



# EPA New England FY2012 Brownfields Grant Guidelines Workshop

## REVOLVING LOAN FUND GRANT SESSION



# RLF Grant Program Overview

- Provides funding to make low-interest loans and/or subgrants for cleanup activities at brownfields sites.
- Up to \$1 million per separate eligible entity.
- 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.



# RLF Grant Program Overview

- RLF Awards in FY2012
  - ✓ Page 2 of the RLF Grant Guidelines indicates that an estimated **8 new grant awards** are anticipated from this Request for Proposals.
  - ✓ This is a national number. The RLF program will be highly competitive again this year. Many New England applicants have been successful the last two years.
  - ✓ Before you make the effort to prepare and submit a proposal, make sure you:
    - Are committed to this program,
    - Have a wealth of potential borrowers, subgrantees and sites, and
    - Have a well defined strategy to implement this program.



# Threshold vs Ranking Criteria

- **Threshold Criteria** are pass/fail. You must meet all threshold criteria to be evaluated against the Ranking Criteria.
- **Ranking Criteria** contain questions with specific point values. Proposals will be evaluated based on the extent and quality to which the criteria are addressed.



# Content & Form of Proposal Submission

See Section IV.C on pages 14 – 16

## 1. Proposal Content

- a. Transmittal Letter (2 Pages)
- b. Narrative Proposal (15 Pages)
- c. Attachments
- d. SF 424 & SF 424A if using grants.gov





# Content & Form of Proposal Submission

## 2. Transmittal Letter (2 Pages)

- a. Applicant Identification
- b. Applicant DUNS number
- c. Funding Requested
  - i. Grant Type: **Revolving Loan Fund**
  - ii. Federal Funds Requested: \$\_\_\_\_\_ (and if waiver for cost share is being requested)
  - iii. Contamination: **Hazardous Substances, Petroleum or Both**





# Content & Form of Proposal Submission

## 2. Transmittal Letter (2 Pages)

d. Location: Area you propose to serve

e. Contacts:

- i. Project Director: Name & contact information for the person who is the main point of contact and will be managing this grant if selected
- ii. Chief Executive/Highest Ranking Official: Name & Contact information for the Mayor, Chief Executive or President of your organization



# Content & Form of Proposal Submission

## 2. Transmittal Letter (2 Pages)

- f. Date Submitted: Date your proposal is mailed or submitted through grants.gov
- g. Project Period: Five (5) Years
- h. Population:
  - i. Provide population of your jurisdiction and, if a coalition proposal, the population of all your partners
  - ii. If not a municipal form of government, provide population of your target area
- i. Complete and attach “Special Considerations” checklist in Appendix 3 to your proposal



# Content & Form of Proposal Submission

## 3. Narrative Proposal (15 Pages)


- ✓ Includes responses to all Ranking Criteria found in Section V.B on pages 19 – 27
- ✓ **Pages over the limit will not be evaluated**
- ✓ Must include the criteria numbers and titles





# Content & Form of Proposal Submission


## 4. Attachments

- i. Threshold Documentation  is now an attachment – not part of the 15 page limit
- ii. Letter from state or tribal environmental authority
- iii. Documentation of applicant eligibility **if other than a city, county, state or tribe**
- iv. Legal opinion establishing that the applicant has authority to:
  1. Access and secure sites in the event of an emergency or default of a loan agreement or non-performance under a subgrant, and
  2. To make loans and accept payments of fees, interest, and principal.



# Content & Form of Proposal Submission

## 4. Attachments

- v. Letters of support from community-based organizations
- vi. Documentation indicating leveraged funds committed to your project 
- vii. Justification for RLF cost share waiver **if applicable**
- viii. Letters of commitment from coalition partners **if a coalition proposal**
- ix. Special Considerations checklist **from Appendix 3**



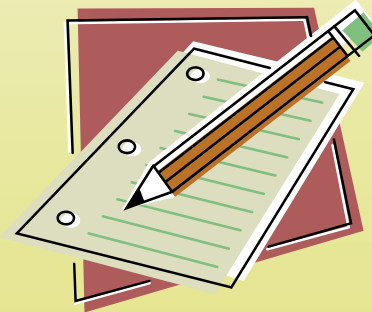
# Threshold Criteria – RLF





# Threshold Criteria – RLF

- Threshold Criteria are in Section III.B on pages 9 – 13 of the RLF Grant Guidelines.
- Respond to all the criteria. While EPA may seek clarification of a response, if you did not respond to the question at all, it's impossible to seek clarification.





# Threshold Criteria – RLF

1. Applicant Eligibility
2. Description of Jurisdiction
3. Letter from State or Tribal Environmental Authority
4. Oversight Structure and Legal Authority to Manage a Revolving Loan Fund
5. Cost Share

You must address each criterion in your proposal.

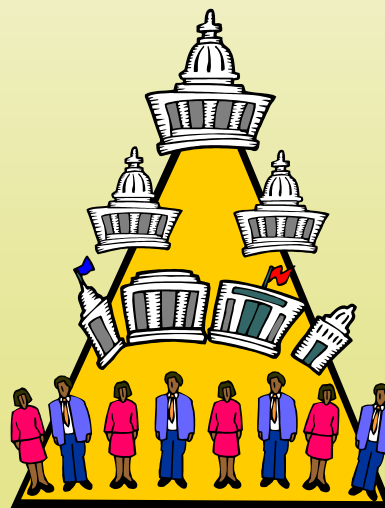
**You must pass all these criteria to be moved on to the national panel!**



# Threshold Criteria – RLF

## 1. Applicant Eligibility

- Municipalities
- Quasi-Governmental Organizations
- Government Entity Created by State Legislature
- Regional Councils or General Purpose Units of Local Governments
- Redevelopment Agencies
- States
- Tribes





# Threshold Criteria – RLF

## 1. Applicant Eligibility

- a. **Affirm** that you do not currently have an existing Brownfields RLF cooperative agreement.

If you have an existing RLF, you are ineligible to apply in this competition but may be eligible for RLF supplemental funding in 2012.





# Threshold Criteria – RLF

## 1. Applicant Eligibility

- **RLF Coalitions**

- ✓ Describe how all coalition partners are eligible entities.
  - All separate legal entities (not two different State agencies)
  - All eligible applicants (no non-profits)
- ✓ Coalition Partner Letters
  - Make sure letters from coalition partners specifically state that they are a **coalition partner**.
  - Letter should include brief description of entities roles and participation in your RLF program.
  - Make sure you attach these letters to your proposal.



# Threshold Criteria – RLF

## 1. Applicant Eligibility

- **RLF Coalitions**

- ✓ The applicant must have the broader jurisdiction.
  - State/Planning Commission is applicant & cities/towns are coalition partners
- ✓ Do not go looking for lots of coalition partners – RLF competition is tough – getting more than \$1 M is difficult. Having several coalition partners does not necessarily strengthen your proposal.





# Threshold Criteria – RLF

## 2. Description of Jurisdiction

- RLF grants are community-wide and/or jurisdiction wide.
- This does not preclude you from targeting specific communities or areas within your jurisdiction.
- You must provide a description of the boundaries of your jurisdiction such as:
  - ✓ The city limits of The City of Greenville
  - ✓ All cities and towns in The State of Maine
  - ✓ All cities and towns in The Northeast Regional Planning Commission



# Threshold Criteria – RLF

## 3. Letter from State/Tribal Environmental Authority

- Attach a **current** letter from your state or tribal environmental authority acknowledging that you plan to establish a revolving loan fund, conduct cleanup activities, and apply for EPA grant funds. **Note: You must get a new letter this year. Do not use last year's letter.**
- If applying for multiple types of grants, you need to receive only one letter acknowledging the relevant grant activities. **However** you **must** provide the letter as an attachment to **each** proposal.



# Threshold Criteria – RLF

## 3. Letter from State/Tribal Environmental Authority

- General letters of correspondence and documents evidencing state or tribal involvement are **NOT** acceptable.
- State Brownfields Program Contacts:



**Selena Thornhill-Moody** ([selena.thornhill-moody@ct.gov](mailto:selena.thornhill-moody@ct.gov))  
Remediation Division (2<sup>nd</sup> fl.)  
Bureau of Water Protection & Land Reuse  
CT Department of Energy and Environmental Protection  
79 Elm Street  
Hartford, CT 06106-5127



**Nick Hodgkins** ([nick.hodgkins@maine.gov](mailto:nick.hodgkins@maine.gov))  
ME Dept. of Environmental Protection  
Bureau of Remediation & Waste Management  
17 State House Station  
28 Tyson Drive  
Augusta, ME 04333-017



# Threshold Criteria – RLF

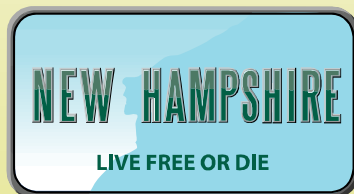
## 3. Letter from State/Tribal Environmental Authority

- State Brownfields Program Contacts (cont'd):



**Catherine Finneran** ([catherine.finneran@state.ma.us](mailto:catherine.finneran@state.ma.us))

MA Dept. of Environmental Protection  
Bureau of Waste Site Cleanup  
One Winter Street  
Boston, MA 02108



**H. Keith DuBois, PG** ([keith.dubois@des.nh.gov](mailto:keith.dubois@des.nh.gov))

NH Dept. of Environmental Services  
Waste Management Division  
Hazardous Waste Remediation Bureau  
PO Box 95  
29 Hazen Drive  
Concord, NH 03302-0095



# Threshold Criteria – RLF

## 3. Letter from State/Tribal Environmental Authority

- State Brownfields Program Contacts (cont'd):



**Kelly Owens** ([kelly.owens@dem.ri.gov](mailto:kelly.owens@dem.ri.gov))

RI Dept. of Environmental Management  
Office of Waste Management  
235 Promenade Street  
Providence, RI 02908-5767



**Patricia Coppolino** ([coppolino.patricia@state.vt.us](mailto:coppolino.patricia@state.vt.us))

VT Dept. of Environmental Conservation  
Waste Management Division  
Hazardous Waste Remediation Bureau  
103 South Main Street  
Waterbury, VT 05671



# Threshold Criteria – RLF

## 4. Oversight Structure & Legal Authority to Manage RLF

### 4.a. Describe how you will oversee cleanups

- Indicate that you will require loan and/or subgrant recipients to enroll in your state's response program.
- If you plan to procure a Qualified Environmental Professional to oversee the cleanup of your loan and/or subgrant sites, explain how you will ensure they are in place before cleanups begin and that they will be acquired consistent with the applicable competitive procurement provisions.





# Threshold Criteria – RLF

## 4. Oversight Structure & Legal Authority to Manage RLF

### 4.b. Legal Opinions

Provide a legal opinion from your counsel that demonstrates:

- 1) You have legal authority to access and secure sites in the event of an emergency or default of loan or non-performance under a subgrant; **and**
- 2) You have the legal authority to perform the actions necessary to manage a revolving loan fund. At a minimum, legal authority must include the ability to:
  - ✓ Hold funds
  - ✓ Make loans
  - ✓ Enter into loan agreements
  - ✓ Collect repayments



# Threshold Criteria – RLF

## 4. Oversight Structure & Legal Authority to Manage RLF

### 4.b. Legal Opinions

- ✓ **Make sure your legal opinions cite the relevant state or local laws!**
  - General statements that you have these authorities and/or capabilities are not adequate.
- ✓ **Make sure you attach your counsel's legal opinion!**





# Threshold Criteria – RLF

## 5. Cost Share

- Applicants are required to provide a 20% cost share.
- This is \$200,000 for a \$1,000,000 grant.
- Cost share must be in the form of a contribution of:
  - ✓ Money
  - ✓ Labor
  - ✓ Materials
  - ✓ Services from a non-federal source
- Cost share must be incurred for eligible and allowable costs.
- See the FAQs 15-19 & 21-27 for more information.





# Threshold Criteria – RLF

## 5. Cost Share

### 5.a. Demonstrate how you will meet the required cost share

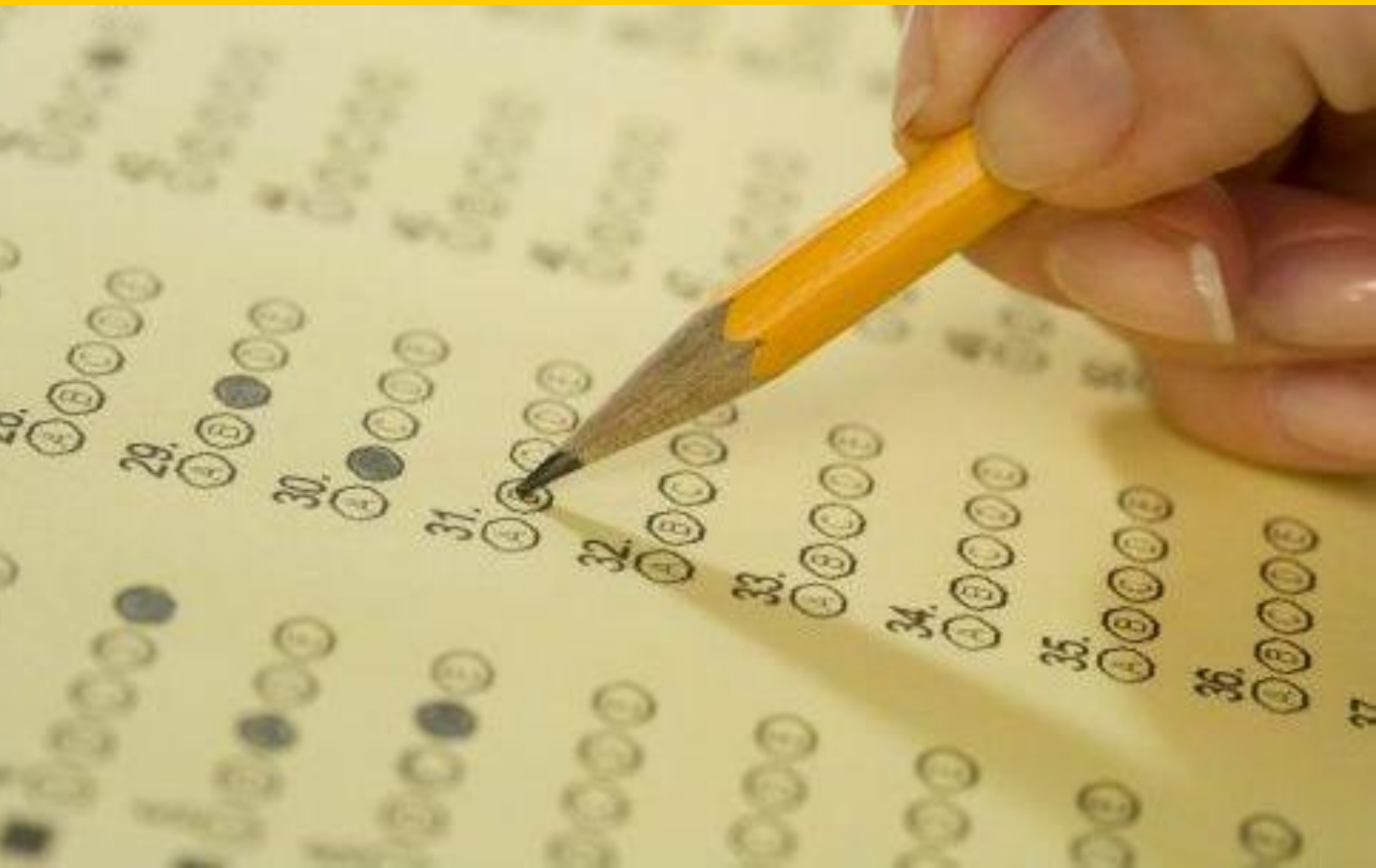
- Describe your plans for providing the cost share, including the sources of the funding or services.
- Refer to the FAQs for a discussion of prohibited costs.
- Refer to this link for additional information on providing your cost share: [www.epa.gov/region1/brownfields/pdfs/2008CostShare.pdf](http://www.epa.gov/region1/brownfields/pdfs/2008CostShare.pdf)

### 5.b. Cost Share Waiver

- If you are requesting a hardship waiver of the cost share, provide an explanation for the basis of your request as part of your proposal. This explanation must be submitted on a separate page as an attachment to your proposal.
- If you are concerned about meeting the cost share, don't hesitate to ask for the waiver.



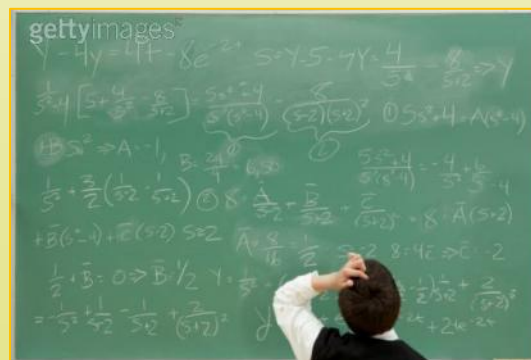
# Ranking Criteria – RLF





# Ranking Criteria – RLF

- Ranking Criteria are in Section V.B on pages 19 – 27 of the RLF Guidelines.
- There are **four** ranking criteria for a total of **100 points**.
- Make sure you answer all of the questions – many have more than one part.





# Ranking Criteria – RLF

1. Community Need (15 Points)
2. Program Description & Feasibility of Success (55 Points)
3. Community Engagement & Partnership (15 Points)
4. Program Benefits (15 Points)





# Ranking Criteria – RLF

## Critical Tip:

Be sure to read the opening paragraphs for each criterion as it includes important information on how to respond.





# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.a. Health, Welfare & Environment (8 Points)

- i. Effect Brownfields Currently Have on your Targeted Community
- Number, size & impacts of Brownfields
  - Environmental issues & disproportionate impacts
  - Health & welfare of sensitive populations

### 1.b. Financial Need (7 Points)

- i. Economic Impact of Brownfields on your Targeted Community
- Table of demographic information
  - Economic impact with supporting statistics
  - Describe factors limiting cleanup resources
  - EPA Brownfields grants & why you need additional funds



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.a. Health, Welfare & Environment (8 Points)

- i. Describe the effect brownfields currently have on your targeted community by providing information on the **number** and **size of the brownfields and the health, welfare, and environmental impacts** of these sites.

In addition to brownfields, provide a summary of the **various cumulative environmental issues and describe how they have resulted in a disproportionate impact** on the targeted community (e.g. siting of industry, highways and other sources or air, water and land pollution).

Provide information describing the **health and welfare of sensitive populations** such as children, pregnant women, minority or low-income communities, or other sensitive populations in the targeted community.



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.a. Health, Welfare & Environment (8 Points)

#### Number, size & impacts of Brownfields

- Describe the effects of Brownfields on **targeted** community, including the **number** and **size** of the Brownfields ...
  - ✓ First identify and discuss your targeted community. Be as specific as possible. Use specific (potential) sites as examples.
  - ✓ Discuss your strategy for redeveloping your targeted community.
  - ✓ Some of this information can also be included under Project Description.
  - ✓ Be as specific as possible about **types** of brownfields, the **number** of sites and **size**.
    - Oil Production, Corner Gas Stations, Heavy Industry, Tanneries
    - Over 15 parcels totaling 10 acres in the heart of this community
  - ✓ Hazardous substances & Petroleum proposals must discuss both types of sites and pollution.
    - Try to include an example of both types of sites in your targeted community.



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.a. Health, Welfare & Environment (8 Points)

#### Number, size & impacts of Brownfields

- ...describe the **health, welfare** and **environmental** impacts of these sites.
  - ✓ Don't get caught leaving one of these impacts out.
  - ✓ **Tie these impacts to the brownfields in your targeted community.**
  - ✓ **Health:** any health department statistics; communities near Brownfields (potential contamination pathways); active industry still a problem.
  - ✓ **Welfare:** social negatives; blight, crime, vandalism, illegal dumping, people moving out, lack of neighborhood upkeep, lack of prosperity.
  - ✓ **Environment:** unsightly waterways; blighted industrial landscape and potential contamination (be specific to types in area) and concern for unknown risk to residents and their children.



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.a. Health, Welfare & Environment (8 Points)



### **Environmental issues & disproportionate impacts**

- In addition to brownfields, provide a summary of the various cumulative **environmental issues** and **describe how they have resulted in a disproportionate impact** on the targeted community (e.g. location of industries, highways and other sources of air, water and land pollution).
  - ✓ This information helps to provide context for the story you are telling.
  - ✓ Think outside the box in identifying your cumulative environmental issues.
  - ✓ Provide any possible data sources that give information on environmental indicators. Some EPA databases include:
    - Envirofacts – [www.epa.gov/envirofw/](http://www.epa.gov/envirofw/)
    - EJ View – [www.epa.gov/environmentaljustice/mapping.html](http://www.epa.gov/environmentaljustice/mapping.html)
    - State Databases – Hazardous Waste Sites & Petroleum Sites



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.a. Health, Welfare & Environment (8 Points)

#### Health & welfare of sensitive populations

- Provide information describing the **health and welfare of sensitive populations** such as children, pregnant women, minority or low-income communities, or other sensitive populations in the targeted community.
  - ✓ Children, elderly, women of child bearing age, and minorities.
    - ❖ Use health & welfare concepts discussed on earlier slide
    - ❖ Use available statistics
  - ✓ Provide any information or data showing that residents are disproportionately impacted by environmental problems caused by the brownfields in your targeted community.
    - ❖ Include Cancer, Asthma Studies Data
    - ❖ Check With Health Departments
  - ✓ Tie the location of the brownfields to your sensitive populations.
  - ✓ **Identify All Information Sources Used.**



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

- i. Use the **table format below to provide demographic information about that community** including the population, unemployment rate, poverty rate, percent minority, and per capita income.

In addition to the table, **describe the economic impact of brownfields on the targeted community.**

Provide other widely available demographic or other supporting information that puts the community's economic need in context. This may **include regional considerations such as a significant economic disruption (e.g. plant closures) or other signs of economic distress** impacting the community.

Describe factors such as **fiscal condition or population size that limit your ability to draw on other sources of funding for the cleanup** of brownfield sites.

**If you already have a brownfields grant(s) from EPA, describe why you need additional funding.**



# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

#### Table of demographic information

- Provide demographic data of targeted community in sample table format.

	Target Community/Census Tract	County/City	State	National
Population:				308,745,538 <sup>1</sup>
Unemployment:				9.6% <sup>2</sup>
Poverty Rate:				14.3 % <sup>3</sup>
Percent Minority:				26.7% <sup>1</sup>
Per Capita Income:				\$26,530 <sup>3</sup>
Other:				

<sup>1</sup>Data is from the 2010 U.S. Census data and is available at [www.uscensusbureau.gov](http://www.uscensusbureau.gov).

<sup>2</sup>Data is from the Bureau of Labor Statistics and is available at [www.bls.gov](http://www.bls.gov)

<sup>3</sup>Data is from the 2009 American Community Survey and is available at [http://www.census.gov/newsroom/releases/archives/income\\_wealth/cb10-144.html](http://www.census.gov/newsroom/releases/archives/income_wealth/cb10-144.html)



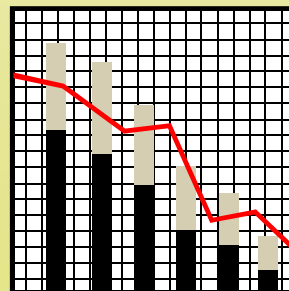
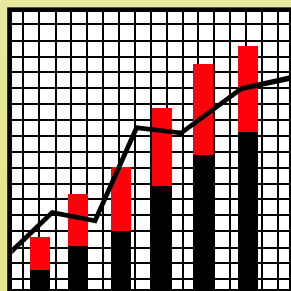
# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

#### Table of demographic information

- Use the “other” line to identify specific issues in your targeted community such as:
  - ✓ Number of elderly
  - ✓ % of children
  - ✓ % of high school graduates
- What aspect of life does your community struggle with?
- For resources to gather demographic information, see FAQ #9.





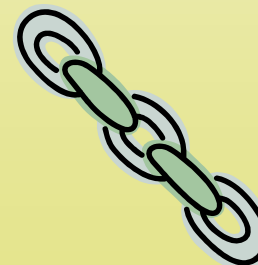
# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

#### **Economic impact**

- This is where you want to say what the numbers in the chart mean
  - ✓ Include context of the community
  - ✓ Any regional considerations that demonstrate economic needs
    - Economic distress
    - Minority, single head of household, rent vs. ownership, crime rate, drop out rate, etc.
- **Link the associated key economic issues to brownfields in your target community**
- Identify all information sources





# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

#### **Economic needs such as economic distress or significant economic disruption**

- ✓ Think of all the bad things that have happened in your community in the last few years.
- ✓ Discuss specific examples (the fish factory closed, the potato processing plant closed, closure of small businesses in the downtown area, etc).
- ✓ Include any economic disruptions due to natural disasters such as floods or hurricanes.





# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

#### **Describe factors limiting cleanup resources**

- Identify fiscal conditions and/or population size that limit or draw resources away from brownfields redevelopment (tax base, properties in foreclosure, city spending, state and city budget deficits, disasters, geographic issues).
- Explain why your town(s) and/or city(ies) are cash poor and why you need this grant.
- RPCs/COGs - discuss your organization's limited ability, as well as the limited ability of the municipalities in which your targeted community reside.
- Select target community carefully.





# Ranking Criteria – RLF

## 1. Community Need (15 Points)

### 1.b. Financial Need (7 Points)

#### EPA Brownfields grants and why you need additional funds

- **Existing Brownfields Grantees Only**
  - ✓ Describe importance of why RLF grant is needed (what sites are you targeting & what types of cleanups are you anticipating)
  - ✓ Build on the success of past work
  - ✓ Continued momentum is essential
  - ✓ Part of a Master Plan for reuse
- If you have not had a grant, say so and describe the steps taken and your desire to establish a Brownfields RLF Program.





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

- i. Describe Your Brownfields Redevelopment Program (5 Points)
- ii. Types of Applicants & Marketing Strategy (5 Points)
- iii. Describe Your Program Team & Implementation (5 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

- i. Budget Table & Detailed Task Descriptions (5 Points)
- ii. Plan for Tracking & Measuring Progress (5 Points)
- iii. Leveraging of Additional Resources (5 Points)



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

- i. Programmatic Capability (12 Points)
- ii. Adverse Audits (2 Points)
- iii. Past Performance (6 Points)
  1. Currently or has ever received EPA Brownfields grant(s)
  2. Has not received EPA Brownfields grant(s)





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

- i. Describe your Brownfields redevelopment program and how the requested RLF grant funding will be used to support that program.

Describe how you intend to function as a sustainable source of environmental cleanup funds to support brownfields redevelopment and how you will use reasonable and prudent lending practices to further your redevelopment program.

Include discussions of your loan administration program, the loan and subgrant products you will offer, how you will select borrowers/projects, how you will structure loans, and how you will leverage site funding packages to cover all brownfields redevelopment activities and costs. (10 Points)



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

#### i. Describe your Brownfields redevelopment program (10 Points)

- ✓ This is your introductory piece. Use this to summarize your response to all three subcriteria in this section.
- ✓ Give the reviewer a strong impression, right away, that you can:
  - Manage an RLF
  - Market the program
  - Identify potential sites
  - Provide an experienced & dedicated team
  - Make a loan or subgrant right away!





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

- i. Describe your Brownfields redevelopment program (10 Points)
  - ✓ Discuss your overall brownfields redevelopment program and goals.
  - ✓ Explain how the requested RLF funding will help to meet these goals.
  - ✓ Use examples of past brownfields redevelopment successes to show experience.
  - ✓ Use examples of current and potential sites in your target area(s) to show you are ready to get your program up and running on day one.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

- i. Describe your Brownfields redevelopment program (10 Points)
  - ✓ Explain how your program will be organized.
  - ✓ Explain how your program will provide long-term availability of loan and/or subgrant funds and how this approach will ensure your fund will “revolve”.
  - ✓ Describe your loan/subgrant administration program:
    - Types of loan/subgrant products you will offer
    - How you will structure loans
    - How you will select borrowers and/or subgrantees
    - How you will leverage site funding packages to cover all redevelopment activities at your sites



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

- i. Describe your Brownfields redevelopment program (10 Points)
  - ✓ Give examples of potential sites in your target area(s) and how they fit into your RLF program.
  - ✓ Give examples of past experience with other brownfields and/or redeveloped sites.
  - ✓ Describe your site selection process and borrower/subgrant recipient selection process, remember that reviewers are looking for community input into this process.
  - ✓ Include specific site selection criteria your community will be utilizing (developer interest, community need, location, etc.).
  - ✓ **For Coalitions** – Describe the role of each member and how you will all work together to implement and maintain a successful program.



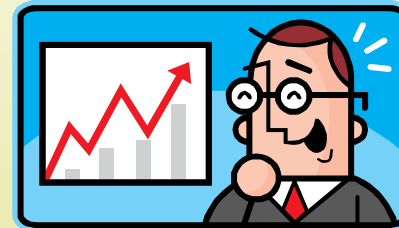
# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

#### ii. Types of applicants & marketing strategy (5 Points)

- ✓ Include the types of applicants you envision utilizing the RLF.
- ✓ What are their individual needs? How will you market your program to these groups?
  - Private developers
  - Municipalities
  - Non-profits
- ✓ Discuss properties or areas you are targeting or intend to target.
- ✓ Explain sources of your information - Brownfield inventories, state lists, redevelopment areas, etc.





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

#### ii. Types of applicants & marketing strategy (5 Points)

- ✓ Describe your target market and discuss any marketing you have already accomplished.
- ✓ Explain why you have determined this to be your primary market.
- ✓ Describe your marketing strategy.
  - How will you actively market your program to potential borrowers/subgrantees to achieve success?
  - How will you incorporate your RLF into existing financial programs or incentives to reach borrowers/subgrantees?
  - You must convince the reviewer that you have a system envisioned or in place to continuously seek out potential borrowers/subgrantees that will sustain your program.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

#### iii. Describe Your Program Team & Implementation (5 Points)

- ✓ Describe how your program team is structured.
- ✓ Name and provide the role of your overall **program manager**. **This person is the key to success! Make sure you specifically demonstrate that this person will put 100% effort into the marketing and administration of your RLF.**
- ✓ Name and provide the roles for all other members of your team such as:
  - Financial Manager
  - Qualified Environmental Professional (LSP, LEP, etc)
  - Legal Support



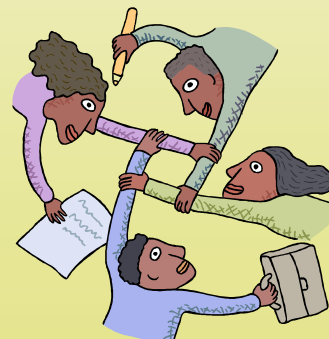
# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

#### iii. Describe Your Program Team & Implementation (5 Points)

- ✓ Describe any outside assistance (other organizations or contracting) you will use to manage your program.
- ✓ This section will be evaluated in conjunction with your staff descriptions under the Programmatic Capability section. **You do not have to repeat your individual staff qualifications in this criterion – stick to the structure and roles of your team members.**





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.a. Program Description (20 Points)

#### iii. Describe Your Program Team & Implementation (5 Points)

- ✓ Discuss how this team will work together to ensure the following:
  - Successful management of your RLF program
  - Use reasonable, effective and prudent lending practices
  - Appropriateness and safety of cleanups
- ✓ **For Coalitions** – Describe the experience and capabilities of each member and how you will all work together to implement your program.
- ✓ **It is essential that you provide a qualified, committed team and convince the reviewer that they will carry out the program you have described in these subcriteria.**



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget Table and Task Descriptions (5 Points)

- ✓ Prepare the budget using the table format provided. Please make sure every column and row add up. **This is how you lose points!!!**
- ✓ RLF funding can be utilized for both loans and subgrants. Loans must constitute at least **50%** of your budget. The budget table is separated into a loan section and a subgrant section for showing loan tasks & subgrant tasks.





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget Table and Task Descriptions (5 Points)

- ✓ We recommend that Task 1 be identified as “Cooperative Agreement Oversight” and includes such items as grant management, and your travel and supplies costs.
- ✓ Some common major tasks might include:
  - Cooperative Agreement Oversight
  - Community Engagement
  - Marketing
  - Making Loans & Subgrants
  - Site Cleanup Activities





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### Subcriteria 2.b.i. Sample Format for Budget

Budget Categories	Project Tasks for Loans (at least 50 percent of amount requested)				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel <sup>1</sup>					
Equipment <sup>2</sup>					
Supplies					
Contractual <sup>3</sup>					
Loans					
Other (specify) _____					
<b>Subtotal:</b>					
<b>Cost Share<sup>4</sup>:</b>					



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### Subcriteria 2.b.i. Sample Format for Budget

Budget Categories	Project Tasks for Subgrants (no more than 50 percent of amount requested)				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel <sup>1</sup>					
Equipment <sup>2</sup>					
Supplies					
Contractual <sup>3</sup>					
Subgrants					
Other (specify) _____					
<b>Subtotal:</b>					
<b>Cost Share<sup>4</sup>:</b>					
<b>Total:</b>					
<b>Total Cost Share:</b>					

<sup>1</sup> Travel to brownfield-related training conferences is an acceptable use of these grant funds.

<sup>2</sup> 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 RLF grants.

<sup>3</sup> 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.

<sup>4</sup> 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 pre-award negotiations.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget - Research Cost Eligibility

- ✓ **If a reader doubts a task's eligibility, you will lose points.**
- ✓ Any cost eligibility questions, call EPA or check the FAQs.
- ✓ There is an administrative cost ban. However, certain program management costs are eligible. For details refer to the Appendix and to the FAQs for other ineligible costs.
- ✓ Indirect costs are not allowed.
- ✓ Do not include any costs for equipment.
- ✓ **Maximize** grant funds for loans and subgrants.
- ✓ Be sure to include your cost share in both the budget table and in the task descriptions.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget – Task Descriptions

- ✓ Describe **EACH** task in detail, including the basis for the estimated costs. For example:
  - Travel costs: 2 people to 1 Brownfields conference, estimate \$xx Airfare/lodging/per diem for each = \$xx; \$xx set aside for local travel (estimate xx miles at \$0.55/mile).
  - Supplies: provide a list of supplies reflective of cost in table
  - Contractual: QEP oversight + legal support = \$xx total contractual in task.
  - Loans & subgrants: x loans (50%) + x subgrants (50%) = Total loan/subgrant pool available.
  - If personnel and contractual costs in same task, describe activities associated with each cost (your part, their part).



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget – Personnel Costs and Strategies

- ✓ Whether you are charging personnel costs to the grant or not, use the preparation of your detailed task descriptions to create reasonable personnel cost estimates.
  - When charging personnel costs, the reviewer is looking for a reasonable association between the amount of activities described and the amount charged in the table.
  - Think in terms of estimated hours and rates in establishing activity costs.
  - You should identify any in-kind services which you intend to provide for this grant and discuss in your task descriptions.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget – Local Governments Only

- You can use up to 10% of your funds for these activities:
  - a. Health Monitoring
    - ✓ If you include **Health Monitoring** as a Project Task, does your discussion in **Community Need, Project Description, Partnership with Health Agencies** and **Public Health Benefits** adequately support the request for funding?
  - b. Monitoring & Enforcement of Institutional Controls
  - c. Other related program Development & Implementation Activities

**Remember to put these activities in a separate task item**



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### i. Budget – Hazardous Substance and Petroleum Funding

- ✓ If you are submitting a proposal for both hazardous substances and petroleum, *include two budgets and two sets of task descriptions.*





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### ii. Plan for Tracking & Measuring Progress (5 Points)

Describe your plan for **tracking** and **measuring** your project progress including achieving the expected short term and long term project **outcomes** and **outputs**. (See Section I.E.)

Do the expected outcomes and outputs address the issues you discussed in the **Community Need** section and correspond to the project tasks listed in **Project Description** and relate to the discussion in **Project Benefits**?

*Check For  
Consistency!*



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### ii. Plan for Tracking & Measuring Progress (5 Points)

- **Quarterly Reports**: Describe how you will use your quarterly reporting to track the progress of your project, milestones reached and all the outputs generated (list your outputs).
- **ACRES database**: Describe how you will use the ACRES database to track your property data and the outcomes generated from your grant, including the number of sites cleaned up. Also, if you are, or intend to be, a long term grantee, describe how you will be able to track additional outcomes such as acres ready for reuse, jobs created, and all private and public money leveraged on the sites you cleaned up.
- **Other tracking mechanisms**: Describe any other local tracking mechanisms you will use (local reporting, websites, GIS databases, etc.)



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### ii. Plan for Tracking & Measuring Progress (5 Points)

- ✓ The response to this criterion should identify the outputs and outcomes associated with your tasks.
- ✓ Outputs refers to an environmental activity, effort, and/or associated work products related to an environmental goal or objective that will be produced or provided over a period of time or by a specified date. Outputs may be quantitative or qualitative but must be measurable during the project period. The expected outputs for the grants awarded under these guidelines are the cleanup of brownfield sites. Other outputs may include the number of loans and/or subgrants provided, community meetings held, and/or the number of tanks pulled.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### ii. Plan for Tracking & Measuring Progress (5 Points)

- ✓ Outcomes refers to the result, effect, or consequence that will occur from carrying out the activities under the grant. Outcomes may be environmental, behavioral, health-related, or programmatic; must be quantitative; and may not necessarily be achievable during the project period. Expected outcomes of brownfields grants include the number of jobs leveraged and other funding leveraged through the economic reuse of sites; the number of acres made ready for reuse or acres of greenspace created for communities; and whether the project will minimize exposure to hazardous substances.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### iii. Leveraging (5 Points) New Wording

*Under this criterion applicants who can demonstrate firm commitments for additional funds/resources for completion of the project may be evaluated more favorably.*

Demonstrate how you will leverage additional funds/resources beyond the grant funds awarded to support the proposed project activities. **Specifically, describe how these funds will be used to contribute to the performance and success of the proposed project.** This includes, but is not limited to, funds and other resources leveraged from businesses, non-profit organizations, education and training providers, and/or Federal, state, tribal and local governments.

Describe the **amount(s)** and **type(s)** of leveraged resources to be provided, **how you will obtain** the leveraged resources, the **likelihood the leveraging will materialize during the grant**, the **strength of the leveraging commitment** and **the specific role** the leveraged resources will play to support the proposed activities.

**Attach letters or other documentation from sources**, if applicable, indicating additional funds/resources are committed to the project.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### iii. Leveraging (5 Points)

#### **Describe how these funds will be used ...**

- ✓ Describe any gap funding available to keep sites moving beyond this grant:
  - Assessment
  - Cleanup
  - Cleanup Planning
  - Reuse
- ✓ Address both smaller gap funding (additional assessment work) and larger gap funding (cleanup and redevelopment).
- ✓ Do not imply your RLF grant funding is enough.
- ✓ Explain each source and how much potential funding they could provide.
- ✓ **Do not state that you have no access to other funding. You potentially have access to the state's 128a funding, EPA cleanup grant program and local EPA assessment grant program.**



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### iii. Leveraging (5 Points)

**Describe the amount(s) and type(s)...**

- ✓ Provide examples of past leveraging successes from similar projects, particularly public/private partnerships (explain benefits given back to community).
- ✓ Describe funding **already leveraged** (both public and private)  
**This is most favorable!**
- ✓ Describe all possible funds being sought:
  - Federal (HUD BEDI, EDA, DOI, TBA, Brownfields Tax Incentive)
  - State (State TBA, Tax Credits)
  - Local (TIF, Tax, Bond)
  - Private (Foundation, Investors, Donations)



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.b. Budget, Measuring Progress & Leveraging (15 Points)

#### iii. Leveraging (5 Points)



#### **Attach letters or other documentation...**

- ✓ You need to attach letters to support the leveraging you have identified in this criterion.
- ✓ The letters should be from the source of the leveraged funds and be addressed to you.
- ✓ Letters that come in after the proposal due date will not qualify, so work on this right away!
- ✓ Documentation of leveraged funds should be attached as well.
  - Other grant award notifications
  - Press clippings demonstrating commitments to your project



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

#### i. Programmatic Capability (12 Points)

- ✓ Describe the management system you have in place.
- ✓ Describe your project manager and staff expertise, qualifications and experience.
  - Name names on who will be involved with this grant and point out other expertise you can draw on in your organization.
  - Remember, this goes along with your response in Project Description.
- ✓ Discuss the means you will use to retain project leadership or recruit qualified staff should employee turnover occur.
- ✓ Explain experience in acquiring needed expertise and resources through competitive procurement.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

#### ii. Adverse Audits (2 Points)

- ✓ Describe any adverse audit findings.
- ✓ Describe any past grant management issues and how you corrected them.
- ✓ **If you have no adverse audit findings tell us that! This is where many applicants lose points. Be sure to respond to this criterion.**





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

#### iii. Past Performance (6 Points)

- If you have ever received an EPA Brownfields grant, respond to item 1 (**2.c.ii.1.**)
- If you have never received an EPA Brownfields grant, but have received other federal or non-federal assistance agreements, respond to item 2 (**2.c.ii.2.**)
- If you have never received any type of federal or non-federal assistance agreements, please *indicate this in your proposal* and you will receive a neutral score (3 points) for this factor. **Failure to respond may result in zero points for this sub-criterion!!!**
- **Be careful which one you respond to!**



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

#### iii. Past Performance (6 Points)

1. Currently or has ever received EPA Brownfields Grant(s)
  - ✓ Identify the EPA Brownfields grant(s) you currently have or have received in the past.
  - ✓ Provide information on **no more than 5** of your most recent EPA Brownfields grants.





# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

#### ii. Past Performance (6 Points)

##### 1. Currently or has ever received EPA Brownfields Grant(s)

- ✓ Demonstrate how you have successfully managed and performed all phases of work under these grants, **including how the desired outcomes were met by providing information on:**



- Funding expenditures: Remaining funds on current grants.
- Compliance with grant requirements: Work plan; schedule; Terms and Conditions; quarterly reports; ACRES reporting; etc. Check with your Project Officer. **If you owe us reports, go home and get them done! Update your quarterly report submissions and do your ACRES data input!**
- Accomplishments: Describe your successes with the EPA Brownfields funding, including whether you reported accomplishments to EPA in ACRES.



# Ranking Criteria – RLF

## 2. Program Description & Feasibility of Success (55 Points)

### 2.c. Programmatic Capability & Past Performance (20 Points)

#### iii. Past Performance (6 Points)

2. Has not received an EPA Brownfields grant but has received other federal and/or non-federal assistance agreements

- ✓ Identify current and/or prior federally and non-federally funded assistance agreements received.
- ✓ Provide information (type of grant, amount, when awarded, purpose of grant, accomplishments, etc.) on no more than 5 of your most recent assistance agreements.
- ✓ Describe history of successfully managing these agreements, including complying with reporting requirements, submitting final reports, and progress toward achieving results.
- ✓ If you did not achieve expected results under these agreements, explain why.



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

3.a. Community Engagement Plan (5 Points)

3.b. Local, State & Tribal Partnerships (5 Points)

3.c. Community-Based Organizations (5 Points)

Proposals to be evaluated on the extent to which the:



1. Applicant's plan engages the targeted community
2. Applicant has identified and established relationships with the partners necessary to achieve project goals
3. Support letters provided by Community-Based Organizations demonstrate specific and valuable commitments



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.a. Community Engagement Plan (5 Points)

Discuss your **plan for involving the affected community** (e.g., neighborhood organizations, citizens' groups, borrowers, developers, and other stakeholders) in site selection, cleanup decisions, or reuse planning, **including activities that have already occurred.**

Describe your plan for **communicating the progress of your program** to citizens, including **plans for communicating in languages commonly used** in the community.

*Note: Applicants may address this criterion by various means that **show meaningful public engagement where information is shared and views and input are actively solicited**, including public meetings, webinars, use of media, and internet forums. Applicants must demonstrate **how they will engage the targeted community in meaningful ways to ensure success of the proposed project.***



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.a. Community Engagement Plan (5 Points)

Discuss your **plan for involving the affected community...**

- ✓ Consider all the types of partners listed in the question and show the plan/process for searching them out, working with them as part of the grant, and how you will get input from the local citizens and community on the site selection, cleanup decisions and reuse planning.
  - RPCs and COGs need to include their local city/town governments as primary stakeholders and show how they work with them in this process.
  - Coalition proposals need to focus on the needs of each coalition partner community. Be as specific as possible.



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.a. Community Engagement Plan (5 Points)

Discuss your **plan for involving the affected community...**

✓ Describe **Aggressive** and **Detailed** plans for using:

- Applicant's & partners' websites
- Press releases and other uses of the print media
- Discuss use of social media
- More public meetings
  - ❖ Commit to number, frequency, or milestone
  - ❖ Convenient meeting location in the affected community
  - ❖ If site specific, hold in neighborhood
  - ❖ Schedule meetings for working public
- Flyers
- Partner with other community group meetings





# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (20 Points)

### 3.a. Community Engagement Plan (5 Points)

Include any community engagement activities that have already occurred via:

- ✓ Prior EPA brownfields grants
- ✓ Community planning activities
- ✓ Master planning activities





# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.a. Community Engagement Plan (5 Points)

...including **plans for communicating in languages commonly used** in the community.

- ✓ If English is the most commonly spoken language, say so. But also state you will provide translation services if requested.
- ✓ Address **all potential** language barrier(s). (Even if language issues are minimal you must respond to this sub-criterion and indicate you will address any issues that arise.)
  - Plans to translate materials (at meetings & literature)
  - Plans to accommodate cultures and those with hearing/reading impairments (translators)
  - Relate to demographic data provided in the Community Need section (the reviewer will remember)

Check For  
Consistency!



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.b. Plans to Develop Partnerships (5 Points)

Describe your **current efforts and plans to develop partnerships with the following entities including a description of the role they would play** to ensure your brownfields project is successful:

- i) your local/state/tribal environmental and health agencies;
- ii) other relevant federal and state governmental agencies; and
- iii) any local environmental job training program which may include a brownfields job training grantee.

If there are **no environmental job training programs** in your immediate local area, **describe any efforts you plan to link members of the community to potential employment opportunities in brownfields** assessment, cleanup or redevelopment related to your proposed projects.



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.b. Local, State & Tribal Partnerships (5 Points)

- ✓ Describe your partnerships with:
  - i. Local/State/Tribal environmental & health agencies
  - ii. Other relevant federal and state governmental agencies
  - iii. Local environmental job training programs
- ✓ If you are new to Brownfields grants, describe your efforts and plans to establish these partnerships. If not new, show your experience (the reviewer expects this).
- ✓ Become knowledgeable about and demonstrate that knowledge regarding your state programs. In New England, the states are your key partners.





# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.b. Local, State & Tribal Partnerships (5 Points)

#### i. Local/State/Tribal environmental & health agencies

- ✓ Discuss the **key role** the agencies play in your grant, and the process for how you will work together during the various phases of cleanup work (MA and CT applicants need to describe their privatized programs to unfamiliar reviewers).
  
- ✓ **Local/State/Tribal Environmental Agencies**
  - Include the state's role and the process for developing cleanup plans for sustainable redevelopment.
  - Let the reviewer know how your state's voluntary cleanup program operates (their role, certificates of completion, liability protections, etc.).
  - Indicate definitive plans to enroll site(s) in state voluntary cleanup programs.



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.b. Local, State & Tribal Partnerships (5 Points)

#### i. Local/State/Tribal environmental & health agencies

##### ✓ **Health Agencies**

- Discuss the setup of the health agencies in your area (they are different all over the country and the reviewer will need this overview to understand your situation).
- Include the services they can provide and the role they will play in your grant during the various phases of assessment work, including:
  - ❖ Information on known health risks in your community
  - ❖ Information on sensitive populations in your community
  - ❖ Situations of identified immediate risks to human health



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.b. Plans to Develop Partnerships (5 Points)

#### ii. Other relevant federal and state governmental agencies

✓ Discuss the role of other federal agencies such as:

- HUD
- DOT
- EDA
- USDA



✓ If you are part of a HUD/EPA/DOT partnership, don't forget to mention your role and involvement.

✓ Discuss the role other state agencies will play in your project.



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.b. Plans to Develop Partnerships (5 Points)

#### iii. Local environmental job training programs

- ✓ Make yourself familiar with your local job training program(s), EPA or other, so that you discuss the role the job training organization(s) will play in your project.
  
- ✓ If there are no job training programs in your immediate area, describe efforts to link members of the community to potential employment opportunities related to your proposed projects.
  - Making connections between job training graduates and the contractors you or your borrowers/subgrantees will be hiring
  - Refer to brownfields toolbox for information on EPA funded Job Training Programs at [www.brownfields-toolbox.org](http://www.brownfields-toolbox.org)



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.c. Community-Based Organizations (5 Points)

- Provide a **description of, and the role of, key community-based organizations** that will be involved in your program.
  - ✓ Local citizens, environmental groups, civic groups, and educational institutions.
- Describe the makeup of the group, the services they can provide, and when and how you work together during the grant.
  - ✓ The use of a chart can work well here to present your information.
- Present them as partners and their assistance in the grant in terms of commitments.



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.c. Community-Based Organizations (5 Points)

- If community-based organizations do not exist in your area, please provide background affirming the lack of such organizations.
- Demonstrate how the community is engaged and involved in your program, which can be demonstrated by resident support letters, letters to the editor, attendance at public meetings, etc.





# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.c. Community-Based Organizations (5 Points)

- **Letter** from **EACH** CBO is required
  - ✓ Required proposal attachment is a letter that describes **program role and commitments** that the CBO will make to your program.
  - ✓ Do **NOT** utilize form letters. This will not work. Each letter should speak from that organization's view of your brownfields program.
  - ✓ Must describe project **role**.
  - ✓ Must describe **commitment**.
  - ✓ The commitments specified in the letters should mirror those presented in the proposal.
  - ✓ How many key CBOs do you need? How many will get you the five points?





# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.c. Community-Based Organizations (5 Points)

- ✓ Here are some examples of what CBOs can do for your project:
  - Help identify potential sites
  - Talk to their constituency about specific sites or the role of brownfields redevelopment in the targeted community
  - Participation as board or committee member
  - Host public meetings
  - Help to post community outreach material on web and/or in newsletters
  - Provide finance or legal advice
  - Proposal preparation (no grant funds spent)
  - Provide technical assistance (QEP, QA)



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.c. Community-Based Organizations (5 Points)

- ✓ Here are some examples of CBOs (create a balanced mix but emphasize your local organizations):
  - Chambers of Commerce
  - Churches
  - Environmental non-profits (i.e. rail to trail type organizations)
  - Economic development organizations
  - Community Development Corporations (CDCs)
  - Social services providers
  - Downtown development committees
  - Revitalization committees
  - Affordable housing organizations
  - Land trusts
  - Neighborhood associations
  - Regional economic strategy groups
  - Health organizations
  - Education institutions
  - Historic and cultural organizations



# Ranking Criteria – RLF

## 3. Community Engagement & Partnerships (15 Points)

### 3.c. Community-Based Organizations (5 Points)

- Note: EPA may conduct reference checks to ensure organizations identified are supportive and involved with the brownfields project.





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

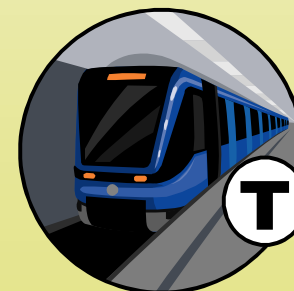
4.a. Welfare and/or Public Health (5 Points)

4.b. Economic Benefits and/or Greenspace (5 Points)

i. Economic Benefits **and/or**

ii. Non-Economic Benefits

4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

Don't forget to finish the story!

*Check For  
Consistency!*

In this section, you should explain how all of your welfare, public health, environmental, economic and non-economic benefits solve the problems you discussed in **Community Need**.



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)



Describe the **environmental, social and/or public health benefits anticipated from the redevelopment of sites cleaned up under this grant.**

Describe **how nearby and sensitive populations in your targeted community will be protected from contaminants during cleanup work** conducted on the brownfields sites 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.



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)

- ✓ Describe how the cleanup of your anticipated sites will lead to redevelopment that support your community's needs.
- ✓ Describe the **environmental, social** and **public health benefits** anticipated from the revitalization of the sites cleaned up under this grant.
- ✓ Describe the efforts you have and will take to integrate **equitable development principles** into the reuse of your anticipated sites and not displace residents historically affected by brownfields.



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)

- ✓ Identify outcomes as part of your response to these criteria. Be sure these outcomes are the same as the outcomes described under your **Tracking and Measuring** response under 2.b.ii.
- ✓ Cover benefits for environmental, social and public health, and include both direct & indirect benefits from cleanup and site reuse.
- ✓ Be as specific as possible in relation to your targeted community and your overall story.



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)

**Here are some example outcomes:**

#### ✓ **Environmental Benefits**

- Cleaner sites through removal and stabilization of site contaminants (highlight industry or broad contaminants in your target areas)
- Improved air, surface water, groundwater, and soil quality in your target community (highlight local terrain, greenspace and rivers to add sense of reality)

#### ✓ **Social Benefits**

- Blight reductions
- Quality of life
- People moving back
- Crime reduction
- Greater care of property appearances





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)

**Here are some example outcomes:**

✓ **Health Benefits**

- Elimination of health threats from direct contact, inhalation, and indoor vapor intrusion of site contaminants
- Asthma Reduction Due to Improved Air Quality (Diesel Emissions)
- Lower Blood Lead Level
- Drinking Supply Protection or Restoration





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)

Describe how nearby, sensitive, and disadvantaged populations in your targeted community will be protected from contaminants during cleanup work. Here are some ideas:

- Include the sensitive populations discussed in community need and plan for their protection.
- Discuss the efforts your consultant will make to protect the public.
  - ✓ Operating under health and safety plan.
  - ✓ Erecting signs during project phases (with call in numbers for questions or concerns).
  - ✓ Dust control on and off site.
  - ✓ Flag persons protecting children and the public around heavy equipment operation.
  - ✓ Install temporary fencing during site activities, if appropriate.
- Discuss notices to the public and house-to-house notifications to neighbors adjacent to the site.



# Ranking Criteria – RLF



## 4. Program Benefits (15 Points)

### 4.a. Welfare and/or Public Health (5 Points)

**...efforts you have taken to integrate equitable development principles ...**

Here are some ideas:

- ✓ Include information on redevelopments with affordable housing.
- ✓ Include information on incentives to retain local businesses in mixed-use or commercial developments.
- ✓ Does reuse include community center or public space that benefits residents?
- ✓ Relation to master plans for transit oriented design or smart growth.
- ✓ Demonstrate awareness of gentrification.
- ✓ Describe partnerships with local community development corporations if you are working with them to redevelop sites.
- ✓ Compliance with community design charrettes.



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

Explain how the grant will produce:

- i. **Economic benefits** such as increased employment and expanded tax base, through the redevelopment of the site cleaned up under this grant. Provide quantitative estimates where feasible; **and/or**
- ii. **Other non-economic benefits associated with sites to be reused** for greenspace and other not for profit activities. Greenspace includes areas redeveloped for uses such as parks, recreation areas, greenways, or environmental buffers. Other not-for-profit activities include the work of governmental or charitable organizations.





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

- ✓ Notice the “and/or” language here. This language gives economic and greenspace benefits equal billing. However, economic, greenspace, and non-profit benefits should all be addressed when appropriate.
- ✓ Remember that economic revitalization can be guided to include greenspace and community benefits, and conversely, greenspace and non-profit reuse can spur economic benefits.
- ✓ Keep your targeted community and partnering CBOs in mind in the development of this section.
- ✓ Even if specific reuse plans may not be evident, describe the potential benefits based on the vision of your overall story and what your community needs. After all, creating redevelopment in your community is the reason you are applying for this grant.



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

#### i. Economic Benefits

- ✓ Describe all **economic benefits** from the cleanup and redevelopment of sites in your targeted community(ies).
- ✓ Provide quantitative estimates where feasible.
  - Number and types of jobs
  - Taxes (Property, Sales, Income)
  - Property values
  - Stimulate area-wide economic development





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.b. Economic Benefits and/or Greenspace (5 Points)

#### ii. Non-Economic Benefits

- ✓ Describe All **Non-Economic** Benefits potentially created by this grant.
- ✓ Non-Profit & Charitable Reuse
  - Affordable housing
  - Community Center
  - Governmental (City Hall, Library, Police)
- ✓ Greenspace Reuse
  - ❖ Wetlands, greenspace & open space
  - ❖ Recreational & pocket parks
  - ❖ Greenspace components in commercial and industrial redevelopment
  - ❖ Rails to trails
  - ❖ Preservation of open space on urban edge





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

Describe any anticipated environmental benefits, beyond the remediation of contaminants, associated with the **sustainable redevelopment** of the site cleaned up under this grant.

Sustainable redevelopment includes the use of existing infrastructure, such as utilities and equitable access to public transit. Sustainable redevelopment also includes green buildings, energy efficiency, water management, green remediation, construction and demolition materials recycling, diesel emissions reductions, and renewable energy on brownfields. [Refer to the Brownfields FAQ at [http://www.epa.gov/brownfields/proposal\\_guides/FY12\\_FAQs.pdf](http://www.epa.gov/brownfields/proposal_guides/FY12_FAQs.pdf) for a description of these and other EPA initiatives.]



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

- ✓ Remember that infrastructure reuse comes from the *Brownfields law*. It is not just idle language we dreamed up!
- ✓ Discuss all possible **Infrastructure Reuse** and how this will play into site selection. What is existing infrastructure?
  - Water
  - Sewer
  - Electricity
  - Roads & Waterways
  - Side Walks & Pathways
  - Storm Water Systems
  - Public Transit
  - Buildings



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

Describe all **Sustainable Reuse** possibilities that you will work on incorporating into the cleanup and redevelopment of your site.

Such as:

- ✓ Green Building (LEED Certification, EnergyStar Certification, etc.)
- ✓ Smart Growth Principles
- ✓ Energy and Resource Efficiency
- ✓ Historical Building/Material Preservation and/or Renovation
- ✓ Innovative Storm Water Controls
  - Pervious Pavement
  - Gray Water Reuse
  - Onsite retention and/or treatment (bioswales, raingardens, etc.)
- ✓ Ecological Revitalization



# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

Describe all **Sustainable Reuse** (cont'd)

- ✓ Sustainable and Low-Impact Landscaping
- ✓ Maintenance and/or Promotion of Community Character and Livability
- ✓ Use of Local Materials and Resources
- ✓ Green Cleanups
  - ✓ Biodiesel or Alternate Fuel Equipment
  - ✓ Construction & Demolition Recycling
  - ✓ Debris Sorting
  - ✓ Conservation of Resources





# Ranking Criteria – RLF

## 4. Program Benefits (15 Points)

### 4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse (5 Points)

Describe existing or future sustainability measures in your community which may apply to your program. Such as:

- ✓ Multiuse Zoning
- ✓ Transit Oriented Development
- ✓ Development of a Community Vision or Plan
- ✓ Consider Ordinance Development

**Review criteria 4 a, b, and c and make sure you are discussing the benefits of your actions. Do not repeat the problems discussed under Community Need. Focus on anticipated benefits to your targeted community. This is the happy ending of your story.**



# Proposal Checklist - RLF

- V.D Proposal Checklist for RLF Grants
  - ✓ See page 28 to make sure you include all items required for a comprehensive proposal.

<input checked="" type="checkbox"/> Transmittal Letter (2-page limit)	
<input checked="" type="checkbox"/> The Narrative Proposal, which includes the responses to ranking criteria (15-page limit)	
<input checked="" type="checkbox"/> Documentation of all applicable threshold criteria (see Section III. B)	
<input checked="" type="checkbox"/> Letter from the state or tribal environmental authority (see Section III.B.3)	
<input checked="" type="checkbox"/> Documentation of applicant eligibility if other than city, county, state, or tribe (see Section III.B.1)	
<input checked="" type="checkbox"/> Legal opinion establishing that the applicant has authority to (1) access and secure sites in the event of an emergency or default of a loan agreement or non-performance under a subgrant; and (2) to make loans and accept payments of fees, interest, and principal (see Section III.B.4)	
<input checked="" type="checkbox"/> Documentation indicating committed leveraged resources, if applicable (see Section V.B.2.b.iii)	
<input checked="" type="checkbox"/> Letters of support from all community-based organizations identified in the community engagement and partnerships ranking criteria (see Section V.B.3)	
<input checked="" type="checkbox"/> Justification for RLF cost-share waiver, if applicable (see Section III.B.5)	
<input checked="" type="checkbox"/> Letters of commitment from coalition members, if applicable (see Section III.B.1)	
<input checked="" type="checkbox"/> Special Considerations (located in Appendix 3), if applicable (see Section IV.C.2.i)	



# Resources



*Cianbro Eastern Manufacturing Facility  
Brewer, ME*



# Web-Based Resources

- **FY12 ARC 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>
- **FY12 ARC Frequently Asked Questions (FAQ):**  
[http://www.epa.gov/swerosps/bf/proposal\\_guides/FY12\\_FAQs.pdf](http://www.epa.gov/swerosps/bf/proposal_guides/FY12_FAQs.pdf)
- **EPA Land Revitalization Projects and Construction and Demolition (C&D) Recycling:**  
[www.epa.gov/epaoswer/non-hw/debris-new/pubs/brochure.pdf](http://www.epa.gov/epaoswer/non-hw/debris-new/pubs/brochure.pdf)
- **EPA Region 1 Information:** [www.epa.gov/region1/brownfields](http://www.epa.gov/region1/brownfields)
- **EPA Headquarters Information:** [www.epa.gov/brownfields](http://www.epa.gov/brownfields)
- **SmartE-Online Sustainable Management Approaches and Revitalization Tools:** [www.smarte.org](http://www.smarte.org)
- **TAB EZ Grant Writing Tool:** [www.tabez.org/](http://www.tabez.org/)
- **Brownfields Toolbox:** [www.brownfields-toolbox.org](http://www.brownfields-toolbox.org)



# Questions?

