

# **Creating a Competitive FY12 Brownfields Proposal: A Tool for Communities, Organizations and Grant Writers**

**U.S. EPA Region 10  
Brownfields Program  
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***“You want reviewers to pause because they find your narrative compelling and convincing—not because they can’t figure out if you addressed all the criteria in the section they are trying to score.”***

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***\*\*Disclaimer \*\****

*While information is provided to assist in the preparation of a Brownfields grant proposal, there is no guarantee that it will result in selection of any proposal. It is the user’s responsibility to determine what is relevant and applicable to the individual circumstances and to follow the requirements and directions provided in the official grant guidelines.*

## Prologue

### *The View from an EPA Program Officers Cube....*

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Imagine. It's almost the end of the calendar year and you are an EPA project officer on the Brownfields Team. You've been scrambling to confirm that the proposals submitted from within Region 10 meet the "eligibility threshold" established for all proposals that will be forwarded for national review.

You know that soon after the new year arrives, you'll get a stack of proposals from another region. Some of the communities on the list won't spark a hint of recognition. You have never heard of them. Other names you recognize. What you don't know first hand is what challenges these communities face, and why they have entered a very competitive process to secure funding to assess or clean-up contaminated land.

Your job will be to review and rank each proposal, and then meet with colleagues to compare scores and the rationales each of you used to reach those scores. Together you'll reach consensus on the final scores you submit. That consensus doesn't mean your scores are identical, but rather you understand the reasoning each of you used to reach a score.

Is there a big secret about what it takes to be successful with an ARC proposal? No. Perhaps a secret grant writing formula? No. Well, what does it take?

The grant writer has to craft a compelling case for their project with narrative and numbers. They have to make the needs of their community real and comparable to other communities. They have to write a persuasive case for reviewers with different professional backgrounds and priorities. The group who reviews your proposal may include an engineer, a biologist or forester, and a specialist in public health, community engagement, or tribal land use. The variations are endless, and you have to create a proposal that competitive with all the possibilities.

What stands out about successful proposals?

They are, in some way, memorable. For a project officer, they make a distant, often unknown place and problem understandable. They attend to detail, and demonstrate that no reviewer's "ranking point" is assumed automatic. Winning proposals document and describe community support and collaborations. They tackle and present a budget that will deliver value and impact. And they find a way to tell a story set in the past, present and future—a story that evokes both confidence and enthusiasm in the reader.

How do you do all those things? Page by page and section by section. This tool focuses, step-by-step, on the details and requirements for each proposal. Can you craft a competitive proposal. Yes. We assume you are already working on one, and here's another tool.

## ***About this Tool***

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Writing a brownfields grant proposal can be daunting; especially when a prospective grant applicant is faced with all of the requirements in the EPA Brownfields grant guidelines (Guidelines). While the Guidelines present the full scope of requirements for each fiscal year’s grants competition, the Guidelines do not necessarily explain to applicants how to gather and convey the information in their proposal. That is why we designed this tool — to act as a bridge between the uncompromising requirements of the Guidelines and the human touch of the review process. In short, it provides an insight into what EPA reviewers look for in a successful grant proposal.

This tool provides an overview of key information about the competitive grant requirements and resources for improving your proposals. For each ranking criteria section and subsection, this tool offers data sources, tips for success, examples, and reviewer perspectives. *Keep in mind that this tool is intended as a supplement to the grant Guidelines, not as a replacement for them.* Refer to the current Guidelines for detailed proposal instructions and deadlines. We hope that you find this tool to be useful. Good luck.

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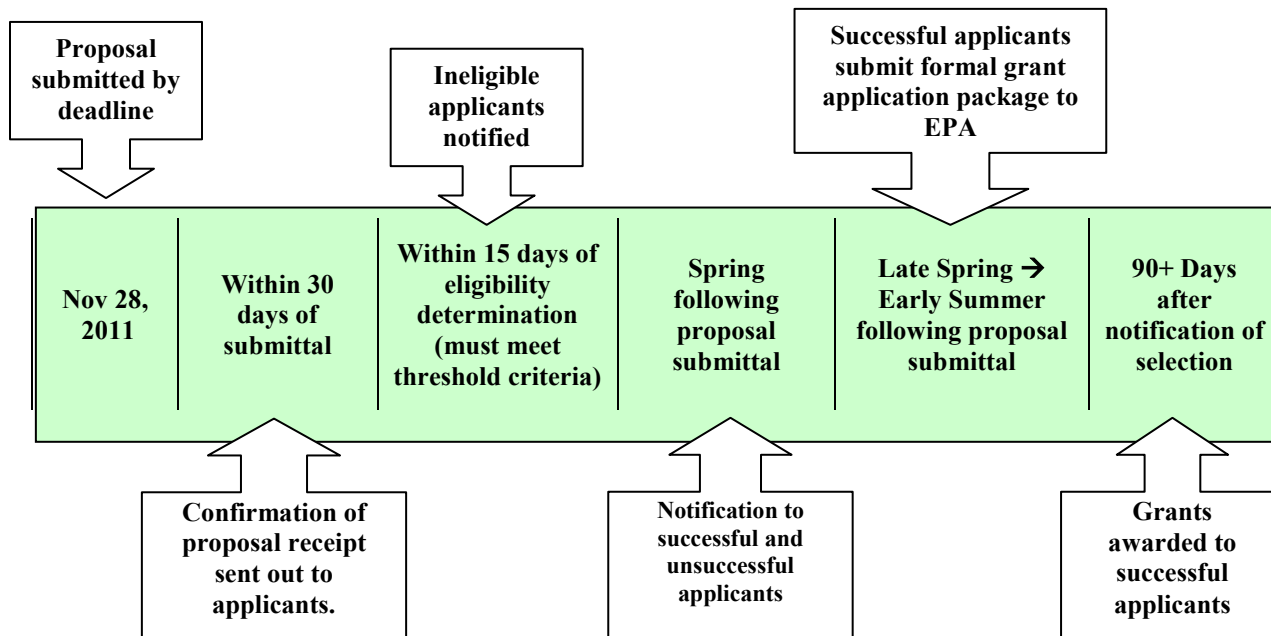
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## Getting Started

### Timeline

Understanding the amount of time it takes between the submittal date of an application and actual awarding of funds can help your efforts to plan a project and estimate the associated costs of managing the project one year into the future.

#### Approximate Timeline of the Brownfields grant application review and award process.



Proposals are comprised of three general parts: Threshold Eligibility Criteria, Ranking Criteria, and other supporting attachments. Before starting on your proposal, you must first determine your eligibility for EPA's competitive Brownfield grants. Please refer to the Threshold Criteria section III.C of the Assessment and Cleanup Grant Guidelines, and section III.B of the RLF Grant Guidelines. These criteria are graded as pass/fail. Your proposal must meet all threshold criteria to be considered for a grant. These requirements vary by the type of grant you are submitting. The following table provides a summary of threshold criteria by grant type. Please contact EPA Region 10 with questions regarding eligibility before submitting your proposal. Contact information is provided at the end of this document.

### Summary of Threshold Requirements by Grant Type

Threshold Criteria (Pass all or Fail)	Assessment	Cleanup	RLF
Meet applicant eligibility requirements	X	X	X
Letter from state or tribal authority	X	X	X
Site & property ownership eligibility	X (site specific)	X	
Cost share		X	X
Legal authority to manage RLF			X
Description of jurisdiction			X
Cleanup authority & oversight structure		X	X
Community Notification (including an Analysis of Brownfields Cleanup Alternatives or ABCA)		X	

After determining that your organization and proposed project are eligible for a competitive Brownfield grant, you can begin writing a narrative that responds to the evaluative ranking criteria. The ranking criteria for each subcategory vary by grant type. Assessment grants are scored on a 200-point scale, whereas Cleanup and RLF grants are scored on 100-point scales.

### **Summary of Ranking Criteria by Grant Type**

<b>Ranking Criteria (Maximum Points)</b>	<b>Assessment</b>	<b>Cleanup</b>	<b>RLF</b>
<b>Community Need</b>	40	15	15
<b>Project/Program Description &amp; Feasibility</b>	100	50	55
<b>Community Engagement &amp; Partnerships</b>	30	15	15
<b>Project Benefits</b>	30	20	15
<b>Total Points</b>	200	100	100

### **Fiscal Year 2012 Final Grant Guidelines**

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

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

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

### **Resources to get started, for all criteria**

- Frequently Asked Questions (FAQs): [http://epa.gov/brownfields/proposal\\_guides/FY12\\_FAQs.pdf](http://epa.gov/brownfields/proposal_guides/FY12_FAQs.pdf)
- TabEZ resources: [http://www.tabez.org/Resources/View\\_Resource.php?rid=155](http://www.tabez.org/Resources/View_Resource.php?rid=155)
- TabEZ grant examples: [https://www.tabez.org/Resources/Resource\\_Topic\\_Detail.php?rid=16](https://www.tabez.org/Resources/Resource_Topic_Detail.php?rid=16)
- SmartE: <http://www.smartepa.org/smartepa/resource/sn-sources-money.xml?page=5>
- EPA Brownfields Management System (to explore the kinds of sites that have received grants in the past): <http://www.epa.gov/enviro/html/bms/>

### **Tips for Success, for all Criteria**

- Be thorough: read the guidelines carefully and address all required criteria and sub-criteria (including all the phrased items) in the listed order. This makes it easier for reviewers to find information and assign points.
- Assume your reviewers know *nothing* about your community; its history, or its present condition.
- Clearly show the sources of all your information and data.
- Use active, not passive, language throughout (i.e. —*we* working on...” and —*we have* committed”).
- Give examples of past achievements to demonstrate experience and commitment to the stated goals.

## Ranking Criteria Section 1: Community Need

### Health, Welfare & Environment sub-section

#### Demographic data

It helps to provide some demographic data down to the census tract block group or block level. Why? Because the impacts of brownfields start with the neighborhood or nearby community, reviewers will want to understand what the target areas look like. Comparing this fine level data with the city, state, and national numbers helps put the target area into context.

#### Example table comparing data scales from the Guidelines:

##### Format for Demographic Information

	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 <http://www.census.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)

Census data for 2010 was released for each state beginning in the spring of 2011. Some of this demographic information (including population, race and ethnicity) can be viewed at the state, city, or block group levels; however, additional social characteristics will continue to be added in the future. In the case of missing data, you can still obtain information from the 2000 census survey. Data at the place (city or census-designated) level or higher, is available through the American Community Survey (ACS). Currently, data for 2010 is available only for communities with populations over 65,000 and few select lower-population communities.

#### Data sources to get started

The Census Factfinder provides a variety of search options to help you find and compare demographic data easily. Using the —Search” tool, you can select what information you would like to include in your table through the —Topics” tab, and which locations you want to compare by using the —Geographies” tab. The —Geographies” tab also allows you to enter in a specific address, and will provide you with information on the location’s block group and surrounding area.

- Census Bureau American Factfinder (for local data and comparisons): <http://factfinder2.census.gov> (includes the Decennial Census, American Community Survey, Economic Census & Annual Economic Surveys)
- Blockgroup and state data can easily be compared using the —Compare” feature in the 2010 Census Population Profile Interactive Map: <http://2010.census.gov/2010census/popmap/>
- The Bureau of Labor Statistics (BLS) can also be used to provide the up-to-date local unemployment rates of the communities surrounding the brownfields site: <http://www.bls.gov/lau/>
- For more useful links and demographic tools, see Q9 under the —Frequently Asked Questions” link: [http://epa.gov/brownfields/proposal\\_guides/FY12\\_FAQs.pdf](http://epa.gov/brownfields/proposal_guides/FY12_FAQs.pdf)

### Pollution data:

Data for contamination and toxic releases in your area is available from several reliable sources, usually at a site specific level.

- National Air Toxics Assessments (NATA): <http://www.epa.gov/ttn/atw/natamain/index.html> (include assessments of pollutants and cancer risk down to the census tract level)
- Air Quality System: <http://www.epa.gov/ttn/airs/airsaqs/detaildata/downloadaqdata.htm> (includes data down to the census tract level)
- U.S. Department of Energy Risk Assessment Information System: <http://rais.ornl.gov/> (go to tools to select type of risk assessment)
- National Institutes of Health's ToxMap (to see toxic releases and superfund sites in your vicinity): <http://toxmap.nlm.nih.gov/toxmap/main/index.jsp>
- Agency for Toxic Substances and Release Registry: <http://www.atsdr.cdc.gov/> (includes information on health effects of many pollutants)
- Scorecard Pollution Information Site (for exposure risk): <http://scorecard.org/>

### Health & Disease Data:

Data on the prevalence and mortality rates for specific diseases and medical conditions is widely available down to the county level. However, some studies have tracked disease prevalence at more refined scales. To find these studies, contact your local health agency, and use search engines and medical research databases (like PubMed <http://www.ncbi.nlm.nih.gov/pubmed>), or your local college or university library.

- County-level data: Community Health Status Indicators, U.S. DHHS: <http://communityhealth.hhs.gov/homepage.aspx?j=1> (select your state & county)
- State Cancer Profiles, National Cancer Institute: <http://statecancerprofiles.cancer.gov/> (to compare incidence and mortality for major cancer types in states and counties.)
- County-level infant mortality rates and low birth weight statistics: [http://datawarehouse.hrsa.gov/HGDWReports/Community\\_Fact\\_Sheet.aspx](http://datawarehouse.hrsa.gov/HGDWReports/Community_Fact_Sheet.aspx)

### Other Data:

- TabEZ: [http://www.tabez.org/Resources/View\\_Resource.php?rid=157](http://www.tabez.org/Resources/View_Resource.php?rid=157)

### **Tips for Success**

- Identify a well-defined target community.
- Tell a compelling story with the data.
- Briefly put the site in historical and geographic context with its region.
- Describe the environmental, economic and social impacts from contamination. Think long-term, short-term, and missed opportunities.
- Describe the proximity of the site to vulnerable areas and disadvantaged people.
- Show *disproportionate* impacts on nearby residents and sensitive populations.
- Describe the site's impacts to the targeted community and community as a whole.
- For numerical data, show percentages to give perspective to absolute values.
- Relate the grant to the broader goals of the Brownfields Program and the EPA.

### **Reviewer Perspective**

*1) Sometimes, the data you want to tell your story just can't be found. In such cases, use the most reliable and descriptive anecdotes you can to make your case.*

*2) Reviewers need to see how brownfields cause health and economic impacts. Describe how sensitive populations may particularly be impacted by proximity to brownfields. Are there any other local sources of pollution that contribute to this risk (i.e. industry, highways, etc.)? Include information on any particularly sensitive populations. Make a clear link between this data and the nearby brownfields.*

- Compare local statistics with the state, region & nation.
- Demonstrate how the project will serve communities that might not otherwise have the capacity and access to resources to address brownfields on their own.

### Examples from successful proposals

Story Telling	<i>“With 14 species of fish, the lake has a well-deserved reputation as a fisherman’s paradise where each year anglers expend an estimated 465,000 hours fishing for “the big one.”</i>
Historical Context	<i>“Our forests, wetlands, rivers and streams provide habitat for over 200 documented wildlife species— all of which were present when the Lewis &amp; Clark expedition explored here 200 years ago, and remain here today.”</i>
Geographic Comparisons	<i>“A disproportionate number of meth labs are found in the county, where there is a predominance of low income, culturally diverse communities. For example, the City of __, located in the southwest corner of __, has experienced particularly high numbers of meth labs. Nine percent of the illegal meth labs are found here, which is four times the illegal meth lab activity compared to the other 39 cities in __ County.”</i>
Proximity to vulnerable area	<i>“The town’s water intake is located 1,500 feet into the lake at a depth of 25 feet. The slag dump is only 1.7 miles due north of the intake.”</i>
Comparison data on resident impacts	<i>“In measuring age-adjusted death rates per 100,000 people over a three year average, 165 people died of cancer in Southeast __ compared to 142 in the City of __, 161 people died of cancer in Southeast __ compared to 153 in the City of __, and 65 people died of Stroke in Southeast __ compared to 43 in the City of __. Environmental problems may contribute to these higher mortality rates.”</i>
Example of history-to-present transition	<i>“Today, capped areas remain un-vegetated with “dust devils” stirring up the cover material and potentially the underlying contaminated material, spreading it throughout the region. The perception of contamination from blowing tailings and the 1979 breach have left the area with devalued properties and marginalized growth over the last 20-30 years”</i>

## Financial Need sub-section

In this section, you will want to demonstrate the financial needs along with an understanding of the resources that could be available to assist in completing the project. Be careful that in your efforts to explain why other resources are not sufficient, you don't make the project appear unachievable.

### Tips for Success

- Compare local economic demographics to the state, region or nation.
- Use data to highlight the economic needs of the target population.
- Use data to clearly show how the site *causes* disproportionate economic impacts on residents.
- Be thorough when describing why other funding sources are not sufficient.
- Use descriptive anecdotes where no data exists or to build on data provided.
- If you already have a Brownfields grant from EPA, describe why you need additional funding.

### Data sources to get started

- U.S. Census Bureau American Factfinder (for local data and comparisons): <http://factfinder2.census.gov/> (includes the Decennial Census, American Community Survey, Economic Census & Annual Economic Surveys)
- BLS unemployment data: <http://www.bls.gov/lau/>
- TabEZ: [http://www.tabez.org/Resources/View\\_Resource.php?rid=159](http://www.tabez.org/Resources/View_Resource.php?rid=159)

### Examples from successful proposals

Appropriate use of economic needs statistics	<i>“According to 2007-2008 data from the Northwest Regional Multifamily Listing Service and the US Census, rents in Southeast __ increased by 10% while rents in the region increased by only 7%. The housing to be provided by __ will preserve affordability for people earning between \$17,000 and \$35,000 as the cost of market rate housing increases.”</i>
Appropriate use of data describing insufficient funding	<i>“Currently, our county faces a \$93 million deficit for fiscal year 2009 due, in part, to the economic downturn. Because of this, many programs funded by the county will be receiving less or no funding. Funding for meth lab assessment activities will not be available to cover the critical personnel time needed to assess identified sites.”</i>

## ***Ranking Criteria Section 2: Project Description and Feasibility of Success***

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### **Project Description**

Now that you have introduced the reviewer to your community and laid the foundation in demonstrating the needs for the project, it is time to describe what specific activities the EPA funding will be used for. Briefly describe the work that needs to be completed and then specify which activities within the entire project you are proposing to be EPA funded. Many projects require more than the maximum allowable amounts for the individual grant type to get to completion – that is where leveraging and cost share can be applied.

#### **Data sources to get started**

- TabEZ:  
[http://www.tabez.org/Resources/View\\_Resource.php?rid=162](http://www.tabez.org/Resources/View_Resource.php?rid=162)

#### **Tips for success**

- Tie your project into your overall community planning efforts and vision for revitalization – put it in context of the community plan, including any products or outputs from recent community planning processes.
- Explain the prioritization process for choosing a site, if applicable.
- If possible, give examples of past success in achieving the kind of assessment, cleanup and/or redevelopment goals being proposed.
- Paint a picture for the reader that helps them envision the end result of this project.
- Briefly reiterate the needs and benefits of the project.
- Establish realistic timelines.
- Review reporting and programmatic requirements that you will need to meet as an EPA grantee and incorporate those activities into your project plans and costs. See Section VI of the Guidelines for more information.

#### **Reviewer Perspective**

***Keep in mind that applying for less than the maximum amount of \$200,000 does not improve your competitiveness. Projects are based on estimated costs. All else excluded, applying for \$196,600 instead of \$200,000 won't improve your score, whereas a clear plan and demonstration of successful project implementation will.***

#### **Examples from successful proposals**

Example of prioritization process for choosing sites	<i>“Two sets of criteria are used to evaluate site candidates. Potential sites receive a preliminary ranking using criteria constructed by the Neighborhood Advisory Board. The second set of criteria includes EPA eligibility requirements and other Advisory Board criteria.”</i>
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## Budget

### Data sources to get started

- TabEZ Budget: [http://www.tabez.org/Resources/View\\_Resource.php?rid=163](http://www.tabez.org/Resources/View_Resource.php?rid=163)

### Tips for success

- Break down budget categories by tasks.
- Provide narrative explaining items in your budget table and show the basis for estimated costs and the projected outputs (i.e. Number of Phase I and II Assessments). The more specific you can be, the more confidence reviewers will have that the project has been well thought out.
- Clearly show the percent of the budget that will go to assessment or cleanup activities.
- Be consistent with your terms when describing your costs and spell out acronyms.
- Include only eligible costs. For example, do not include contingencies or “administrative costs” in your budget. See the Guidelines FAQs for more information on eligible costs: [http://epa.gov/brownfields/proposal\\_guides/FY12\\_FAQs.pdf](http://epa.gov/brownfields/proposal_guides/FY12_FAQs.pdf)
- Emphasize environmental outputs in your budget.
- Clearly describe your plan for tracking & measuring progress towards achieving your project outputs & outcomes – think short and long term. Demonstrate that you understand EPA’s grant reporting requirements – i.e. Quarterly progress reports and entering site information into EPA’s ACRES database.
- If you need the full amount of funding, apply for the full amount. Requesting less than the full amount does not necessarily “score you more points.”
- Any required Cost Share may only include eligible and allowable costs.

### **Reviewer Perspective**

***1) Personnel costs are a double-edged sword. We want to see how the project is going to get carried out but we also want to see a significant percentage of the funding going towards site work. Do your best to show how funds not going directly toward assessment and/or cleanup activities (i.e. personnel costs) make the project stronger.***

***2) Be realistic with cost estimates. As reviewers, we have a good idea about the costs of different assessment and cleanup activities.***

## Leveraging

### Data sources to get started

- TabEZ Leveraging: [http://www.tabez.org/Resources/View\\_Resource.php?rid=230](http://www.tabez.org/Resources/View_Resource.php?rid=230)

### Tips for success

- Give specific examples of past success in leveraging funding.
- Show leveraged funds/resources in an easy to read table or chart showing the source and the amount and type of resource to be provided.
- In-Kind Services provided are a form of leveraging and should be included. This includes personnel hours for project management if applicant plans to cover these costs with other funding.
- Use this section to showcase past successes and your connections with partners.
- Describe critical pieces of the project funded by other sources to prevent the appearance of fatal gaps. Emphasize how these resources will help ensure the project is completed successfully.
- Letters from project partners providing leveraged resources should corroborate what is detailed in your narrative, indicating additional funds/resources committed to the project.

**Examples from successful proposals**

Example of a budget task description	<i>“Task 2. Phase I/II assessments- Site assessments will be conducted on five to ten petroleum brownfields using American Society for Testing and Materials (ASTM) standards. These are this task’s program outputs.”</i>
Example of budget outcomes	<i>“The outcomes expected to result from carrying out all four tasks (including activities funded by the cost share and leveraged funds) are anticipated to be: one acre of brownfields cleaned up, 86 units of new affordable senior housing, 300 temporary construction jobs, ¼ acre of new, low-impact development designed greenspace, \$800,000 leveraged for cleanup and \$12,050,000 leveraged for redevelopment.”</i>
Demonstrating the ability to leverage other funds	<i>“As a local government, we are eligible for an Ecology Independent Remedial Action Grant under the VCP. This grant provides 50 percent reimbursement of eligible costs up to a cap of \$200,000. An additional 25 percent reimbursement is available to economically disadvantaged cities. ___ meets Ecology’s criteria as an economically disadvantaged city and is eligible for a total 75 percent match.”</i>

**Programmatic Capability and Past Performance**

Convey that your organization is able to manage a federal grant. Use past federal grant experience and other experiences in responding to the sub-criteria to show that you can manage a project from beginning to end while achieving your goals. Be sure to include any previous adverse audit findings, and how you have corrected the problem. If you’ve never had an adverse audit, state that.

**Data sources to get started**

- TabEZ for current or past EPA Brownfields Grant recipients: [http://www.tabez.org/Resources/View\\_Resource.php?rid=164](http://www.tabez.org/Resources/View_Resource.php?rid=164)
- TabEZ if not a current or past EPA Brownfields Grant recipient: [http://www.tabez.org/Resources/View\\_Resource.php?rid=165](http://www.tabez.org/Resources/View_Resource.php?rid=165)

**Reviewer Perspective**  
*Feel free to reference and showcase your track record of successfully implementing projects. Reviewers want an idea of what you’ve accomplished with past grants, even if they were not EPA brownfields grants*

**Tips for success**

- Provide detailed responses to all the questions.
- If there were no problems with the administration of past grants, say so and describe what made you successful.
- State any problems with past grant administration and describe how they were overcome, including any procedures put in place to correct and prevent problems.
- If you have never received EPA Brownfields Grants, address problems and successes you have had managing other grants.
- Identify key staff who will handle brownfields work and what their roles will be.
- Past grantees should ensure that site work reporting is up-to-date in the Assessment, Cleanup, and Redevelopment Exchange System (ACRES) database.

**Examples from successful proposals**

Successful monitoring of progress	<i>“There have been no adverse audit findings; in fact, EPA auditors conducted an audit of our quality assurance and quality control procedures and found no issues with any of our brownfields grants.”</i>
Example of successfully administering grants	<i>“The Response Program, using 128(a) funds, developed a Risk Evaluation Manual, a risk-based cleanup guidance document which encompasses 185 chemicals and allows for site-specific cleanup approaches, use of institutional controls and other innovative tools. This risk-based approach results in substantial cleanup cost savings for ___ when we conduct cleanups as well as for private parties conducting cleanups in ___.”</i>

## ***Ranking Criteria Section 3: Community Engagement and Partnerships***

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Use this section to discuss your plan for involving the affected community in cleanup decisions or reuse planning, and how you plan to continue developing partnerships with local, state, and/or tribal environmental health agencies and organizations. Keep in mind that a critical part of EPA's assessment and cleanup efforts is to ensure that the residents living in environmentally impacted communities have an opportunity to reap the benefits from brownfields redevelopment. One way to do this is to contact EPA-sponsored Brownfield Job Training Programs who can help connect you to trained local workforces and environmental contractors. In your application, you should identify each partner and their specific role in regards to the project.

### **Data sources to get started**

- TabEZ Tools for community involvement: [http://www.tabez.org/Resources/Resource\\_Topic\\_Detail.php?rid=23](http://www.tabez.org/Resources/Resource_Topic_Detail.php?rid=23)
- City of Tacoma Job Training Program: <http://www.cityoftacoma.org/Page.aspx?hid=2109>
- King County Job Training Program: <http://www.kingcounty.gov/socialservices/WorkTraining/ServicesAndPrograms/AdultServices/KCJobsInitiative.aspx>
- Oregon Tradeswomen Job Training Program: <http://www.tradeswomen.net/>

### **Tips for success**

- Clearly explain the roles of partner organizations and the ways you will work with them.
- Describe and show proof of all meetings with partners that have already taken place.
- State any partnerships you already have with required agencies, and characterize the strength of your relationship with them.
- At a minimum you need to outline the participation of the state environmental agency. If there are significant public health issues, describing the role of the Health Department is a good idea. Establish agreements and an understanding of roles prior to the proposal – it reads stronger than saying you are going to contact them later.
- Support letters from state, local, and tribal health and environmental agencies, environmental job training programs, or other public partners should also indicate their role in the project and describe commitments they are making.
- Back up statements about community engagement with as many letters of support from community-based organizations listed as possible.
- Political support is a good thing, but it is critical that you emphasize partnerships with grassroots (community-based) organizations.
- Focus on quality, rather than quantity, in letters of support.
- Ensure that letters from community-based organizations spell out their role in the project and any resource commitments they are making.
- If your community does not have community-based organizations, please explain and provide evidence of how citizens are involved in other ways – for example: resident support letters, letters to the editor, and sign-in sheets from public meetings.
- Describe your plan to communicate in non-English languages spoken in the community.
- Tailor your community outreach to the needs of the targeted community. If you are serving several communities with different needs or demographics, you may need to adapt your outreach strategy accordingly.

#### **Reviewer Perspective**

***1) Have your partner organizations and agencies review the proposal for accuracy before submitting it. EPA may check with your stated partners to confirm the accuracy of your claims.***

***2) Support Letters: Reviewers want to see that support letters demonstrate specific commitments to the project and corroborate those stated by the applicant in the proposal.***

**Examples from successful proposals**

<p>Example of existing engagement with project partners</p>	<p><i>“The Coalition has already had substantial community involvement in developing a vision and preliminary redevelopment plans for the shoreline corridor. In 2005, the City of __ contracted with the Rails to Trails Foundation on a short-term basis to provide guidance on railroad-related trail planning, and in 2006 the city formed a trail committee consisting of local governments and representatives from across the community to begin trail planning in earnest.”</i></p>
<p>Example of community partner/organization roles</p>	<p><i>“The health district’s primary role is to assess the health of the community, assure access to high quality preventative health care services and develop policies for the promotion and protection of the public’s health. The district’s local programs and resources include environmental health, land development, public health preparedness, and family and community health.”</i></p>
<p>Example showing strength of relationship with community organization</p>	<p><i>“Past and current assistance includes facilitating several phases of EPA Targeted Brownfield Assessments (TBAs) on the entire Rainier Court project site, facilitating an application for the Environmental Coalition which is on contract with __ County, and assisting with the preparation of PA cleanup grant applications for project Phases I, IV and III. In addition, the County Executive, is very supportive of project</i></p>

## Ranking Criteria Section 4: Project Benefits

### Data sources to get started

- TabEZ Project Benefits: [http://www.tabez.org/Resources/View\\_Resource.php?rid=173](http://www.tabez.org/Resources/View_Resource.php?rid=173)
- TabEZ Welfare & Public Health: [http://www.tabez.org/Resources/View\\_Resource.php?rid=174](http://www.tabez.org/Resources/View_Resource.php?rid=174)
- TabEZ Economic Benefits and Open Space: [http://www.tabez.org/Resources/View\\_Resource.php?rid=237](http://www.tabez.org/Resources/View_Resource.php?rid=237)
- TabEZ Infrastructure & Sustainable Reuse: [http://www.tabez.org/Resources/View\\_Resource.php?rid=176](http://www.tabez.org/Resources/View_Resource.php?rid=176)

### Tips for success

- Tie this section back into the demographic data and health and welfare needs described in your Community Needs section.
- Discuss the project's benefits in the context of both your target and the wider community.
- Describe efforts taken to integrate equitable development principles into site reuse and not displace residents.
- Emphasize sustainable reuse/redevelopment characteristics like green building, walkability, access to transit, mixed-use, proper density and housing choice, water management, renewable energy, diesel emissions reduction, infrastructure reuse, construction and demolition materials recycling. Give Examples.
- Provide specific absolute and percentage estimates for economic improvements.
- If possible, emphasize ways that open space will be created or preserved (in *addition* to the fact that brownfields redevelopment preserves open space). Clearly describe any long-term land use policies in place that will *preserve* open space.
- Ensure that you address how nearby, sensitive, and disadvantaged residents will be protected DURING the project. Will you plan for less intrusive times to be at the site if you have heavy equipment? Do you need to mitigate for dust and other pollutants to protect workers and neighbors? Will fencing and informational signage be installed?

#### Reviewer Perspective

*1) True commitment to sustainability and social equity is better than lofty language alone. Commitment is best illustrated through examples of successful projects, even if they aren't brownfields projects.*

*2) Reviewers realize that not all projects can justify both economic benefits and greenspace. If these are mutually exclusive, it is ok to discuss only one, but make sure you provide enough information to make your case.*

### Examples from successful proposals

Typing first section demographic info into last section	<i>"The community will benefit socially from the creation of 86 much needed new affordable housing units for people 62 and older who have incomes between \$17,000 and \$35,000 per year. As mentioned above under Community Need, 19 percent of seniors (aged 62 and older) in Southeast ___ lived below the poverty level, and affordable housing is a critical need of that population."</i>
Environmental benefits in line with sustainable land use policy	<i>"Proposed redevelopment meets the objective of protecting natural resources and near-shore habitat set-forth in the ___ Management Act (in accordance with laws established in the Revised Code of __, section ___) and the ___ Shoreline Master Program."</i>
Example demonstrating benefits for both target and whole community	<i>"Affordable, clean, safe housing is one very important component of a high quality of life for senior residents of the community, and this project provides such housing. Our vision for the development is a mixed-use, family- and senior-friendly new neighborhood close to shopping, schools and transit that will enhance the community as a whole."</i>

## Assessment Grant Checklist: Score Yourself!

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<u>Points</u>	
___/40	<b>1) Community Need</b>
___/20	a) Health, Welfare and Environment
___/20	b) Financial Need
	<i>**Identify Data Sources</i>
___/100	<b>2) Project Description and Feasibility of Success</b>
___/20	a) Project Description
___/40	b) Budget for EPA Funding and Leveraging Other Resources
___/20	i) Budget Table
___/10	ii) Tracking and Management Plan
___/10	iii) Leveraging
___/40	c) Programmatic Capability and Past Performance
___/24	i) Programmatic Capability
___/4	ii) Adverse Audits
___/12	iii) Past Performance
___/30	<b>3) Community Engagement and Partnerships</b>
___/10	a) Plan for Involving Affected Community
___/10	b) Efforts/Plans to Develop Partnerships w/ Local/State/Tribal agencies
___/10	c) Description and Role of Key Community-based Organizations
___/30	<b>4) Project Benefits</b>
___/10	a) Welfare and/or Public Health
___/10	b) Economic Benefits and/or Greenspace
	<i>**Addressing both criteria may not be feasible for all applicants.</i>
___/10	c) Environmental Benefits from Infrastructure Reuse/Sustainable Reuse
___/100	<b>Total (from major/numbered sections)</b>

## Cleanup Grant Checklist: Score Yourself!

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Points

\_\_\_/15 **1) Community Need**

\_\_\_/8 a) Health, Welfare and Environment

\_\_\_/7 b) Financial Need

*\*\*Identify Data Sources*

\_\_\_/50 **2) Project Description and Feasibility of Success**

\_\_\_/10 a) Project Description

\_\_\_/20 b) Budget for EPA Funding and Leveraging Other Resources

\_\_\_/10 i) Budget Table

\_\_\_/5 ii) Tracking and Management Plan

\_\_\_/5 iii) Leveraging

\_\_\_/20 c) Programmatic Capability and Past Performance

\_\_\_/12 i) Programmatic Capability

\_\_\_/2 ii) Adverse Audits

\_\_\_/6 iii) Past Performance

\_\_\_/15 **3) Community Engagement and Partnerships**

\_\_\_/5 a) Plan for Involving Affected Community

\_\_\_/5 b) Efforts/Plans to Develop Partnerships w/ Local/State/Tribal agencies

\_\_\_/5 c) Description and Role of Key Community-based Organizations

\_\_\_/20 **4) Project Benefits**

\_\_\_/10 a) Welfare and/or Public Health

\_\_\_/5 b) Economic Benefits and/or Greenspace

*\*\*Addressing both criteria may not be feasible for all applicants.*

\_\_\_/5 c) Environmental Benefits from Infrastructure Reuse/Sustainable Reuse

\_\_\_/100 **Total (from major/numbered sections)**

## ***RLF Grant Checklist: Score Yourself!***

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<u>Points</u>	
___/15	<b>1) Community Need</b>
___/8	a) Health, Welfare and Environment
___/7	b) Financial Need
	<b>**Identify Data Sources</b>
___/55	<b>2) Program Description and Feasibility of Success</b>
___/20	a) Program Description
___/15	b) Budget for EPA Funding and Leveraging Other Resources
___/5	i) Budget Table
___/5	ii) Tracking and Management Plan
___/5	iii) Leveraging
___/20	c) Programmatic Capability and Past Performance
___/12	i) Programmatic Capability
___/2	ii) Adverse Audits
___/6	iii) Past Performance
___/15	<b>3) Community Engagement and Partnerships</b>
___/5	a) Plan for Involving Affected Community
___/5	b) Efforts/Plans to Develop Partnerships w/ Local/State/Tribal agencies
___/5	c) Description and Role of Key Community-based Organizations
___/15	<b>4) Project Benefits</b>
___/5	a) Welfare and/or Public Health
___/5	b) Economic Benefits and/or Greenspace
	<b>**Addressing both criteria may not be feasible for all applicants.</b>
___/5	c) Environmental Benefits from Infrastructure Reuse/Sustainable Reuse
___/100	<b>Total (from major/numbered sections)</b>

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