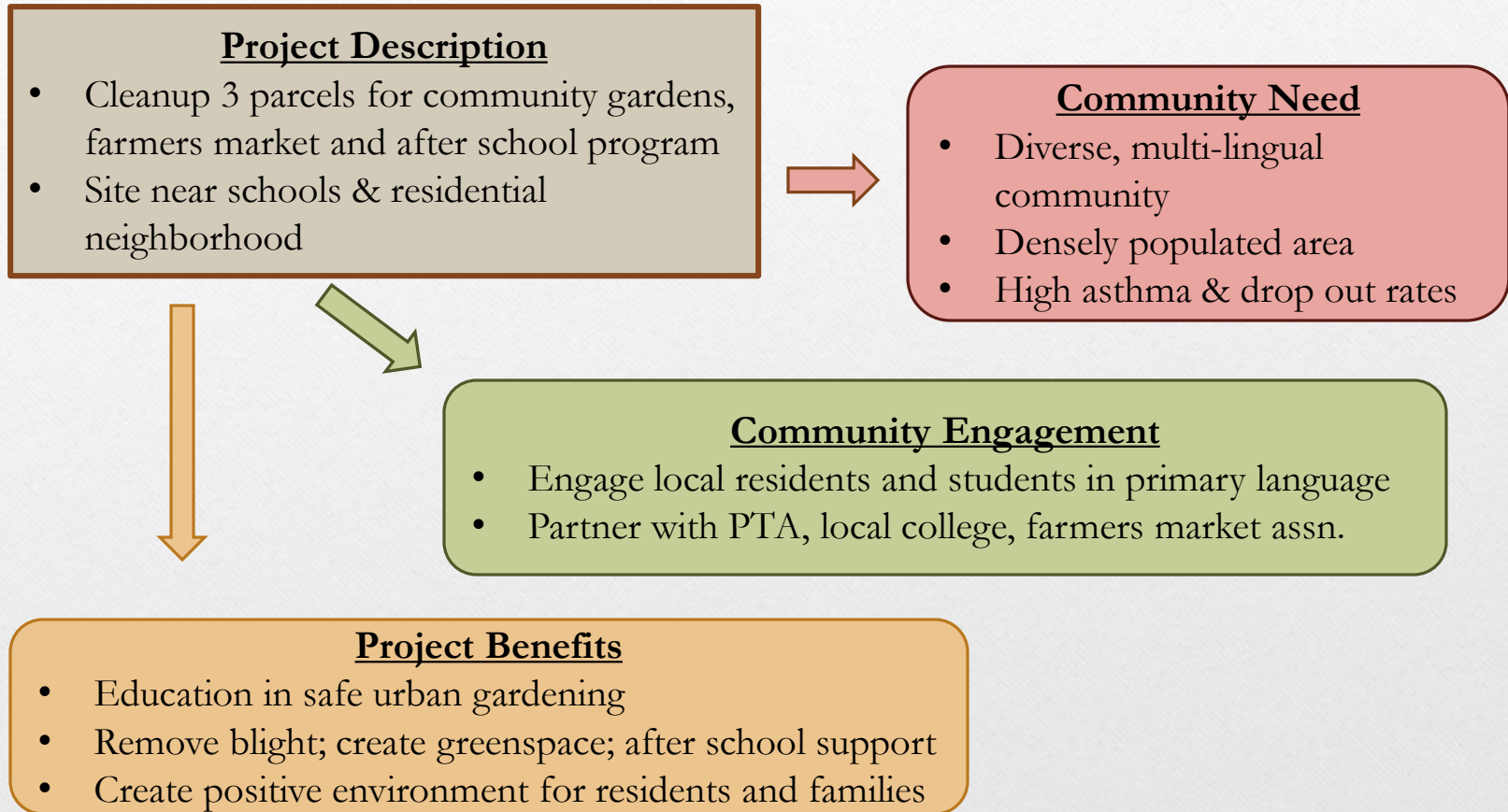
Project Benefits

- Housing & services for elderly community.
- Remove blight; revitalize downtown;
- Walkability to local stores and food; nearby greenspace



Keep Your Story Clear and Consistent

“What facets of your Master Plan can you highlight”



Structuring Your Proposal

- Your job is to engage the reader through clear objectives and distinct imagery to leave a positive impression and confidence in your ability.



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 Shiremansstown Borough, Camp Hill Borough, Lemoyne Borough, Wrentham 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 1 – 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 boresholes 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 the **Reviewer** easily locate important information (first read and looking back later on)?



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 24 year old, 21,150; over 25 years of age, 19,576. 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 year of age is below poverty level. A 90.1 percent of the families receiving Supplemental Social Security and/or public assistance are also below poverty level. The 79.9 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 Parcela Vázquez, Barriada López, San Felipe, Mosquito, Borraque, Villa Coferó, 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 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 – 10.6 percent; ages 21 to 64 – 30.0 percent; ages 65 and over – 60.2 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; 99.3 for diabetes; 84.3 for cancer; 59.1 for cerebral vascular; 47 pulmonary; 47.0 hypertensive; 18.8 influenza; 15.7 liver disease; 209.8 others.

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

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

G. Ongoing Community Involvement

G.1 – Involving the Affected Community

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

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

COMMUNITY OUTREACH PROGRAM		
Outreach Task	Purpose	Frequency
Brownfield Working Group	To guide program functions, including hiring of contractors, budgets, site selection, and site assessments.	Created within 3 months of award. Meet quarterly.
Community Involvement Plan	Define actions that will be taken to engage public and stakeholders and how we will monitor success.	Created within 3 months of award.
Fact 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 the 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

- Number your pages.
- Break out and number each part of each criterion separately, and **bold** or underline titles for easy navigation (e.g., **2ai Project Description**).
- Address all criteria as they appear in the guidelines (Never Skip Anything!). Find creative answers or explain why it doesn't apply.
- *Answer multi-question criteria in the order they appear.*
- Use key words from the question in your response (these words alert the reviewer to “here’s the answer”).
- **Recognize High Point Criteria** and fight for every point. Balance point value with depth of responses.
- Edit for value and individuality, and minimize blah general overview.



Other Items to Consider

- Minimize the use of acronyms and technical/cultural jargon.
- Use positive verbs: “we are working” or “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.
- 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 Organization Letters

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



Developing a Winning Strategy for Your Grant Proposal

QUESTIONS?

